



**TOWN OF COLLINGWOOD
MUSEUM ADVISORY COMMITTEE**

March 19, 2026, 10:00 a.m.
Town Hall, Second Floor, Braniff Room
97 Hurontario Street, Collingwood, ON

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

Members Absent: Ted Crysler

Staff Present: Melissa Shaw, Museum Supervisor
 Jennifer Battista, Administrative Assistant, Legislative Services

1. Call to Order

Chair MacNair called the meeting to order at 9:57am

2. Adoption of the Agenda

MAC-008-2026

Moved by: Joanne Edwards

Seconded by: Jennifer Belanger

THAT the content of the Museum Advisory Committee Meeting agenda for Thursday, March 19, 2026, be adopted as presented.

CARRIED

3. Declarations of Pecuniary and/or Code of Conduct Conflict of Interests

None.

4. Adoption of Minutes

The minutes of the regular meeting of the Museum Advisory Committee held on Thursday, February 19, 2026, 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. Staff Presentations

6.1 Terminals Point Project and Public Realm Master Plan, Project Manager Adam Gallant

Project Manager Gallant gave a presentation on the Terminals Point Project. He advised that they are looking for feedback on the early stage of the project and what could impact the museum and noted that there will be more consultation and engagement to come and the items listed today are subject to change.

It was noted that at the end of 2024 there was a public presentation at Simcoe St. Theatre and staff received feedback and did a survey. Feedback included strong support for public space enhancements, preservation of character and heritage, and more recreation and community-focused features. The project and design were revised based on the feedback and there will be a second open house to receive feedback on the updates in late April or early May.

Limitations to the project were mentioned including funding, alignment with guidelines of developing principles, planning requirements, and Council approval. A high-level breakdown of funding was provided.

A draft form of the guiding concept for the area was provided including the themed stages of origins, journey, and renewal.

The project team is looking at possibly relocating Watts Boathouse which will allow them to open the area to improve storage and shoreline access. Project Manager Gallant noted that some artifacts will be moved to a new location and they need to make a plan for these. There will be commemorative bricks and trees, and they will reincorporate these items where they can and they want to know the museum's interest in these items.

Next steps for the project team were provided and next steps for the Committee include where and when do they want to be involved? Do they want a site visit? What do they want their level of involvement to be in artifacts? Any thoughts on Watts Boathouse relocation.

Chair MacNair stated that the Committee should discuss the project as a group instead of individually. Project Manager Gallant offered to come back to another meeting once they have had time to review.

Members discussed the timeline of the project, the different phases of construction, and asked where Watts will fit in with the timeline. Members asked if Watts is structurally sound to be moved.

Members asked if there has been any pushback from locals or newcomers. Project Manager Gallant noted the only pushback has been a fear of the public no longer able to access the area and mentioned that anything that is accessible currently will still be accessible after development. Access to parking is also a concern, but they have received mostly positive feedback.

Chair MacNair suggested that the Committee meet and do a walking tour. Supervisor Shaw also mentioned a visit to Watts Boathouse would be beneficial and she will get the report from the previous move of Watts so it can be shared with the Committee as well as the artifacts inventory from that area. Project Manager Gallant noted that he can share the condition assessment as well.

Supervisor Shaw asked if any requests for a public monument for shipbuilders or mariners through public consultation. Project Manager Gallant confirmed this hasn't been brought up.

Members asked if they would expect to find any artifacts when working on the roads and servicing and it was noted that the general approach is don't dig where you don't have to and they are trying to build the roads up. Members asked about the lease for the paddling club.

Supervisor Shaw clarified if the question is does the Committee have a concern with moving Watts Boathouse or is the question about the Museum's capacity to operate it? Project Manager Gallant confirmed the main question right now is if they decide to move Watts Boathouse, what will be its purpose?

It was noted that if used for storage for museum artifacts, there is no air conditioning, and no humidity control. Supervisor Shaw noted one issue for the Museum is programming space.

Members asked if Indigeneity would be included in the origins, journey, and renewal stages of the development plan.

7. Staff Updates

7.1 Supervisor's Report - Melissa Shaw

Supervisor Shaw gave an update from the previous meeting noting that the exhibit cases are installed, and keys from Dufferin County were received in the mail. They are currently working on an exhibit for May is Museum Month which highlights original donations to the Huron Institute Museum which pre-dated the Collingwood Museum, and it will touch on colonial collecting.

Supervisor Shaw provided an update on Black History Month and Family Day and highlighted the podcast for International Women's Day, Preserving the Past and Ensuring the Future: The Birnie Sisters.

Supervisor Shaw reviewed statistics pertaining to the Museum's monthly e-newsletter and Facebook and provided the Committee with an overview of gift shop sales and museum gallery visits noting that they were closed one day in February and observing that the construction warning on the website may deter some people from visiting.

Supervisor Shaw discussed the Job Fair and highlighted a number of interviews and resumes came from this event.

MAC-009-2026

Moved by: Jacklyn Plater

Seconded by: Jennifer Belanger

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

CARRIED

7.2 Upcoming Events and Programming, etc. - Melissa Shaw

A staffing update was provided by Supervisor Shaw noting the newest staff member to the Museum team and her many years of experience in museums. Supervisor Shaw passed around Education Programmer Brozy's portfolio and highlighted that she has already delivered two programs.

Museum staff are currently working on recruitment for the seasonal staff positions.

Collingwood Today did a feature on the Museum's virtual tours, Supervisor Shaw passed around a copy of this to members.

Supervisor Shaw provided an update on upcoming events and programming:

Archives Awareness Week

- Running April 7-10
- Theme is Advocating for Archives Survival
- Acquisition of Ursula Heller Photograph collection will be shared
- Media release will highlight the fundraising campaign, a bit about Ursula, and the online donation portal

Community Collectors Exhibit

- Exhibit with CCI time capsule from 1925 to open during Achieves Awareness Week
- Collaboration with CCI

- Contents were stored in a small box in archives and were donated to the Museum in the early 2000s

PA Day Program in April

- Programmer Brozy is currently working on this

8. Committee Business - New or Other

8.1 Food Truck License Update

Supervisor Shaw confirmed that she received correspondence from by-law. It was noted that the original intention of the Committee was to have a coffee vendor, not food and seating.

The response from by-law was read and highlighted that staff do not screen vendors and applicants are selected by lottery process, which means they would not be able to guarantee a drink only vendor. Members noted that food is not allowed inside the museum. Members asked if a vendor would benefit the site and noted that parking is currently limited due to construction.

MAC-010-2026

Moved by: Robert MacNair

Seconded by: Jennifer Belanger

THAT the Advisory Committee has decided to withdraw pursuing an interest in having a coffee or food truck at this site.

CARRIED

8.2 Museum Master Plan Update

Supervisor Shaw stated that this is still in the review process with senior management. Staff are hoping to have it for the next meeting. Members asked if there are any KPIs from the action plan form that they should add to the supervisors report as a monthly update. Staff noted that technically it is not adopted yet, but they will start coming out once plan is approved and finalized.

8.3 Online Museum Donation Link

Supervisor Shaw provided a demonstration on the donation portal through the Town website and noted that Museum donations will be added to the list, and no account is needed to donate. Members asked if they have this linked at the Museum as well.

8.4 Save The Date - Volunteer Appreciation Event, April 22, 2026

- April 22, 2026 - 6:00 to 8:00 p.m.
- Side Launch Brewing Company

- A formal invitation to RSVP will be sent out this month

8.5 **Addition - Terminals Point Site Visit

Chair MacNair asked staff to schedule a time to visit the Terminals Point project site. Supervisor Shaw confirmed she will connect with Project Manager Gallant to determine some dates.

9. Next Meeting

The next meeting of the Museum Advisory Committee meeting will take place on Thursday, April 16, 2026, commencing at 10:00 a.m.

10. Adjournment

Moved by: Robert MacNair

Seconded by: Jennifer Belanger

THAT the meeting of the Museum Advisory Committee be hereby adjourned at 11:20am.

CARRIED

Chair