



TOWN OF COLLINGWOOD

Museum Advisory Committee Agenda

Thursday, November 21, 2024, 5:30 p.m.

Town Hall, Second Floor, Braniff Room

97 Hurontario Street, Collingwood, ON

To participate virtually in the meeting please visit the following link:

<https://us02web.zoom.us/j/82974113350?pwd=Zkh1OGhWcnJJMU0vZ1VORXNKR3NKZz09>

Meeting ID: 829 7411 3350

Passcode: 979352

Pages

1. Call to Order

2. Adoption of the Agenda

Recommendation:

THAT the content of the Museum Advisory Committee Meeting Agenda for November 21, 2024, be adopted as presented.

3. Declarations of Pecuniary Interest

4. Adoption of Minutes

For information purposes:

The minutes of the regular meeting of the Museum Advisory Committee held on October 24, 2024, were approved electronically by the Committee and forwarded to Council for receipt at its next regular meeting.

5. Business Arising from the Previous Meeting

6. Deputations

7. Correspondence Received

8. Committee Business - New or Other

8.1 Master Plan Vision Development Exercise – Chantale Gagnon

8.2 Master Plan Next Steps and Upcoming Deadlines – Chatale Gagnon and Melissa Shaw

8.3 Election of Committee Chair and Vice-Chair

- Election of Chair and Vice-Chair to be held at the February 20, 2025 meeting.

9. Staff Updates

9.1 Supervisor's Report - Melissa Shaw

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Recommendation:

THAT the Museum Advisory Committee accept the Supervisor's Report as presented.

9.2 Upcoming Events and Programing, etc. - Melissa Shaw

- Community Collectors Night at the Collingwood Legion Military Museum, November 21
- Downtown Christmas Markets, November 29, December 6, 13, 20
- Holiday operating hours
- Collingwood Terminals t-shirt launch

9.3 New Gifts, Melissa Shaw

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Recommendation:

THAT the Museum Advisory Committee accept The Recommended List of New Gifts as presented.

10. Next Meeting

The next regular meeting of the Museum Advisory Committee will take place on Thursday, February 20, 2025 at 5:30 p.m. A Special meeting of the Museum Advisory Committee is planned for January 2025, the date and time are to be determined.

11. Adjournment

Supervisor's Report, Collingwood Museum

Presented by: Melissa Shaw

November 21, 2024

Programming

a) 8th Annual Shipyard Social, September 7

Despite the cold weather, former shipyard workers, family members and friends joined staff for the annual Shipyard Social. The celebration commenced at Town Hall with the Hardhats on Hurontario March, drawing approximately 27 parade participants. The parade was led by Town Crier Ken Templeman and Piper Leigh Gallant. Keeping with tradition, approximately 47 former workers participated in the on-site group portrait. The remainder of the afternoon was spent inside the Museum with participants enjoying social connections, delicious snacks, and a special shipyard-themed photograph installation by George Czerny. In total, 155 individuals attended the Museum.

b) Great Northern Exhibition (GNE), September 20 - 22

Staff returned to the GNE with a booth featuring gift shop items (including books, toys, and clothing), a slideshow showcasing the fair's history, and our ever-popular button maker. The Museum participated in Friday's Education Day and welcomed five different school groups to the booth for a short presentation about the GNE's history. In total, 77 students visited the booth. Approximately 275 free Shipbuilder Activity Kits were distributed throughout the fair. The kits highlight Collingwood's shipbuilding history and include a wooden boat craft and a history passport with stickers. Staff engaged with 1,422 community members and processed over \$1,000 in merchandise sales over three days. The Museum was closed to the public on Saturday to accommodate staff's attendance at the fair.

c) Author Talk with Richard Thomas, October 22

On Tuesday, October 22 staff hosted an Author Talk at Side Launch Brewing Co. Featured speaker Richard Thomas shared the stories behind his latest book entitled *The Jewel of Georgian Bay: 50 Years of the Chi-Cheemaun*. Attendance was lower than expected, but everyone who participated was captivated by Richard's engaging presentation that included audio recordings of interviews with former shipbuilders, photographs, and video footage. Signed copies of Richard's book were available for purchase. Admission was by suggested donation of \$10 per person. The use of the taproom fulfills the Museum's current partnership agreement with Side Launch Brewing Co. for the use of archival photographs in brewery promotions.

d) Haunted Walking Tours with Dean Hollin, October 26, 30

Following last year's success, the Museum hosted two haunted walking tours with Dean Hollin as our guide. Each walk accommodated 40 participants and both tours sold out

within days of going live on Eventbrite. The walks consisted of a 2 km loop that began at the museum and explored the downtown.

e) September and October PA Day Programs

Our September PA Day Program, Harvest Time, focused on early farming in the Collingwood area. 14 of 16 spots were filled. After an artifact show-and-tell at the Museum, participants walked to the library to make two harvest-themed crafts. The program ended with a game on the Museum grounds. A private school from Stayner requested a catered Harvest Time program for 26 students in kindergarten to Grade 8 which was delivered in October.

The October PA Day Program, Ghost Ships, showcased shipwreck artifacts in the Museum’s collection. Participants heard stories of famous Georgian Bay shipwrecks and watched footage from dives at the local wrecks. Registration was full, with all 16 participants in attendance. Participants made one shipwreck-themed craft and a second ghost-themed craft. The morning ended with a game on the Museum grounds.

f) Museum Podcast: Stories from Another Day (SFAD)

Release Date (Season 4)	Episode	Total Plays (As of November 14, 2024)
09-03-2024	The Terminals	66
10-01-2024	The Sinking of The Asia	58
11-05-2024	An Officer, a Gentleman, and a Spy	36
Total Plays (Lifetime)		6,539
Total Spotify Followers		122

Promotion

a) Monthly e-newsletter

Museum members and subscribers continued to receive monthly updates about museum-related news items, events, and activities.

Month (2024)	Subscribers	Opens
September	581	49.5%
October	593	55.3%
November	596	55.7%

b) Facebook

Month (2024)	Reach	New Followers	Unfollows	Total Followers
August	74,798	21	0	2,894
September	32,011	25	3	2,916
October	15,230	18	7	2,927

The post with the highest reach in September and October was a sponsored post advertising Richard Thomas’s speaking engagement at the Side Launch Brewing Co. on October 22. This post had a total reach of 10,510 and garnered 157 total reactions and shares.

Performance Measures

a) Museum Gallery Visitors

Month (2024)	Gallery Visits*	Donations	Avg Donation
August	764 (2023: 931)	\$2,532	\$3.31
September**	327 (2023: 584)	\$1,485	\$4.54
October	444 (2023: 280)	\$1,528	\$3.44

*Gallery visits do not include other building users (research, gift shop, programs, etc.)

** Gallery was open during the Art Crawl in 2023, attracting 122 visitors for that day

b) Gift Shop Sales

Month (2024)	Net Sales*	Items Sold
August	\$2,050.52 (2023: \$4,305.29)**	208 (2023: 275)
September	\$2,845.70 (2023: \$4,316.36)***	209 (2023: 250)
October	\$1,500.18 (2023: \$1,245.94)	175 (2023:153)

*Net Sales equals gross sales less refunds and discount

** \$1,743.44 net sales in GYST merchandise in August 2023 alone (52 items) many of which were sold at the Museum’s Sidelaunch Days booth.

*** Sales at the Great Northern Exhibition booth were 50% less than 2023

c) Museum Memberships

The metrics below reflect active memberships in good standing at the time of reporting.

Date of Report (2024)	Individual	Family	Corporate	Life	Total
July 12	32	17	1	7	57
September 3	30	16	1	7	54
November 15	31	13	1	7	52

To: Museum Advisory Committee
 From: Museum Supervisor Melissa Shaw
 Date: Thursday, November 21, 2024
 Subject: Temporary Custody Receipts 1924 - 1927

The following items are available for acceptance into the permanent collection:

Receipt No.	Description	Yes	No	Comments
1924	Commemorative Plate, commemorating The Coronation of Queen Elizabeth II, June 1953. Decorated in Collingwood by Georgian China.	X		
1925	Four postcards featuring local buildings and scenes, including the Federal Building, Hurontario Street looking south from Simcoe Street, Collingwood Harbour in the winter and the "Mill Pond" at Collingwood.	X		
1926	Collection of archival items relating to the Collingwood General and Marine Hospital, including one photograph album (1963), assorted nursing papers (1944,1949), one postcard, and individual photographs of Board of Trustees (1973-74), nursing graduates (1949), Dr. A. Stephen, and Dr. John McLean. Jobst Jet Air Splints Kit case and contents.	X*		*The inclusion of the air splint case and contents is dependent on condition and will be determined by staff.
1927	Collection of photographs and paper ephemera relating to and collected by former c. 1947- 1954 Collingwood Shipards office staff member. Scope of items is 1947 - 1985.	X		Collection includes a few items that were collected following tenure as shipyard employee.