



TOWN OF COLLINGWOOD

Museum Advisory Committee Agenda

Thursday, May 15, 2025, 10:00 a.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/81909809274?pwd=CxsDLHBrtRMXQNtbuCqksITe5i3nEk.1>
Meeting ID: 819 0980 9274
Passcode: 768432

Pages

1. Call to Order

2. Adoption of the Agenda

Recommendation:

THAT the content of the Museum Advisory Committee Meeting agenda for May 15, 2025, 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 April 17, 2025, were approved electronically by the Committee and forwarded to Council for receipt at its next regular meeting.

5. Business Arising from the Previous Meeting

5.1 National Volunteer Week follow up

5.2 Tourist-Oriented Directional Signing (TODS)

6. Deputations

7. Staff Updates

7.1 Supervisor's Report - Melissa Shaw

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Recommendation:

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

7.2 Upcoming Events and Programing, etc. - Melissa Shaw

- Escarpment Magazine Spring 2025: “Fit to be Tied”
- May is Museum Month
 - Proclamation and Town Clock Illumination
 - StoryWalk® installation – “Finding Treasure: A Collections of Collections”
- Smart’s Community Celebration, May 24, 1:00 p.m. – 4:00 p.m.
 - Group photograph at 2:15 p.m. sharp
 - Smart Bros. Truck
 - Community show-and-tell
 - Light refreshments
 - Smart Bros. Ltd. Driving Tour brochure
- Game Changers PA Day Program, June 6
- Upcoming travelling exhibit
 - A History Exposed: The Enslavement of Black Canadians, June 13 - August 30
- Gift Shop
 - Terminals Point hoodies, admin fee
 - “Not the 51st State” stickers

8. Committee Business - New or Other

8.1 Master Plan Engagement Update

- Survey responses
- Onsite engagement/storage tours
- Draft email to stakeholders
- Remaining engagement sessions and volunteer opportunities
- Planning session with regional advisor, date TBD

9. Next Meeting

The next meeting of the Museum Advisory Committee meeting will take place on Thursday, June 19, 2025, commencing at 10:00 a.m.

10. Adjournment

Supervisor's Report, Collingwood Museum

Presented by: Melissa Shaw

May 15, 2025

Programming

a) EarthFest, Sunday, April 27

Collingwood Museum staff and committee members participated in EarthFest, an Earth Day Fair held at the Leisure Time Club by the Collingwood Climate Action Team. Staff ran a table that featured information on the Collingwood Museum (memberships, newsletter sign-up, programs, upcoming events, etc.), and promoted the master plan engagement period. The button maker saw lots of activity with the special Earth Day buttons. In total, we had 112 community interactions which was slightly lower than previous years, which saw about 180 interactions.

Promotion

a) Monthly e-newsletter

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

Month (2025)	Subscribers	Opens
March	626	58%
April	627	64%
May	630	55%

b) Facebook

Month (2025)	Reach	New Followers	Unfollows	Total Followers
February	11,633	9	10	2,968
March	21,940	10	5	2,973
April	7,259	12	12	2,973

The organic post with the highest reach in March was a #FromTheArchives post featuring a photograph of Collingwood's harbour in April 1905. This post had a reach of 705 and 75 reactions and comments.

Performance Measures

a) Museum Gallery Visitors

Month	2025 Gallery Visits*	2024 Gallery Visits	2025 Donations	2025 Avg Donation
February	255***	363	\$463	\$1.82
March	311	397****	\$1,363	\$4.38
April	447	195	\$1350	\$3.00

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

**The many weather alerts and snow days may have impacted visitor numbers.

***Family Day in 2024 attracted 189 gallery visitors. 2025 attracted 52 with free admission. Inclement weather may have played a role in low attendance. Also, a free activity kit was not offered.

****The Easter weekend occurred in March 2024.

b) Gift Shop Sales

Month	2025 Net Sales*	2024 Net Sales*	2025 Items Sold	2024 Items Sold
January	\$398.52	\$1,133.08	29	101
February	\$627.59	\$1,193.21	53	97
March	\$1,145.69	\$877.72	84	100
April	\$855.69	\$834.27	89	135

*Net Sales equals gross sales, less refunds and discounts.