



TOWN OF COLLINGWOOD
MUSEUM ADVISORY COMMITTEE

May 15, 2025, 10:00 a.m.
Town Hall, Second Floor, Braniff Room
97 Hurontario Street, Collingwood, ON

Members Present: Robert MacNair, Chair
Joanne Edwards
Ted Crysler

Members Absent: Jennifer Belanger
Jacklyn Plater, Vice-Chair

Staff Present: Christopher Baines, Council Member (ex officio)
Melissa Shaw, Museum Supervisor
Jenny Haines, Administrative Coordinator

1. Call to Order

Chair MacNair called the meeting of the Museum Advisory Committee to order at 10:02 a.m.

2. Adoption of the Agenda

MUS-014-2025

Moved by: Joanne Edwards

Seconded by: Ted Crysler

THAT the content of the Museum Advisory Committee Meeting agenda for May 15, 2025, 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 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

Supervisor Shaw thanked the members of the Committee who attended the flag raising and volunteer social event hosted at the Library in celebration of National Volunteer Week. Supervisor Shaw noted how important the role of volunteers are to the Museum and thanked Committee members for their valued dedication on behalf of Museum Staff.

5.2 Tourist-Oriented Directional Signing (TODS)

Supervisor Shaw noted that a suggestion was brought forward at the last meeting as to whether consideration has been made to promote the Museum using Tourist-Oriented Directional Signage (TODS). Supervisor Shaw confirmed that the signage is posted on the Provincial Highway and that there is nothing within the Town's Sign By-law that prohibits moving forward with this suggestion.

Supervisor Shaw noted that she will provide Committee with more information regarding pricing, annual fees and the signage options available, suggesting that this be a consideration for the 2026 budget.

6. Deputations

None.

7. Staff Updates

7.1 Supervisor's Report - Melissa Shaw

Supervisor Shaw provided an overview of the Supervisor's Report noting the EarthFest event held on April 27 at the Leisure Time Club and statistics pertaining to the Museums monthly e-newsletter and Facebook followers. Supervisor Shaw reviewed performance measures noting Museum gallery visitors and gift shop sales.

Supervisor Shaw answered questions from Committee regarding whether she felt that participating in EarthFest was worthwhile; if consideration could be made to extend the hours of the EarthFest event; if the Town booth at the Farmers' Market is covered should there be rain; and that the public might not be aware that C.D. Howe was the architect who designed the Collingwood Terminals.

MUS-015-2025

Moved by: Ted Crysler

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

Supervisor Shaw provided Committee with an overview of upcoming events:

- Escarpment Magazine Spring 2025: “Fit to be Tied”
 - Podcast featuring the history of the Police Department and the challenges of being a Police Officer in Collingwood's early years
 - Escarpment Magazine is interested in another feature article in the Fall
 - That 'Escarpment Magazine' is a common theme in the survey responses as a platform to obtain museum-created content
- May is Museum Month
 - The Town will proclaim May as Museum Month
 - Town Hall Clock Tower and the Museum Clock Tower will be illuminated purple in support
 - “Finding Treasure: A Collections of Collections” will be featured on the Train Trail Story Walk
- Smart’s Community Celebration, May 24, 1:00 p.m. – 4:00 p.m.
 - Exhibit called "growing roots"
 - Community show-and-tell event with request for the public to bring anything that connects to the Smart's business to the Museum for a community show-and-tell
 - There is a Smart Bros. Ltd. Driving Tour brochure which indicates various places in Town that have historical significance to the business
- Game Changers PA Day Program, June 6
 - Programming will focus on athletes from Collingwood who made change or achieved great things in their area of skill
 - PA Day program is full and a waitlist has been started
- Upcoming travelling exhibit
 - A History Exposed: The Enslavement of Black People in Canada, June 13 - August 30
 - From the Museum of Immigration in Halifax

- Consideration to host a community meet up at Sheffield Park in Clarksburg
- Signage for the travelling exhibit will be posted on the community event signs around Town
- Gift Shop
 - Terminals Point hoodies for sale in the Museum Gift Shop
 - "Not the 51st State" stickers are for sale and they are printed in Canada and designed in Collingwood.

Supervisor Shaw answered questions and received comments from Committee regarding whether confirmation has been made that a representative from Council will attend the Community Celebration on May 24; that the Historical Society used to host historic home tours and that the Heritage Committee has brochures offering self guided tours of West, East and Downtown Collingwood; if Supervisor Shaw could connect the Chair of the Historical Society with Chair MacNair and Member Crysler; confirmation that the intent of hosting the Town booth at the Farmers' Market is to engage the public and have them take the survey on-site; and if consideration could be made to showcase sample gift shop items or sell items from the gift shop at the Farmers' Market.

8. Committee Business - New or Other

8.1 Master Plan Engagement Update

Supervisor Shaw confirmed that 47 survey responses have been received and that the goal is to obtain 100.

Supervisor Shaw noted that an email will be sent to stakeholders and that she will provide Committee with a draft of the email which members can use to send to anyone they feel would be interested in taking the survey.

Committee discussed various ways to engage with the public. Councillor Baines suggested reaching out to patrons coming in and out of Canadian Tire noting that the Optimist Club has a great response when selling "Ducks" for their annual Duck Race.

Committee discussed the target age group of survey participants and the importance of engaging youth. Supervisor Shaw confirmed that she would reach out to the Collingwood Youth Centre and advise them about the survey.

Committee discussed the upcoming Jazz at the Station event as another opportunity to engage the public and promote Museum Memberships.

Supervisor Shaw confirmed that she is coordinating a planning session with the Committee and Chantale Gagnon, the Regional Development Advisor to determine strategic goals for the Museum Master Plan based

on the internal SWOT analysis and community survey responses. Supervisor Shaw noted that the Master Plan will determine the Museum's driving goals for the next 5 years and that she hopes to present it to the Committee of the Whole in October.

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

Moved by: Member Edwards

THAT the meeting of the Museum Advisory Committee be hereby adjourned at 10:58 a.m. **CARRIED.**

Chair