



TOWN OF COLLINGWOOD
MUSEUM ADVISORY COMMITTEE

November 21, 2024, 5:30 p.m.
Town Hall, Second Floor, Braniff Room
97 Hurontario Street, Collingwood, ON

Members Present: Jennifer Belanger, Chair
Robert MacNair
Joanne Edwards
Jacklyn Plater

Staff Present: Melissa Shaw, Museum Supervisor

Others: Jennifer Parker, Manager of Culture and Events
Chantale Gagnon, Regional Development Advisor
Jenny Haines, Administrative Coordinator

1. Call to Order

Chair Belanger called the meeting of the Museum Advisory Committee to order at 5:30 p.m.

2. Adoption of the Agenda

MUS-020-2024

Moved by: Robert MacNair

Seconded by: Jacklyn Plater

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

CARRIED

3. Declarations of Pecuniary Interest

None.

4. Adoption of Minutes

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

None.

6. Deputations

None.

7. Correspondence Received

None.

8. Committee Business - New or Other

8.1 Master Plan Vision Development Exercise – Chantale Gagnon

Chantale Gagnon, Regional Development Advisor, provided the Committee with an overview of the accomplishments to date regarding the development of a Master Plan. Advisor Gagon confirmed that the Committee is currently at Stage 2 of the process and Stage 3 is well underway with public engagement opportunities planned at the Town's Downtown Christmas Markets and Stage 4 taking place in January.

Advisor Gagon briefed the Committee on the importance of a strong Vision statement as it will provide the direction of the future and establish a plan for moving ahead. Advisor Gagon suggested that Committee members think about the Museum receiving an award and what the award would be for and what the headlines would say.

Committee members worked in groups and presented their ideas. Committee members openly shared their thoughts and ideas and came up with the following statement: "The Collingwood Museum is an experience where history lives and everyone can find their story."

Advisor Gagon asked Committee if the statement is reflective of success, if it tells a great story and if it has emotion and power. Committee concurred that the statement will be the Vision Statement in the Master Plan.

Advisor Gagon left the meeting at this time.

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

Supervisor Shaw confirmed that she is looking to the Committee for their contributions on a SWOT Analysis via the shared document on the Committees Sharepoint page by Friday, December 13.

Supervisor Shaw reviewed a short list of draft community engagement questions that could be used at the upcoming Christmas Market. Committee discussed various options to collect feedback from the public noting the use of post-it notes and bingo dabbers as opposed to iPads. Committee discussed the option of reaching out to the public via the Museums monthly newsletter or working with Collingwood Today.

Committee members noted their availability to volunteer at the Museum's booth at the Christmas Markets and Supervisor Shaw confirmed she would circulate a schedule.

8.3 Election of Committee Chair and Vice-Chair

Coordinator Haines provided an update on member recruitment and confirmed that the election of the Committee Chair and Vice-Chair will be held at the February meeting.

9. Staff Updates

9.1 Supervisor's Report - Melissa Shaw

Supervisor Shaw provided a high-level review of the Supervisor's Report noting:

- the success of the 8th annual Shipyard Social
- community interactions at the GNE the weekend of September 20-22
- the Author Talk with Richard Thomas on October 22 held at the Side Launch Brewing Co.
- the favorable response of the Haunted Walking Tours with Dean Hollin
- the PA Day programs hosted in September and October

Supervisor Shaw reviewed statistics regarding the Museum's Podcast, monthly e-newsletter subscribers, social media followers, gallery visitors, gift shop sales and Museum memberships.

MUS-021-2024

Moved by: Joanne Edwards

Seconded by: Jacklyn Plater

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

CARRIED

9.2 Upcoming Events and Programing, etc. - Melissa Shaw

Supervisor Shaw briefed the Committee on upcoming events:

- the Community Collectors Night at the Collingwood Legion Military Museum
- the Downtown Christmas Markets
- the Museums Holiday operating hours

- the Collingwood Terminals t-shirt launch and goal to have the t-shirts ready for sale at the first Downtown Christmas market

9.3 New Gifts, Melissa Shaw

Supervisor Shaw provided details about the new gifts received by the Museum as outlined below:

- Temporary Receipt # 1924: Commemorative Plate, commemorating The Coronation of Queen Elizabeth II, June 1953. Decorated in Collingwood by Georgian China.
- Temporary Receipt # 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.
- Temporary Receipt # 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. The latter's acceptance is dependent on its condition and stability which will be determined by Staff.
- Temporary Receipt # 1927: Collection of photographs and paper ephemera relating to and collected by former c. 1947- 1954 Collingwood Shipyards office staff member. Scope of items is 1947 - 1985.

MUS-022-2024

Moved by: Joanne Edwards

Seconded by: Robert MacNair

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

CARRIED

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 14, 2025 at 2:00 p.m.

11. Adjournment

Moved by: Member Edwards

THAT the meeting of the Museum Advisory Committee be hereby adjourned at 7:28 p.m. **CARRIED.**

Chair