



TOWN OF COLLINGWOOD

Museum Advisory Committee Agenda

Friday, July 25, 2025, 12:00 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/85740362765?pwd=4CHVoTDim9Lukdlqij7bg1ypfKj8xN.1>

Meeting ID: 857 4036 2765

Passcode: 909790

- 1. Call to Order**
- 2. Adoption of the Agenda**

Recommendation:

THAT the content of the Museum Advisory Committee Meeting agenda for Friday, July 25, 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 meeting held on June 19, 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**
- 6. Committee Business - New or Other**

6.1 MasterPlan Development Exercise – Chantale Gagnon

6.1.1 Summary of accomplishments to date

6.1.2 Review SWOT results and community survey summaries

6.1.3 Planning Process

- Quick refresher of SMART
(Specific/Measurable/Achievable/Realistic or Relevant/Timely)
- Review the Museum's Strategic Areas

- Identify 3 – 5 Goals
- Identify 3 – 8 Objectives per Goal
- Discussion on the Action Items and the Reporting Plan

7. Next Meeting

The next meeting of the Museum Advisory Committee meeting will take place on Thursday, September 18, 2025 commencing at 10:00 a.m.

8. Adjournment