



TOWN OF COLLINGWOOD
MUSEUM ADVISORY COMMITTEE

January 30, 2025, 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
Ted Crysler

Staff Present: Christopher Baines, Council Member (ex officio)
Melissa Shaw, Museum Supervisor
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.

1.1 Welcome New Member & Introductions

Chair Belanger welcomed new member Ted Crysler to the meeting. Member introductions were made.

2. Adoption of the Agenda

MUS-001-2025

Moved by: Joanne Edwards
Seconded by: Jacklyn Plater

THAT the content of the Museum Advisory Committee Meeting agenda for Thursday, January 30, 2025, be adopted as presented.

CARRIED

3. Declarations of Pecuniary Interest

Nil.

4. Adoption of Minutes

MUS-002-2025

Moved by: Joanne Edwards
Seconded by: Jacklyn Plater

THAT the minutes of the regular meeting of the Museum Advisory Committee held on Thursday, November 21, 2024 be adopted as presented and forwarded to Council for receipt at its next regular meeting.

CARRIED

5. Business Arising from the Previous Meeting

Nil.

6. Deputations

Nil.

7. Staff Updates

7.1 Supervisor's Report - Melissa Shaw

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

- The Shipyard Superstars PA Day Program held on November 15
- The success of the first off-site Community Collectors Night held on November 21 at the Collingwood Legion
- The newest branded T-Shirt launch and sales at the end of December
- An overview of the engagement and gift shop merchandise sold at the Downtown BIA Christmas Markets in November
- The museums participation in Giving Tuesday on December 3 and funds raised

Supervisor Shaw reviewed statistics regarding the Museum's Podcast, monthly e-newsletter subscribers, social media followers, gallery visitors, gift shop sales and Museum memberships. Supervisor Shaw noted that consideration is being made to launch a 'Junior Membership'.

Supervisor Shaw provided the Committee with an update on 2024 Collections Management noting that Staff continue to work on on-going collection processing.

Supervisor Shaw answered questions and received comments from Committee regarding themes for the community collectors night; if the Museum has considered partnering with local establishments to promote the sale of Museum t-shirts; if consideration has been made to hold a

draw to win a t-shirt or Museum membership as a method to bring in engagement through the Museums Podcast; if consideration could be made to have an interactive component in the monthly newsletter to engage residents participation; how the Museum advises members that their memberships are up for renewal; if the Museum has a promotions budget; that the Museum should set up a booth at the next Terminals Point public meeting; clarification regarding the various types of memberships the Museum offers; consideration to have a senior membership rate; confirmation that memberships are not tax deductible; consideration to round out the dollar value on membership fees; if there is a discount on membership fees if you are a member of neighbouring Museums; and that in the past the Committee had a membership sub-committee.

MUS-003-2025

Moved by: Robert MacNair

Seconded by: Joanne Edwards

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

CARRIED

7.2 Upcoming Events and Programing, etc. - Melissa Shaw

Community Museum Operating Grant (CMOG) Funding

Supervisor Shaw noted that CMOG funding was received for the 2024-2025 operating year. The submission requirements for 2025-2026 funding are known and Staff will be prepared to submit an application in June. Supervisor Shaw confirmed that the annual funding amount has not changed in many years and that the Ontario Museum Association often prepares advocacy letters in support of increasing funding that can be sent with the Committee's endorsement to the Provincial Government.

Ice Age PA Day Program, January 24

Supervisor Shaw briefed Committee on the Ice Age PA Day Program held on January 24 and thanked Councillor Baines for the promotion of the PA Day program during Council's Community Announcements.

Escarpment Magazine Winter 2025

Supervisor Shaw briefed Committee on the partnership between the Museum and Escarpment Magazine in which the magazine features an article based on the Museum's podcasts and Museum provides the magazine with historic photographs and associated information.

Supervisor Shaw confirmed that she will ensure Council is in receipt of the Winter 2025 edition of the magazine.

Timeless Treasures: Celebrating Heritage Architecture and Award-Winning Restorations, February

Supervisor Shaw confirmed the upcoming exhibit called Timeless Treasures and noted that Heritage Week is February 17th to the 23rd. Councillor Baines noted that the Mayor's Office coordinates flag raising events, typically held to proclaim a significant week or event for the Town.

Family Day, Monday, February 17

Supervisor Shaw noted that the Museum will have free admission on Family Day and be open from 10:00am to 4:00pm.

Sign Languages of Canada travelling exhibit, March – April

Supervisor Shaw briefed Committee on an upcoming travelling exhibit from the Canadian Museum of Language, out of York University. Supervisor Shaw noted that the panel exhibit will be featured at the end of March and into April and that it will focus on the six sign languages used in Canada. Supervisor Shaw noted that the news of the exhibit will be shared with local schools.

ADDITION - Collingwood Blues 2024 Canadian National Junior A Championship Game Winning Puck

Supervisor Shaw noted a temporary exhibit at Eddie Bush which showcases the game winning puck from the 2024 Canadian National Junior A Championship game. Supervisor Shaw noted that the puck is accompanied by the history of hockey in Collingwood and that a media release will issued next week regarding the exhibit and other February events.

7.3 New Donations - Melissa Shaw

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

- Temporary Receipt # 1928: Photograph, Peerless Textiles staff 1955.
- Temporary Receipt #1929: Photograph, Cenotaph "Soldier's Memorial Collingwood Oct. 4/23 Photograph, Collingwood Railway Station.
- Temporary Receipt #1930: Puck, Collingwood Blues 2024 Canadian National Junior A Championship

MUS-004-2025

Moved by: Jacklyn Plater

Seconded by: Joanne Edwards

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

CARRIED

8. Correspondence Received

Nil.

9. Committee Business - New or Other

9.1 Master Planning Process – Community Engagement Action Plan

Supervisor Shaw provided an update regarding the Master Planning Community Engagement Plan and the decision to delay community engagement from the Downtown Christmas Markets. Supervisor Shaw noted that the Town's Communication Team has a tool-kit and communication plan templates that Staff are required to submit to ensure that all engagement opportunities are considered and that Staff have the support of the communications department to promote the public engagement process.

Supervisor Shaw noted that she has discussed next steps with Chantel Gagnon, the Regional Advisor and that public engagement will occur in May during Museum month and the Museum will host open-houses and community engagement opportunities.

Councillor Baines volunteered to assist Supervisor Shaw in completing the Community Engagement Plan.

9.2 Probus Club Engagement

Member MacNair provided the Committee with a promotional document he would like to provide to Probus Clubs to share with their members. Supervisor Shaw answered questions from Committee regarding the various walking tours and if Museum Staff lead the various walking tours.

9.3 2025 Goal Setting

Supervisor Shaw noted that at the next months meeting, she will be presenting a slide deck reflecting on the Committees 2025 goals and 2024 accomplishments. Supervisor Shaw noted that goals will align with the programs and services offered by the Town and the 2024-2028 Community Based Strategic Plan. Supervisor Shaw confirmed that Director Cubitt will be in attendance at the next meeting and that once she has received approval from Committee, the presentation will be included in the CAO's operation plan update to Council.

9.4 Reminder - Election of Chair and Vice-Chair at February meeting

Coordinator Haines noted that the election of a Chair and Vice-Chair must occur annually and that she will be holding an election at the next meeting. Coordinator Haines noted that Chair Belanger has held the position of Chair for over two years and that the Committee is currently operating without a Vice-Chair.

9.5 Committee Meeting Time Change

Supervisor Shaw provided the following meeting times for Committees consideration: Third Thursday of the month commencing at 10:00 a.m.; Third Wednesday of the month commencing at 10:00 a.m.; Third Wednesday of the month commencing at 1:00 p.m.; and the Third Wednesday of the month commencing at 3:00 p.m.

Committee members discussed their availability for each option and no consensus was met. Supervisor Shaw confirmed that Committee will meet as scheduled next month and she will follow-up with options to bring forward at the next meeting.

10. Next Meeting

The next meeting of the Museum Advisory Committee meeting will take place on Thursday, February 20, 2025, commencing at 5:30 p.m.

11. Adjournment

Moved by: Member Crysler

THAT the meeting of the Museum Advisory Committee be hereby adjourned at 7:00 p.m. **CARRIED.**

Chair