



Town of Fort Frances
Museum Advisory Committee
Meeting
March 24, 2021 @ 12:00 PM
Museum

	Page
1. <u>CALL TO ORDER / ROLL CALL</u>	
2. <u>Approval of Agenda</u>	
3. <u>Disclosure of Conflict of Interest and the General Nature Thereof:</u>	
4. <u>Approval of Previous Committee Minutes</u>	
4.1 Meeting Date: Error or Omissions	2 - 4
5. <u>Items Referred from Council - None</u>	
6. <u>New Business</u>	
6.1 Curator's Report	5
6.2 Policy Review	6 - 7
<p>In 2019, former Curator Sherry George had started a Policy Review Process. Attached are the current "Statement of Purpose" as well as the "Revised Statement of Purpose" with changes as recommended by Museum Advisory Committee in 2019. Bev will resume this process in the next few months. To view a copy of current Policies; look under the Community Services section of the Town of Fort Frances website. https://fortfrances.ca/town/human-resources/policy-manual</p>	
7. <u>Information</u>	
7.1 Strategic Plan (For Information Purposes)	8 - 11
7.2 Community Museum Operating Grant (CMOG) Reporting for 2019. <i>Note: This would have been the report to accompany the 2020 application for CMOG; however, 2020 had an expedited application process. No word on how 2021 CMOG application process will roll out.</i>	12
8. <u>Recommendations to be made to the Community Services Executive Committee..</u>	
9. <u>ADJOURN / NEXT MEETING DATE</u>	
April 28, 2021 at 1:00 PM	

TOWN OF FORT FRANCES

MINUTES

MUSEUM ADVISORY COMMITTEE

February 24, 2021

The meeting of Museum Advisory Committee of the Town of Fort Frances was held virtually on February 24, 2021 from 1:00 p.m.

PRESENT: Debbie Ballard - Chair, Robert Schulz, Caren Fagerdahl, Christine Denby, J. McTaggart, Councillor
REGRETS: Mary Hickling
ALSO PRESENT: Beverley Cochrane, Museum Curator, Aaron Bisson, Recreation & Culture Manager

1. CALL TO ORDER

1.1 Welcome Christine Denby to first Museum Advisory Committee meeting.

2. Disclosure of Conflict of Interest and the General Nature Thereof:

3. Approval of Previous Committee Minutes

3.1 Meeting Date: Error or Omissions

4. Governance:

4.1 Christine Denby appointed to Museum Advisory Committee until November 2022. Bev had previously provided Christine with information about Museum policies.

5. Finance:

5.1 Canadian Museum Operating Grant (CMOG) reporting from 2019 standards which were deferred in 2020 is now due March 31, 2021. No word on if 2021 CMOG application will be an expedited process as it was in 2020; Curator will follow up accordingly.

6. Physical Plant:

6.1 Humidity Issues Continue. Relative Humidity has ranged from 16% on top floor to 80% on bottom floor. We have humidifiers on top floor; while de-humidifiers are operating in basement. I've been assured that new humidifiers have been ordered; no estimated delivery date. (We've had to move several artifacts from storage to main gallery due to condensation buildup on ceiling)

6.2 Fire Panel has been budgeted to be replaced. Faulty sensor in basement since August 2019; sensor froze in December/ January resulting in 3 false alarms. Fire Department dispatched to Museum 3 times. Sensor has been moved to mitigate risk of freezing again.

7. Collections:

7.1

- Bev and Sarah have been contacted regarding a few interesting items for donation to our collection. Deed of gift forms sent to each individual. Some of the donees are out of our District, although items are pertinent to our District.

8. Exhibitions:

- 8.1 Temporary Exhibit Space - Tentative Schedule
- March - May 2020: Nindinawemaganag: My Relations
 - June - August: Nations and Voices Project
 - September - October: Tony Cepers Art
 - November 2021 - February: Fort Frances Businesses

9. Interpretation & Education:

- 9.1 Walking Tour - Pocket Sights app has been selected as it is most in line with Museum budget. Tour locations haven't been decided on; tour will be projected to launch by mid-May 2021.
- 9.2 Previous exhibits will be digitized and shared on social media

10. Research:

- 10.1
- Numerous small research requests come through; searches for obituaries, birth announcements, specific articles in FF Times

11. Conservation:

- 11.1 Bev will obtain quotes for repainting of Russel Brothers anchor purchased in Fall 2020.

12. Community:

- 12.1 Fort Frances Writers Group continue to meet virtually; as the group hasn't been able to meet at Museum since February 2020. They will be meeting for the first time at the Shaw Hub room at the Fort Frances Public Library and Technology Centre for the March 2021 meeting. All COVID-19 restrictions will be adhered to.
- 12.2 Partnership with Community Living Fort Frances. They have completed a Make and Take kit for Valentine's Day; more projects to occur.
- 12.3 Friends of the Museum
- Have met virtually on January 21, 2021 & February 18, 2021.
 - Planning "SnOasis 9" activities throughout March as opposed to a full Day the first Saturday at the Rainy Lake Square.
- 12.4 Rainy River District Right Relations Circle has changed their meeting dates to the third Tuesday of the month beginning in January.
- The FFPLTC has put in a grant for a Coordinator position for a partnership between RRDRRC; FFPLTC and FF Museum. Cultural Heritage series focussing on weekly programming at the RL Square.

13. Human Resources / Professional Development:

- 13.1 Full-time Museum Attendant hired on January 11, 2021; the same day Museum staff were sent to work from home due to "Stay at Home" order. Museum Attendants' primary focus will be a Tourism focus with duties related to Rainy Lake Square duties, bookings, etc.
- 13.2 Two "Post-Secondary" student positions have been applied for. Focus will be on tourist information, Rainy Lake Square and digitization of newspapers and artifacts.

14. Numbers:

14.1 December 2019: 132 December 2020: 33
 January 2020: 242 January 2021: 35

15. ADJOURN / NEXT MEETING DATE

(Note: prior to adjournment, Caren Fagerdahl verbally requested a two month leave of absence from the Museum Advisory Committee. This request was verbally granted.

15.1 Wednesday March 24, 2021 at 1:00 PM

D. Ballard, Chair

B. Cochrane, Museum Curator

Curator Report
Prepared By: Beverley Cochrane
March 22, 2021

Finance:

Completed an application for funding for “Digital Content”. This funding will support a broad range of digital expenses incurred between April 1, 2020 through March 31, 2021.

Physical Plant:

Humidifiers have been installed; electrical work to be conducted by Cannect Electric. No word on when Fire Panel will be replaced.

Exhibitions:

Temporary Exhibit Space - Tentative Schedule

- - May 2020: Nindinawemaganag: My Relations
- June - August: Nations and Voices Project
- September - October: Tony Cepers Art
- November 2021 – February 2022: Fort Frances Businesses

Human Resources / Professional Development:

- Bev signed up for a free online “Digital Preservation” training offered by the UK Digital Archives.
- Sarah and Bev will be attending the “Indigenous Collections Symposium” offered by Ontario Museum Association.

Numbers:

February 2020: February 2021:

FORT FRANCES MUSEUM & CULTURAL CENTRE

P O L I C I E S

Statement of Purpose

The purpose of the Fort Frances Museum will be to collect, preserve, study, research, interpret, exhibit and use for educational purposes: artifacts and specimens that depict the story of man and nature as it relates to the history, growth and development of the Town of Fort Frances and surrounding rural area.

These artefacts and specimens will depict the past and the development of the area in terms of natural resources, exploration, settlement and people, industry and cultural achievement.

The Museum will be a teaching institution offering its visitors opportunities for self-development.

The Museum will collect, or bring in for display, a limited amount of material from outside the territorial limits mentioned above; such material will be relevant to the development of this area and/or country, or will be of significant educational value.

The Museum will be non-profit, open to the public, and administered in the public interest. It will seek to stimulate pride in, understanding of, and appreciation for the history, the people and the achievements within this area.

The Fort Frances Museum and Cultural Centre will be an inviting place that allows for people participation. It will provide a centre where organizations involved in Arts & Crafts, and cultural pursuits may meet to develop their talents and enable them to foster an appreciation within the community of the cultural contribution of these groups.

FORT FRANCES MUSEUM & CULTURAL CENTRE

P O L I C I E S

Statement of Purpose

The purpose of the Fort Frances Museum will be to collect, preserve, study, research, interpret, exhibit and use for educational purposes: artifacts and specimens that depict the story of man and nature as it relates to the history, growth and development of the Rainy River district.

The Museum will collect a limited amount of material from outside the territorial limits mentioned above – material that is relevant to the history and development of this country. In addition, the museum will bring in for display, exhibits of significant educational value with the goal of generating thought and facilitating discussion.

The Museum will be a teaching institution offering its visitors opportunities for self-development and expression, while fostering an appreciation for arts and culture.

The Museum will be non-profit, open to everyone, and administered in the public interest. It will seek to stimulate pride in, understanding for, and appreciation of our past while building for a stronger tomorrow.

Revised: Aug 28, 2019

THE PLAN

Goal	Item	Action	Outcome	Priority	Lead	Timeline
1	1.1.1	Maintain Canadian Museum standards based on annual grant application requirements	Standards in place	H	Curator	2017-20
	1.1.2	Explore opportunities for additional grants and subsidized internships	Applications submitted for all available grants	H	Curator	2017-20
	1.1.3	Approach Council yearly for funding appropriate to the demands of the action plan and museum operating costs	Presentation to town council	H	Chair of Advisory Committee	2017-20
	1.2.1	Create a plan to market the museum using all available media and complete a follow up analysis on the effectiveness of each type	Marketing plan in place	H	Curator, Advisory Committee	2017-20
	1.3.1	Develop a calendar of community events that offer opportunities for museum participation	Calendar developed and in place	H	Curator, Advisory Committee	2017-20
	1.3.2	Plan activities that elevate the museum profile	Activities scheduled and completed	H	Prog. Event Coord., Advisory Committee, Friends of Museum	2017-20
2	2.1.1	Maintain ongoing digitization of photos and archived materials by accessing grants and using volunteers	All photos digitized and archived	M	Curator, Volunteers	2017-20 ongoing
	2.1.2	Include digitized material on museum website	Digitized material on website	M	Curator, Volunteers	2017-20 ongoing
	2.2.1	Provide time for staff to continue developing interactive programming	Time provided for staff to continue developing interactive programming	H	Prog. Event Coord.	2017-18
	2.2.2	Record our seniors' stories	Record of stories in place	H	Prog. Event Coord., Volunteers	2017-18
	2.2.3	Identify pieces in our collection that need to be included on the tablets	Collection complete and up to date	H	Prog. Event Coord., Volunteers	2017-18
	2.2.4	Identify and edit existing videos that showcase our history and add them to interactive programming	Videos identified and included	H	Prog. Event Coord., Volunteers	2017-20
	2.2.5	Identify additional subjects to be filmed/recorded	Subjects identified and recorded	H	Prog. Event Coord., Volunteers	2017-20
	2.3.1	Follow museum standards for exhibit preparation	All exhibits meet standards	M	Curator	2017
	2.3.2	Procure proper equipment to move stored items safely	Cart/trolley in place	H	Curator	2017-20
	2.3.3	Ensure that arts programming is available to all	Programming in place and available to all patrons	H	Prog. Event Coord., Friends of Museum, Advisory Committee	2017-20
3	3.1.1	Identify tasks regarding Facebook updates and the frequency of Facebook updates	Facebook page updated and appropriate number of posts	M	Prog. Event Coord., Volunteers	2017-18
	3.1.2	Create an informative and fun Facebook page	Facebook page in place	M	Prog. Event Coord., Volunteers	2017-18
	3.2.1	Organize an annual open house to show the benefits of membership and opportunities to volunteer	Open house takes place	M	Prog. Event Coord., Volunteers, Curator	2017-20
	3.2.2	Promote membership benefits at all museum events and personally approach visitors about memberships	Membership increased by 20%	M	Curator, Volunteers, Advisory Committee	2017-20
	3.3.1	Create an informative and comprehensive standalone user friendly website	Website is up and running	M	Volunteers, Town I.T.	2017-20
	3.3.2	Identify types of information to be posted to the website	List of appropriate information is created	M	Curator	2017-20
	4.1.1	Access bursaries to cover registration costs	List of bursaries created	M	Curator	2017-20
	4.1.2	Increase budget for training and conferences	Budget increased to cover costs	M	Curator, Chair of Advisory Committee	2017-20
4	4.1.3	Ensure that at least one member of advisory council attends every regional meeting	One member attends every regional meeting	M	Curator, Prog. Event Coord.	2017-20
	4.2.1	Advertise for volunteers with all the skills required through all available means	Advertisements created and posted	M	Curator, Advisory Committee	2017-20
	4.2.2	Approach those with skills and invite them to participate	15% more skilled volunteers added	M	Curator, Advisory Committee, Prog. Event Coord., Friends of Museum	2017-20
	4.2.3	Continually make involvement in museum affairs appealing	Plan in place	M	Advisory Committee, Curator	2017-20
	5.1.1	Review entrance fee structure regarding how to establish value of fees	Review completed and recommendations created	H	Curator, Advisory Committee	2017-20
	5.1.2	Establish a workable fee structure to enhance sustainability	Fee Structure decided	H	Advisory Committee	2017-20
	5.1.3	Present recommendations to council for approval	Recommendations presented to council	H	Curator, Advisory Committee	2017
	5.2.1	Prepare a report summarizing efficiencies over the past 3 years and their implications	Report completed	H	Curator, Advisory Committee	2017-20
	5.2.2	Investigate ways other museums have adjusted to budget decreases	Report completed	H	Curator, Advisory Committee	2017-18
	5.2.3	Prepare presentation for council regarding budgetary needs	Presentation prepared and completed	H	Curator, Advisory Committee	2017-18
5	5.3.1	Prepare a report indicating staffing needs and qualifications	Report completed	H	Curator, Advisory Committee	2017
	5.3.2	Present staffing report to council	Report presented to council	H	Advisory Committee	2017
	5.3.3	Create succession plan for curator	Succession plan completed	H	Curator, Advisory Committee	2017-18



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STRATEGIC PLAN



VISION

Forging past and present together in a culturally dynamic resource centre.

MISSION

The Fort Frances Museum will provide a platform to preserve and promote the rich heritage and history of the Fort Frances area.

VALUES

1. **Inclusivity** – The Fort Frances Museum will be welcoming to all; open to emerging ideas; accessible; and will recognize diversity.
2. **Education** – The Fort Frances Museum will support research and partner with other educators to foster growth, innovation and the arts.
3. **Accountability** – The Fort Frances Museum will practice the highest ethical standards in governance, fund-raising and transparent reporting.
4. **Integrity** – The Fort Frances Museum will remain steadfast in our stewardship of public trust and in our prudent management of assets.
5. **Sustainability** – The Fort Frances Museum will be committed to using all available resources effectively to maintain the long-term viability of the museum.



GOALS

1. **To Raise the profile of the Fort Frances Museum in the community through advocacy and stakeholder relations:**
 - Continue to advocate for increased financial support with a focus on local funding and CMOG Program
 - Creating a marketing strategy for the promotion of museum initiatives
 - Continue monitoring and maximizing utilization of local initiatives that affect the museum (eg. Market Square, Canada Day activities etc.)
2. **To Facilitate accessibility to the museum's collection:**
 - Continue to digitize photos and documents
 - Continue interactive program development
 - Ensure accessibility for all museum visitors to exhibits and facilities
3. **To Promote membership, networking and communication opportunities:**
 - Develop social media communication strategies (eg. Facebook, webpage, etc.)
 - Create a membership initiative to develop ways to increase membership and volunteerism
 - Expand community partnerships
4. **To Enable organizational capacity building:**
 - Increase participation by advisory committee members, volunteers and staff at conferences, meetings and PD Workshops
 - Build upon and actively recruit technologically skilled volunteerism
5. **To Enhance the sustainability of the Fort Frances Museum:**
 - Review and adhere to the established fee structure of the museum
 - Initiate dialogue with funding sources to increase available budget funds to align with increased costs
 - Project future staffing needs and ensure that qualified trained staff are in place
 - Examine financial practices to ensure maximal use of funds available



Goal 1: To raise the profile of the Fort Frances Museum in the community through advocacy and stakeholder relations.

Objective 1

Continue to advocate for increased financial support with a focus on local funding and the Canadian Museum Operational Grant Program.

Actions:

1. Maintain Canadian Museum standards based on annual grant application requirements
2. Explore opportunities for additional grants and subsidized internships
3. Approach town council yearly for funding appropriate to meet the demands of the action plan and museum operating costs.

Objective 2

Create a marketing strategy for the promotion of museum initiatives.

Actions:

1. Create a plan to market the museum using all available media and complete a follow up analysis on the effectiveness of each type.

Objective 3

Continue monitoring and maximizing utilization of local initiatives that affect the museum. (eg. Market Square, Canada Day activities, etc.)

Actions:

1. Develop a calendar that reflects community events that offer opportunities for museum participation.
2. Plan activities that elevate the museum profile.

Goal 2: To ensure accessibility to the museum's collection.

Objective 1

Continue to digitize photos and documents.

Actions:

1. Maintain ongoing digitization of photos and archived materials by accessing grants and the use of volunteers.
2. Include digitized material on museum website.

Objective 2

Continue interactive program development.

Actions:

1. Provide time for staff to continue developing interactive programming.
2. Record our seniors' stories.
3. Identify pieces in our collection that need to be included on the tablets.
4. Identify and edit existing videos that showcase our history and add them to interactive programming.
5. Identify additional subjects to be filmed/recorded.

Objective 3

Ensure accessibility for all museum visitors to events, exhibits and programming.

Actions:

1. Follow museum standards for exhibit preparation (eg. Flow, font size, colour, glare, etc.)
2. Procure proper equipment to move stored items safely.
3. Ensure that arts programming is available and affordable to all.

Goal 3: To promote membership, networking and communication opportunities.

Objective 1

Develop social media communication strategies (eg. Facebook, Webpage, etc.).

Actions:

1. Identify tasks regarding Facebook updates and the frequency of Facebook updates.
2. Create an informing and fun Facebook Page.

Objective 2

Create a membership initiative to develop ways to increase membership and volunteerism.

Actions:

1. Organize an annual open house to show the benefits of membership and opportunities to volunteer.
2. Promote membership benefits at all museum events and personally approach visitors about memberships.

Objective 3

Expand community partnerships.

Actions:

1. Create an informative and comprehensive standalone user friendly website.
2. Identify types of information to be posted to the website.

Goal 4: To enable organizational capacity building.

Objective 1

Increase participation by advisory committee members, volunteers, and staff at conferences, meetings and Professional Development Workshops.

Actions:

1. Access bursaries to cover registration costs.
2. Increase budget for training and conferences.
3. Ensure that at least one member of the advisory committee attends every regional meeting.

Objective 2

Build upon and actively recruit technologically skilled volunteerism.

Actions:

1. Advertise for volunteers with all the skills required through all available means.
2. Approach those with skills and invite them to participate.
3. Continually make involvement in museum affairs appealing.

Goal 5: To enhance the sustainability of the Fort Frances Museum:

Objective 1

Review and adhere to the established fee structure of the museum.

Actions:

1. Review entrance fee structure regarding how to establish value of fees.
2. Establish a workable fee structure to enhance sustainability.
3. Present recommendations to council for approval.

Objective 2

Initiate dialogue with funding sources to increase available budget funds to align with increased costs.

Actions:

1. Prepare a report summarizing efficiencies over the past three years and the implications of these efficiencies.
2. Investigate ways other museums have adjusted to budget decreases, especially communities with vibrant well-funded museums.
3. Prepare presentation for council regarding budgetary needs..

Objective 3

Project future staffing needs and ensure that qualified trained staff is in place.

Actions:

1. Prepare a report indicating staffing needs. (eg. number of staff and qualifications of staff.
2. Present report to council.
3. Create succession plan.



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