

2023

Annual Report



Brockville Museum

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Mission Statement, Statement of Purpose, and Vision

Mission Statement

The Brockville Museum preserves and utilizes an evolving collection of objects and stories representing Brockville's past and present to provide inspiring, inclusive, and collaborative experiences that enhance well-being and strengthen the community's social and human capital in the service of Brockville's future.

Statement of Purpose

The Brockville Museum demonstrates how the City of Brockville has developed from the earliest times to the present.

The museum has a responsibility to grow, mature and continue to evolve as a living, dynamic institution. In this respect its purpose is:

- To inform by means of museum exhibits, historical interpretive programs, research facilities, and publishing of written and visual materials.

To accept by gift or acquire by purchase those items, documents and artifacts which have been made, sold or pertain to Brockville and provide facilities for their preservation, storage and exhibition.

- To preserve the museum collection by proper conservation measures.
- To maintain on-going cultural and educational programs to serve children and adults of Brockville.
- To provide visitors with the resources to gain knowledge of Brockville's history and have an enriching and memorable experience.

Vision

To be consistently relevant (relate our place in local and international conversations), unique (as stewards of this community's irreplaceable material culture), and inspiring (sharing human stories of challenge and success)

- Visitors and residents of all ages and backgrounds feel welcome and inclined to actively support the museum
- Offer unique and professional products (programs and events), experiences (exhibits and programs), and services (research and collection care and access)
- Meet or exceed provincial museum standards and best practices
- Actively participate in creating tomorrow's Brockville

Curator's Message

Prepared by Natalie Wood, Museum Curator

After a number of significant transitions in 2022 (and the pivots of the previous two years), 2023 brought a semblance of routine for the first time since before the Coronavirus Pandemic upset all sense of normalcy in 2020. Programs ran, visitors came, and collections were managed. The routine gave us the space to experiment as we worked to retrieve our audiences and identify how the museum's post-pandemic capacity could best meet the changed wants and needs of our community. We experimented with hours of operation, with piloting new programs, and with challenging the pre-pandemic status quo. This experimentation worked well to help us discover ways to improve efficiency and effectiveness in some areas, but 2023 wrapped up with still further questions on how best to increase revenues in a climate of high costs, and amidst the wants of an audience expecting low-cost or free services.

2023 was the first year since 2019 that the museum was able to be open in all twelve months of the year due to pandemic-related restrictions in 2020-2022. Although still a long way from the record-breaking 2019 visitation levels (22% lower), 2023 visitation was respectable, with an increase of 25% over 2022. Most notably, admission revenue (admission by donation) hit a record level in 2023, coming in 24% higher than 2019 (our previous record holder)! This admission data is especially relevant when considering that through experimentation with our hours of operation, the museum was open to the public 10% fewer days and 30% fewer hours than in 2019. The museum team continues to work towards optimizing efficiency while balancing community wants and the museum's budgeted capacity.

The museum's greatest achievement, and most time-consuming project of 2023, was the relocation of the collection stored in an offsite facility. It had been well known for over a decade that the space being used was unsuitable, but there hadn't been a clear path for addressing this challenge. In 2023, the findings of the Canadian Conservation Institute Facility Assessment, completed in late 2022, were presented, and revealed 6 priority recommendations with over 50 additional recommendations to improve conditions for the collection, stored both on site and off. Of greatest priority and alarm was the unsuitability of the offsite storage facility. Armed with this report, staff were able to source a new storage location and receive unanimous Council support to take on a new lease agreement. Although more costly, the new offsite storage location is much more suitable and vastly improves efforts to care for the collection.

Perhaps the greatest challenge of 2023 was finding our programming audience post-pandemic and after a change in the role of Community Program Coordinator that occurred in mid-2022 that interrupted some of our recovery momentum. It is clear that the needs and wants of our programming audience has shifted since the pandemic, and when combined with the museum's capacity, the ability to earn revenue through programming has become challenging. Much evaluation and experimentation was conducted in 2023, with plans to shift course slightly in 2024. The piloting of new value-added programs in 2023 were met with great success, and as the year progressed, we saw a return of some of our pre-pandemic senior facility audiences. These successes should prove fruitful in improving programming outcomes in 2024.

2023 saw good progress towards real post-pandemic recovery, a stabilization of the museum's operating capacity, and improvements to collections care. Despite challenges and ongoing experimentation, the museum heads into 2024 with new strategies to engage audiences, new resources for better caring for its collection, and new optimism for a truly post-pandemic landscape ripe for recovery.

Reports

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Governance

Prepared by Natalie Wood, Museum Curator

As part of the Brockville Museum's integration into the new Cultural Services Department, the former Brockville Museum Board of Management was transitioned into the Brockville Museum Advisory Committee starting in January 2023. As before, Advisory Committee members are appointed by the City of Brockville Council. As per the new Terms of Reference, the purpose of the Advisory Committee is to advise and support the role and responsibilities of the Cultural Services Department as it relates to the Brockville Museum. A copy of the terms of reference are included in the Appendix. As per the City's reporting structure, the Brockville Museum, as part of Cultural Services, reports to Council through the General Committee.

In 2023 Museum Advisory Committee meetings were scheduled monthly on the second Tuesday of the month, with a few exceptions. A total of 9 meetings were held in 2023. All meetings were held virtually. As per the new Terms of Reference, the Museum Curator served as Secretary for all meetings. Minutes were shared with Council's General Committee following their approval by the Museum Advisory Committee.

In 2023 the Museum Advisory Committee consisted of:

- Chair: Paul Naylor
- Members:
 - David Buck
 - Joan Watt
 - Hannah Cody
 - Deb Hamilton
- Council Representative: Katherine Hobbs

The Museum's 2022 Annual Report was received by Council's General Committee on April 18, 2023.

Finance

Prepared by Natalie Wood, Museum Curator

The Brockville Museum is part of the City of Brockville; as such, the museum's annual budget is directed and approved by Council. The Museum budget is presented as part of the Cultural Services budget. The City's contribution to the Museum's operating budget for 2023 was budgeted at \$364,998 (actual cost was \$354,062).

Expenses ¹ :	
Staffing	\$332,135
Professional Development (& Professional Memberships)	\$1,390
Office Expenses	\$10,307
Building Burden and Facility Maintenance	\$54,830
Collections & Exhibits	\$10,491
Programming	\$1,901
Expense Total	\$411,054

Although the Brockville Museum is principally supported by the City of Brockville, the museum is responsible for raising about 15% of operating funds through grants and earned revenues (which is consistent with other municipally owned museums in Ontario). Sources of earned revenues include donations (including from the Friends of the Brockville Museum who contributed \$1,318 in 2023), admissions, rental fees, and programming (note that many of these earned revenue streams had not yet recovered to pre-pandemic levels in 2023). In 2023, the museum earned \$17,114 through these earned revenue streams, and \$34,535 through grants.

Revenue ² :	
Municipal Funding (Tax Levy)	\$354,062
Community Museum Operating Grant (Annual Provincial Funding)	\$27,176
Cossitt Reserve interest	\$3,900
YCW (student employment grant – Provincial)	\$7,349
Program Revenue	\$6,252
Donations (including from the Friends)	\$1,318
Admissions	\$6,410
Room Rentals	\$1,550
Service Fees	\$1,583
Earned Revenue (not including grants)	\$17,114
Total Revenue (not including Municipal Funding)	\$55,538

A copy of the 2023 Brockville Museum's general ledger report can be found in the appendix of this document (current as of March 1, 2024).

¹ Based on actual spent amounts recorded as of March 1, 2024

² Based on actual recorded revenue amounts as of March 1, 2024

Collections

Prepared by Veronica Vareiro, Collection Coordinator

2023 was a significant year for work on the museum's collection, specifically in response to the findings of the Canadian Conservation Institute's Facility Assessment Report (received in early 2023) and some additional municipal funding to support collections care. Amid these exciting development, daily collection tasks continued, including the Open Drawer Project (the re-cataloguing of the museum's entire collection into an online searchable database) and the processing of new acquisitions.

Four new volunteers joined the Open Drawer Project team in the position of Data Technician and one new volunteer joined as an object photographer. In total, 9 volunteers contributed about 650 hours to the Open Drawer Project in 2023. The museum's 2023 summer student also worked on the Open Drawer Project, cataloguing the museum's archival book and ledger collection (130 objects). The museum's 6 Visitor Services Attendants also contributed to the Open Drawer Project during slower periods on the front desk. To date, a total of 25,349 artifacts (3D and Archival) have been entered into the online database, a growth of 2,125 catalogued items since 2022. 12,712 catalogued items have images attached to their record, an increase of 837 items from 2022. To date 20,842 objects are accessible to the public online through the museum's searchable online database.

The Collection Committee met twice in 2023: in May and December; both meetings were held in-person. Two new committee members were appointed in 2023, bringing the committee up to 6 volunteers (including the Museum Advisory Committee Representative). At the May meeting the Museum accepted approximately 48 objects into its permanent collection from 20 donors. In the December meeting the Museum accepted approximately 368 objects into its permanent collection from 15 donors (including a large number of photographs). Objects were a mix of some 3D, but mostly documents and photographs. Notable acquisitions included: legislative and senate certificates from former Senator Robert Runciman, the rainbow pride flag used for the annual flag raising ceremony for the first 12 years of Brockville's Pride festival, photographs of downtown Brockville during the 1990s, agricultural pieces relating to Smarts, the clock arms and cog from the clock on the city hall tower from before it was revitalized, and photographs of St. Alban's barn, riding rings and pastures. 82 objects were declined for a variety of reasons, as per our Collection Policy. 26 pieces were added to our education collection or research files. We also worked to process back logged acquisitions from 2022.

With new collection care funding received in 2023, efforts were directed to ordering all the necessary supplies and materials to convert the museum's former classroom space into a new collection storage space. This included purchasing new shelving and archival materials, a dehumidifier, and working on closing off the kitchen accesses to this space. Work on this conversion will continue in 2024 as the space will be outfitted, organized, and ready to house new acquisitions.

The added collection care funding also allowed us to start work on addressing the Canadian Conservation Facility Assessment to make improvements in the storage, safety, and environmental monitoring of our collections. In September of 2022 the Canadian Conservation Institute (CCI) conducted a Facility Assessment; the resulting report was received in March 2023 and presented to Council in June. The report identified six key priority recommendations and over fifty subsequent

recommendations to improve conditions for the long-term preservation of the collection in the city's care at the Brockville Museum. The following actions were taken in 2023:

- The creation of a Collections Emergency Plan: a consultant was hired in 2023 to complete this report by end of 2024.
- Improved climate monitoring: 9 New digital HOBO dataloggers were purchased and installed. Each storage room has a datalogger as well as each exhibit area.
- Relocation of the collection from the museum's former offsite storage facility to a new location that has temperature and humidity control as well as pest monitoring.

The process of relocating the collection from the museum's previous offsite storage facility to a new location was time consuming and involved complex logistics, but was completed in December of 2023.

- Museum staff developed minimum parameters for a new warehouse storage space and the required criteria that would address the issues identified in the Canadian Conservation Institute Facility Assessment and allow for more control of the storage environment. An RFP was posted, and the deadline was extended after there were no responses. The RFP was then cancelled when staff determined that the scoring parameters were incomplete. Input was then sought from the Economic & Development Services Department to determine what might be available locally. After pursuing multiple leads, an appropriate facility was identified.
- The chosen space provides an immediate solution to address all the offsite storage facility issues identified in the Canadian Conservation Institute Facility Assessment, including a well-sealed building envelope free of vegetation and potential water hazards, well-maintained and monitored fire protection and controls, 24-hour monitored security, stable environmental conditions, and high standards for cleanliness, including pest management. Located within the boundaries of the City of Brockville, the identified site is also conveniently located much closer to the museum than the older offsite space.
- With a new space secured, attention moved to the logistics of physically moving the contents of the former space. This involved: identifying and removing all non-collection materials, cleaning the space and contents in preparation for storage in the new facility, and arranging appropriate transportation for all collection pieces to the new location (including several vehicles and large signs).
- To prepare the new space, the landlord installed shelves and we worked together to ensure that all pieces were stored either on shelves or on pallets to facilitate easier access and protect against potential moisture from the floor.

The next step to take place in 2024 is to organize the space into proper location blocks, conduct an inventory of all the pieces stored there, add this information to the collections database, and create condition reports for all objects.

Conservation

Prepared by Veronica Vareiro, Collection Coordinator

In 2023, minor preventative conservation treatments were performed throughout the year, such as the cleaning and dusting of artifacts, the removal of tape and other harmful substances from archival documents and encapsulating fragile photos and documents. Mounts were created for temporary and permanent exhibits.

As part of the summer student's project re-cataloguing the museum's archival book and ledger collection, the student re-wrapped each piece with acid-free tissue and cotton tying tape and identified pieces potentially requiring additional care.

The art pieces that were on exhibit in the upper gallery for the Fredrick Lock exhibit received new acid free paper backing, glass cleaning and hanging hardware courtesy of Hang Ups Creative Picture Framing. Any important writing on the back of the old backing paper was encapsulated to the new backing. Photographs of the process were taken by Hang Ups and sent to the Museum.

Research

Prepared by Jean Mather, Volunteer Researcher

The Brockville Museum received 73 requests for information in 2023. Most requests were handled by the museum's volunteer researcher under the supervision of the Collections Coordinator.

Artifacts in the collection, copies of newspaper clippings and other articles on many topics on file, along with a number of books pertaining to the city and its institutions are available to help find answers. Appointments can be made to access material in-person but most responses are dealt with through email. A nominal fee applies to research that takes over 15 minutes to complete (discussed with the researcher in advance). Requests come mainly from the immediate area but sometimes from much farther afield. It is always interesting to have a query from someone living in another country.

The Grand Trunk Railway strike of 1877, details about the Annex to Victoria School, long since demolished although the school has been repurposed, and the Incorporation of Brockville were just three of the varied topics researched this year. We did have two requests concerning whether houses were haunted but could find no evidence of the supernatural in either case!

Local artists were the subject of several queries, probably the result of recent Museum exhibits, but by far, inquiries about recently purchased homes (8) and long deceased relatives (10) constituted the bulk of the questions. Local industries are being requested less frequently now, likely because the Museum website has a great deal of information, although every year brings at least one photo of a Smarts Foundry manufactured item. That company had a huge catalogue of very durable goods which were disseminated far and wide and which pop up regularly, keeping Brockville on the map!

Not all requests can be answered using Museum resources. Some are forwarded to the Leeds & Grenville Branch of the Ontario Genealogy Society which has much valuable information on individuals. The question as to why Centre Street is so named, being on the very edge of town, continues to be unanswered, but some day, when we are least expecting it, the answer may just leap from a page and the name will make perfect sense!

The collection of information for the research files, updating the index so that material can be readily retrieved, and adding new books to the library is ongoing. We hope that in 2024 the Brockville Museum will continue to be a valued resource for the citizens of the area and beyond and we look forward to helping folk delve into the past and discover the rich history of this community.

Exhibitions

Prepared by Natalie Wood, Museum Curator

After several years of significant changes to exhibit spaces, 2023 was a bit of return to normal operations with just two temporary exhibits. The museum's second art exhibit went on display in the newly created mezzanine level art gallery, featuring works in the museum's collection by Frederick William Lock. The museum also put together a smaller exhibit in the museum's lobby tracing the history of nursing education in Brockville to coincide with St. Lawrence College's 50th Anniversary of Nursing. The College had approached the museum pre-2020 to discuss the possibility of such an exhibit, which proved to be a great opportunity to share a rich educational history and pull some unique pieces from the museum's collection, not otherwise displayed, including nursing school student uniforms. The nursing education exhibit also provided a great opportunity to work directly with the College and promote their current nursing program.

The museum also hosted the St. Lawrence-Rideau Immigration Partnership's travelling display, *We Are Neighbours* for two weeks in the summer.

Back again by popular demand, reproduced works by RH Lindsay were again installed outside on the museum's patio. This project initially launched in 2021; it has become an annual installation as it adds colour and interest to the rear patio area.

No new virtual exhibits were created in 2023 due to space restrictions on the platform being utilized by the museum; however, it is hoped that the museum will have a new website in 2024 that will provide more opportunities for creating and sharing virtual exhibits. Although not a virtual exhibit, staff did develop a video series with information related to the Frederick William Lock art exhibit, which was shared online.

The Museum Curator was an invited panellist for an Ontario Museum Association webinar on developing Virtual Exhibits. The invitation recognized the Brockville's Museum digital pivot during the pandemic, and the fact that the museum had actually started this work before the pandemic necessitated this shift on a larger scale.

Exhibit	Description	Dates	Location	Type
The Life and Works of Frederick William Lock	Original works from the museum's collection by Frederick William Lock, mostly portraits of notable Brockville citizenry c1850s.	January 25 – December 8	Upper Gallery	Temporary
Nursing Education in Brockville	Original works from the museum's collection by K. Buell, RH Lindsay, R. Wright, and T. Hare displayed.	May 5- September 29	Lobby	Temporary
RH Lindsay: Outdoors	11 local landscapes by Lindsay were reproduced, enlarged, and exhibited on the Museum's patio	June – October	Patio	Temporary
We Are Neighbours	Travelling display by the St. Lawrence-Rideau Immigration Partnership	August 1-11	Lobby	Travelling

Interpretation & Education

Prepared by Alice McMurtry, Community Program Coordinator

Types of Programs

Museum programs offered in 2023 remained largely consistent with what was offered in 2022. The aim of our museum programs is to encourage engagement with the stories and objects in the museum's collection. Programming supports the museum's mission and vision and adheres to the museum's key messages.

A synopsis of the programs and descriptions of each can be found in this report, classified under the following categories: Private Programs, Seniors' Programs, Youth Programs, General Interest Programs, and Value-Added Family Programs. For the purposes of the following statistics, the General Interest Program category has been broken down into separate programs.

2023 Program Participation:

- 51% Seniors' Programs
- 15% Private Programs
- 12% Talk & Tea
- 12% Lecture Series
- 7% Youth Programs
- 4% Cemetery Tours

2023 Net Program Revenue:

- 28% Seniors' Programs
- 27% Private Programs
- 19% Lecture Series
- 11% Talk & Tea
- 8% Cemetery Tours
- 7% Youth Programs

Private Group

Private programs can be booked by any organization or group of individuals. They are closed to the public and are often specifically tailored to meet the needs of the booking organization. Private programs can provide a more general overview of Brockville's history to incoming tours from other locations, or they can be customized to suit a private group's particular interests. Private programs can include walking tours, self-guided tours, step-on bus tours, group lectures, and speaking engagements.

Incoming Tours

- 6 programs booked
- Combined attendance: 196 people

Incoming tours are privately booked tours. These tours may be booked by a tour company or by private individuals for a party of people.

The museum welcomed for the first time in several years the Brockville Newcomers Club for a custom-designed afterhours program. This program was combined with a Carriage Hall and lobby rental.

Another group that the museum welcomed after some time was a group of students and teachers from Fulford Academy. The Community Program Coordinator provided a walking tour of the historic waterfront.

St. Lawrence Cruise Lines was one of the museum's primary booking organizations this year. The museum delivered:

- Two walking tours of Brockville's historic waterfront (tour route: Centeen Park > Blockhouse Island > Railway Tunnel). These proved popular among attendees.
- There was also a private history talk combined with self-guided museum tour for one program, which required some logistical planning and a shortening of the talk given that the bus ran behind schedule.

Although these programs do take considerable time to prepare and plan for, they offer us a high return in terms of revenue.

Speaking Engagements

- 1 program booked
- Combined attendance: 24 people

Speaking engagements are available for groups to hear about local history. These engagements are generally 45 to 60 minutes in length and are sometimes booked for an organization's lunch or dinner meeting. One speaking engagement was booked with the Leeds and Grenville Genealogical Society.

Private programs are a good way to increase revenue. Although there were some logistical challenges this year, the Museum is still being sought to provide engaging private programs.

Senior Programs

Seniors' programs are recurring history talks delivered to retirement homes, nursing homes, adult day centres, and senior day programs. These talks are about 45 to 60 minutes in length showcasing the stories and objects in the museum's collection. Seniors' programs are designed to encourage the sharing of memories and stories among participants, with the Community Program Coordinator leading the discussion.

Seniors' programs were booked consistently throughout the year and attendance nearly reached pre-pandemic levels. Due to a death in the family, the Community Program Coordinator put some programs on pause during the month of August, but regular programming resumed shortly thereafter.

In-person Seniors' Programs

- 47 in-person seniors' programs delivered
- Combined attendance: 661 people

Talks on a variety of historical subjects were presented in-person to various seniors' groups.

Virtual Seniors Talks

- 1 over the phone program booked
- Total attendance: 2 people

One virtual seniors' program was booked in 2023. The material for this type of program is presented using a phone-in system, and the narrative style of the program is adapted to suit that presentation style. This had been very popular during the pandemic years, but interest waned as in-person gatherings returned as an option.

Off-site Seniors' Programs

The museum has created a variety of pop-up exhibits and activity kits to bring museum information into retirement homes, unstaffed, including Mini-Muse Kits.

Mini-Muse Kits

- 1 mini-muse rental booked

Mini-Muse Kits were developed as a response to the pandemic to extend our program offerings into seniors' centres when lockdown restrictions were in place. These kits consist of a pop-up banner of information and images, a small display case of education artifacts, a small table, rack cards, and a Share Your Memories box for residents to share memories the exhibit may prompt.

There was one mini-muse rental booked in 2023. There have not been any other bookings for this program offering.

Although Mini-Muse kits have been rented by some facilities, there is little interest in them other than retirement homes. This begs the question of whether time and money should be spent in the creation of new Mini-Muses. However, Mini-Muses can always be repurposed for other museum initiatives.

Youth Programs

- 6 programs booked
- Combined attendance: 92 people

Youth programs are museum programs delivered to youth clubs, school groups, and homeschoolers. Youth programs are designed in accordance with the Ontario elementary and secondary school curricula to best meet the needs of Brockville's students and teachers. School programs focus on continuity and change through Brockville's history, encouraging students to build connections between Brockville's history and their own lived experiences.

School Groups

Four schools booked programs with us, two from Ange-Gabriel Catholic Academy and two from Commonwealth Public School. The program Early Settler Games was booked three times, the program Uncovering Brockville's Past with Primary Sources was booked once.

Homeschool Groups

Occasionally, the Museum is booked by homeschool groups or other independent youth groups not affiliated with the UCDSB or CDSBEO. Two groups booked education programs with us. One was a private birthday party that included a room rental as well as an education program. Another was a homeschool group who booked an education program as part of their visit to the museum.

General Interest Programs

- 36 programs delivered
- Combined attendance: 443

General Interest programs are programs delivered by the museum that are open to the public. They include presentations on historic topics and historic tours. Most such programs require a ticket purchase or pre-registration.

Annual Lecture Series

- 4 programs delivered
- Combined attendance: 150 people

Lecture Series was a museum program that began in 2003. Invited speakers presented on various historical topics every Tuesday morning in February.

Prior to 2022, there were five lectures per series, extending into the first Tuesday in March and lectures were held at the Brockville Museum in the Carriage Hall. Due to the COVID-19 pandemic the series was offered virtually in 2021 and 2022. 2023 marked the return to an in-person event, this time at the Brockville Arts Centre (BAC), which offered a larger, and more functionally appropriate venue.

In 2023 ticketholders expressed displeasure with the change in venue to the BAC. The Community Program Coordinator fielded negative comments regarding the series throughout the event's run, specifically about a lack of intimacy offered by the space (mainly the result of the speaker up on the stage and the small audience dispersed through a space that can accommodate 500).

Feedback surveys were circulated to ticketholders, and post-event surveys on the future of Lecture Series were sent out to both ticketholders and the general public, but there were a very limited number of responses.

Feedback suggested that the public does see value in the museum Lecture Series, though this has not been reflected in ticket sales over the past five years. Public expectations of Lecture Series and the museum's intent and capacity with the program seem to be misaligned.

Feedback suggested that ticketholders are not necessarily interested in hearing from academics presenting their research (the direction Lecture Series has taken over the last decade, mainly in an aim of bringing in notable speakers not otherwise accessible to a Brockville audience). There were several suggestions in the surveys to invite local amateur historians to speak at future Lecture Series, however, many local amateur historians speak regularly at free public events in the surrounding area. Such style of presentation would be more suitable to the museum's Talk & Tea program.

2023 attendance and revenue at Lecture Series fell well below expectations. 2023 Lecture Series drew in 150 attendees and \$1470.00 in revenue, a fraction of earlier successes with the program. Staff spent considerable time vetting speakers and organizing the event. There was a net cost of \$2,290.00 when staff time and filming costs were considered.

Facing new pressures of including staff time when calculating the return on investment and efficiency of a program, the Museum made the decision to discontinue Lecture Series starting in 2024. This decision was also evaluated based on this program's tenuous link to the Museum's mission and mandate. It was felt that staff resources could be more effectively and efficiently allocated without the burden of the time-consuming task of coordinating a Lecture Series.

2023 lecture series speakers and topics were:

- Adrian Harewood: Recognizing and Affirming Ourselves in Pursuit of Freedom-Reflecting on Black Canadian Newspapers 1851 to 1991

- Simge Erdogan-O'Connor: The Unique History of Murney Tower Museum
- Anne Trepanier: Of Monsters and Marriages: Imaginations of Confederation in Print (1844-1867)
- Jake Breadman: An Environmental History of the War of 1812

Talk & Tea

- 11 programs delivered
- Combined attendance: 149 people

Talk & Tea is a monthly program that occurs on the second Thursday of each month, presented by the Community Program Coordinator. Talks are 45 to 60 minutes in length and showcase the objects and stories in the museum's collection. These talks are designed to be informal lectures; participants are encouraged to ask questions and share stories. Eleven Talk & Teas were held in 2023. Special guest Ruth Lor Malloy took the October spot at Talk & Tea, which generated a great deal of interest as there were 40 attendees. Building on the feedback we received from the Malloy talk, and from Lecture Series, more guest speakers will be utilized for Talk & Tea in 2024. The December Talk & Tea was cancelled due to staff illness.

2023 Talk & Tea topics were:

- January: Winter Pastimes
- February: Brockville Beverage Companies
- March: Brockville Grocery Stores
- April: Churches & Community in Brockville
- May: Brockville Parks
- June: Frederick Lock & Painting Early Brockville
- July: Industries in Brockville
- August: History of the Brockville Arts Centre
- September: Brockville Schools
- October: Ruth Lor Malloy Guest Speaker
- November: Patent Medicine Industry
- December: Brockville Bands (cancelled due to staff illness)

Cemetery Tours

- 4 programs delivered
- Combined attendance: 46 people

New this year were cemetery tours of the Brockville cemeteries. The Community Program Coordinator took a holistic approach to content, touching on topics like urban development, health and sanitation, the process of remembering, and evolving concepts of spirituality. This departure from the more conventional "who's-who" cemetery tour was generally well-received by attendees. The program was advertised by RTO9 as part of their "spooky season" line-up, which generated a lot of interest.

More tours are planned for 2024.

Value-Added Family Programming

The museum has developed several value-added family programs that are included with admission by donation to the museum and designed to enhance the museum going experience for families. These programs offer families unique ways to engage with museum exhibits at their leisure, building connections between exhibit content and visitors' lived experience. These programs are designed for families to do together, sometimes with the assistance of a museum volunteer, as is the case with the museum activations, other times at their own pace, as is the case with the Discovery Kits.

Museum Activations

- 8 programs delivered
- Combined attendance: 54 people (March Break)
- Combined attendance: 37 people (July & August)

Museum activations are stationed activities that enhance visitors' experience at the museum. This was a new initiative for 2023. Activations allow for visitors to engage with museum content in new ways and illuminate connections between visitors' lived experience and what the Brockville Museum exhibits.

There were several activations that were offered this year. Most were piloted during March Break and were set up again on Tuesdays in July and August and hosted by our summer student.

These activations included:

- **River Story Timeline Activity:** visitors were invited to place archival photographs along a timeline, with the goal being to understand continuity and change.
- **Smarts Artifacts Then and Now:** visitors were invited to compare objects from the museum's collection with contemporary versions of the same object, to understand continuity and change.
- **Simple Machines and Brockville Industries:** visitors were challenged to find all the examples of simple machines in the Made in Brockville exhibit.
- **Draw Like Frederick Lock:** visitors were invited to try Frederick Lock's technique of drawing with pastels on dark paper (utilizing the museum's 2023 temporary art exhibit).
- **From Portrait to Selfie:** visitors were invited to strike a pose using costume props after examining photographs from early Brockville studios.
- **Reflections on the River:** visitors were invited to explore the Robert Henry Lindsay outdoor exhibit (during the summer) and create their own piece of art inspired by the St. Lawrence River.

Museum activations are expected to be part of the roster of programs for 2024. There are some new activations that will be developed, and others will receive a refresh so they that will be more appealing to all ages.

Discovery Pack

- 32 families used the Discovery Pack in 2023.

The Discovery Pack program was relaunched (after the pandemic hiatus) on Family Day in 2023 to great success. Discovery Packs enhance the museum-going experience for children visiting with their families by providing a variety of engaging activities that extend the interpretation of the exhibits. The Discovery Pack Program is entirely self-directed and included all new content for the relaunch in 2023.

The aim of the program is to encourage intergenerational bonding between family members as they experience the museum together. Each backpack is filled with interactive activities that encourage exploration, critical thinking, and the development of literacy skills. Families are encouraged to engage directly with museum exhibits, their conversations and discoveries augmented by the activities within each Discovery Pack.

The Discovery Pack program has been met with overwhelmingly positive feedback. On average, families using the Discovery Pack spent 48% longer exploring the museum than the average museum visitor. When polled, all visitors during March Break 2023 said they would recommend Discovery Packs to a friend and 82% said that the Discovery Packs were “an exceptional addition to their museum experience”.

The Friends of the Brockville Museum received a grant from the Ross W. McNeil Foundation in November of 2023 to develop new packs for 2024. Work began on these packs for debut in 2024.

Virtual Programing

The museum initially developed virtual content as a response to pandemic lockdowns and restrictions, in order to bring the museum to people at home. This digital pivot was experienced across the sector and is redefining how museums serve their communities post-pandemic. Long after the return of in-person programming, there is a continued demand for virtual content from museums. Content creation for the Brockville Museum continued in 2023, with three new video series and the continuation of our popular Stories from the Stones series.

Online Videos

Since 2020, the museum has been creating on-demand videos on different topics related to Brockville’s history.

Four new videos were produced in 2023 as part of our ongoing Stories from the Stones series. These were viewed about 122 times on YouTube.

Stories from the Stones

Stories from the Stones came back for a fourth season in 2023 due to its ongoing popularity. This is a unique video series that explores the fascinating stories of some of the historic figures buried in the Brockville Cemeteries. This year, in response to “frequently asked questions”, attention was given to some of the more prominent monuments in the cemetery and their history. This year four videos were filmed: the Comstock monument, the Flint family plot, the Fulford mausoleum, and the Derbyshire family plot. Feedback to this series continues to be positive and plans to continue this series have been made if enough stories can be developed.

Out of the Vault

A new series was developed in 2023 that explores the stories of objects in the Museum’s collection that are not on display. The series also delved into a bit of background on the Museum’s collection policy and rationale. This series gives viewers a glimpse into the storage facilities at the Museum and relates some unique histories. The five videos included: a 19th century hair wreath, a 20th century quilt made from hat linings, a letter by Dorothy Buell, a ceremonial dress sword presented to Jacob Buell, and a Recorder and Times stereotype printing plate.

Brockville Blazes

This is a four-video series that looked at some notable locations around Brockville that have been affected by fires over the course of the city's history. These locations included: Dailey's Travel & Leather Goods (513 views), the Fulford Block (129 views), the Grand Central Hotel (191 views), and the Revere Hotel (263 views). These videos appealed to the public's nostalgia of older buildings and businesses in Brockville.

Frederick Lock Exhibit Profile

Four videos were filmed to promote the opening of the Frederick Lock exhibition at the Museum and to provide insight into the history of the artist and how the museum preserves and presents works of art. Two were developed by the Community Program Coordinator and two by the Collections Coordinator.

Summary

Museum programming continued in 2023 with increasing interest and building back that had started in 2022. While events outside of the Community Program Coordinator's control hindered programming offerings in August and September, 2023 remained a successful programming year in terms of impact; new programs like the Cemetery Tour were well-received, and existing programs continued to highlight the museum's collection to engage audiences.

95 programs were delivered to an audience of 1,294 people, bringing in a gross total of \$6,566.80.

Program Participation	2019	2020	2021	2022	2023
Incoming/Private Groups	543	0	222 (off-site)	355	220
Youth	661 (140 off-site)	53 (28 virtual)	0	239	92
Senior (off-site)	742	155	218 (virtual)	337 (131 virtual)	663 (2 virtual)
General Interest	676	608	498 (248 virtual; 161 off-site)	197 (85 virtual)	287
Total	2,622	816	938	1,128	1,262

Physical Plant

Prepared by Natalie Wood, Museum Curator

The Brockville Museum's physical plant includes a c.1820s and c.1840s heritage stone house and a 1995 addition. Each portion of the building carries its own set of unique characteristics and needs with regards to maintenance.

2023 incidents and maintenance included:

- January: A watermain break on Water Street at Henry Street restricted access to the museum for two days and cut water service to the museum for several hours. This resulted in the museum closing early on two days, losing 8 business hours.
- May-September: when the A/C was turned on for the season an unidentified off-gassing smell materialized in the museum's lobby. It seemed likely tied to the flat roof replacement that was completed in the fall. City staff worked with numerous contractors to source the smell through the summer months. Several unsuccessful actions were taken, and ultimately the museum was unable to run the A/C in the lobby for the season. Once the system was switched to heat, there was no longer a smell.
- May: Air Quality testing was conducted in museum office spaces. The results came back within an acceptable range.
- November: As a result of a fire inspection some drywall repair was completed in the museum's electrical room. The drywall had been removed over a decade ago due to flooding in the space. However, the fire inspection noted that as a result, the room lacked a fire barrier. Due to ongoing dampness issues in that space, the contractor installed cement board rather than drywall.

The museum has a long history of water penetration issues. In 2023, heavy rains caused:

- Significant water penetration in the 1995 addition basement in August, including standing water in the air registers for several weeks, causing a long-lasting musty smell.

Since 2019 the museum has seen an increase in loitering activities around the museum, including the abandonment of large volumes of personal affects around the museum property, attempted use of exterior electrical outlets (which have been turned off), and drug use. In October 2023, museum staff had to call emergency services to respond to an apparent drug overdose (and resulting head injury) that occurred in the museum's exterior basement stairwell, and which was observed live on the museum's security cameras. This incident raised renewed concerns about the secluded nature of this stairwell, and highlighted the need to enclose this vulnerable area.

The museum continued to benefit from the City's Pest Management Program first introduced in 2019. The pest management company regularly connects with the Collections Coordinator to discuss any pest issues related to the care of the collection. This has been a positive relationship.

The results of the much anticipated Canadian Conservation Institute Facility Assessment that was completed in 2022, were received in 2023. The report made over 50 recommendations to improve conditions for the collections in the museum's care. Over half of the recommendations relate directly to

physical plant issues. Museum staff began working with other city staff to work towards remediation and addressing these issues.

Health & Safety

Prepared by Veronica Vareiro, Collection Coordinator (Joint Health & Safety Committee representative)

A new Health & Safety Coordinator joined the City staff in early 2023. This resulted in several important updates to health and safety procedures and protocols at the museum. Most notably, the creation of an Emergency Response & Evacuation Plan, and the implementation of a corresponding fire drill.

Another improvement in 2023 was the purchase of new ergonomic office chairs for staff. As staff can be sitting at their desks for prolonged periods, it was advised that our office chairs be updated to fit the proper requirements of a supportive office chair.

2023 saw a spotlight placed on completing fire inspections by the fire department at all city facilities. The museum staff along with city facilities staff addressed all the concerns brought forth through the inspection. Along with the monthly Joint Health and Safety Committee building inspections, the museum now also tests their fire alarm systems monthly to make sure the alarms are working properly and can be heard throughout the building.

The museum's health and safety bulletin board was updated with the most recent forms provided by the City of Brockville. The museum purchased two new first aid kits and first aid guidebook to ensure compliance. The Collections Coordinator is the Joint Healthy and Safety representative as well as the designated first aid responder.

Community

Prepared by Natalie Wood, Museum Curator

2023 was our first full year of operation since 2019 due to pandemic-related restrictions. 2023 saw a reassuring uptick in visitation and the earnest return of American and international visitors. Although still a long way from the record-breaking 2019 visitation levels (22% lower), 2023 visitation was respectable, with an increase of 25% over 2022.

A new Visitor Guide was created and made available. It includes a map and brief description of each exhibit. It also includes links to online museum content to enhance their post-visit experience. The guide is available at the front desk and on the museum's website. Printing costs were covered by the Friends of the Brockville Museum. (Included in the Appendix).

Statistical Summary of Visitation and Museum Usage

# visitors	hours open	days open	# group tours	# room rentals	# website visitors
1738	1360	245	6 (196)	6 (142)	20,976 ³

Hours of Operation

In 2023, the museum was open to the public for 245 days (28% more days than 2022) totalling 1360 hours (18% more hours than 2022). This was the first time the museum had been open in all 12 months of the year, and the first full year there were no restrictions on travel, since 2019 due to the COVID19 pandemic.

Much experimentation took place regarding the museum's hours of operation in 2023. Since there hadn't been "normal" hours since 2019, this was an opportunity to try different scenarios to optimize efficiency. The goal of finding the most efficient hours stems in part from the adjustment to staffing levels that occurred in 2022.

In 2023, the Museum's regular hours of operation (open to the public) were:

- January – March 10: Wednesday-Friday 10am-4pm
- March 13 – May 12: Monday-Friday 10am-4pm
- May 15 – September 30: Monday-Saturday 10am-4pm
- October 3 - December 1: Tuesday-Saturday 12pm-4pm
- December 6 – December 22: Wednesday-Friday 12pm-4pm
- December 23-31: Closed for holiday break

Visitor Statistics

As has been done in the past, the museum collected visitor statistics that included place of residence, duration of visit, and daily admission donation totals. This data revealed the following trends:

- The average duration of a visit was 42 minutes (10% longer than in 2022)

³ Google Analytics changed in July 2023 resulting in a change in how numbers were calculated and a month and a half when numbers were not recorded.

- The average admission donation was \$3.70⁴ per person (a 3.6% increase over 2022)
 - Overall, revenue from admissions (by donation) was significantly higher than in the past, with an increase of 24% over 2019 levels (despite total admissions still being 22% lower than in 2019).

During the summer season⁵ (Victoria Day – Labour Day) we saw a notable increase in visitation from other parts of Canada (outside Ontario and Quebec) and a marginal increase in US and Overseas visitation, with the Quebec and other Ontario visitation taking a smaller share than in 2022. Summer 2023 visitors visited from:

- | | |
|-----------------------------|---------------------|
| • Brockville: 29% | • Quebec 12% |
| • Ottawa & Area: 18% | • Other Canada: 12% |
| • Other Eastern Ontario: 5% | • USA: 7% |
| • GTA & SW Ontario: 13% | • Overseas: 3% |

Room Rentals

There were six room rentals in 2023, including the Mayor’s New Year’s Levee on January 1 (which welcomed 113 people), the annual Leeds and Grenville Labour Council Day of Mourning in April, and the Friends of the Brockville Museum Annual General Meeting. This is a marked increase in room rentals since the onset of the pandemic (there were only 2 in 2022), but still considerably fewer than pre-pandemic. This reduction is in part due to the reduction in in-person meetings being held, generally, as well as limitations on when museum facilities are available (due to staffing levels).

A new Room Rental brochure was created and distributed to promote rental options late in the year. (Included in the Appendix).

Volunteers

A new Volunteer program was launched in early 2023 in response, in part, to staffing changes in 2021 that eliminated the role of a designated volunteer coordinator, but also as a re-think of how volunteers are recruited and what volunteer roles are most essential to museum operations. A Volunteer Program Guide was created and published with extensive details on roles and requirements. This proved to be a useful tool to which staff could direct inquiries.

Recruitment

A volunteer Open House was held in March promoting the new Volunteer Program. Two attendees were recruited and became active volunteers. In total, the museum added 7 volunteers in 2023, two Advisory Committee Members and five Open Drawer Project volunteers. (Interest in volunteering for the Open Drawer Project was so popular, the museum had to suspend recruitment). At year’s end, the museum’s active volunteer roster stood at 24, on par with 2022 (with new recruits replacing those lost to normal attrition).

⁴ Not including donations made in US dollars

⁵ We only have data on origin of visitors during the summer season

Volunteer Activities

The bulk of volunteer hours at the museum go towards the Open Drawer Project (re-cataloguing the museum's collection using the online database). Volunteers also contribute to maintaining the gardens, carrying out research, helping with group tours and children's programs, cleaning, and governance.

In 2023 volunteer roles consisted of:

- Open Drawer Project: re-cataloguing the museum's collection (and related tasks) using the online database
- Gardens: weeding and tidying the garden spaces around the museum
- Docent/Program Assistant: helping to animate activity stations and/or helping with group tours
- Governance: Museum Advisory Committee and Collection Committee
- Research: helping to answer research requests
- Cleaning: helping to dust display cases and public areas

Volunteer Hours

Volunteers contributed approximately 1,200 hours in 2023. The figure is approximate as changes in volunteer management resulted in not all hours being recorded, but on average, volunteers contributed 100 hours every month (more in the summer, less in the winter). This is up slightly from 2022 and should be a good benchmark moving forward.

Volunteer Recognition

The museum partnered with the Brockville Arts Centre to hold a volunteer appreciation BBQ on the museum's patio for all museum and Arts Centre volunteers (Cultural Services volunteers). The event was well received and it was a great opportunity to showcase the museum's new patio furniture (acquired through a federal pandemic programming/relief grant in 2022).

Community Outreach Activities

Museum Pop-Ups

- 9 pop-ups delivered
- Combined engagement: 408 people

The museum hosted pop-up displays at various locations in Brockville. These were hosted by our summer student during the months of July and August. An additional pop-up was held in November during Home Hardware Ladies' Night, hosted by the Community Program Coordinator. These pop-ups allowed people to engage with the Brockville Museum offsite and get a better sense of our offerings. The goal is to increase the museum's visibility in the community in a manner that advances the museum's mission. They included an information banner, museum objects, and brochures passersby could take home.

These pop-ups were held at the following locations:

- Medium Effort art supply store, 162 King Street West (2 dates, 15 interactions)
- Metro, 237 King Street West (2 dates, 241 interactions)
- Sweet Ofelia Café and Market, 52 King Street East (1 date, 28 interactions)
- City Hall, 1 King Street West (1 date, 15 interactions)

- Ren's Pets, 2089 Parkedale Avenue East (1 date, 6 interactions)
- Home Hardware, 584 Stewart Boulevard (3 dates, 103 interactions)

It should be noted that the numbers may be inflated. The summer student did not keep a record of meaningful interactions with participants. 'Meaningful', to this end, means more than a passing interaction and exchange of pleasantries, rather, it suggests a deeper connection was made. For example, although the Community Program Coordinator interacted with most likely around 80-100 people at the Home Hardware Ladies' Night event, she only recorded interactions that were meaningful (an exchange of information and historical interpretation of the pop-up display), which was 43.

Media Outreach

The museum relies on the support of local media to help spread messages regarding programming, activities, and events. To this end, the museum is grateful for the relationships it has built with local media. The museum also utilizes its own media streams to communicate goings on with the community.

Television, Radio, and Online News Media

COGECO and MOVE 104.9 have been the focal points of our traditional media presence for many years, thanks to the ongoing support of both companies. In 2023 museum staff made several television appearances on Cogeco's FYI program and had regularly occurring radio stints on Move 104.9's morning show to promote museum activities. Museum posts and press releases were also widely shared by the online news platform, HomeTownTV12.

Print Media

In total seven press releases were distributed in 2023. These focused on promoting upcoming programs: Lecture Series, Preserving Your Family Treasures Workshop Series, the art exhibit, the nursing exhibit, summer programming, and the cemetery tours.

Press releases are distributed to a number of local media partners, including the print media, The Recorder & Times and the Fishwrapper (a local monthly focused on arts and culture). The Newcomers Club and the 55+ Association regularly share our press releases through their email newsletters.

eBlast Newsletter

The museum itself distributes a monthly email newsletter to over 170 subscribers.

Website

The museum's website continued to serve as a resource for the public at large. The website serves to provide the community with information on visiting and services offered. It aims to be a one-stop-shop to answer any questions a potential visitor or user may have, including a gateway to the museum's online database.

Changes to Google Analytics in 2023 resulted in the loss of data over a two month period.

The total number of website visitors (entries to the site) for 2023 was 20,976.

Digital Museum Site

The museum originally created the Digital Museum Site in 2017 as a platform for hosting virtual exhibitions and showcasing our collection. It is separate from the Museum's website, which doesn't have the functionality for adding photographic and video content; the Virtual Museum Site is hosted through

the free site, “Wix”. Due to changes to what’s included in a free subscription in 2023, the museum was not able to add any new photographic content to the site (i.e. virtual exhibits). We are working on making changes to the museum’s primary website in 2024 that will allow us to host our “Digital Museum Site” content on our main website. But in the meantime, the Digital Museum Site continued to serve as a platform for exiting virtual exhibits and a launchpad for the museum’s video content.

The Museum Curator was an invited panelist for an Ontario Museum Association webinar on creating virtual exhibits in recognition of the work done by the Brockville Museum using this Digital Museum Site platform we had created for “free”.

Despite minimal additions to the site in 2023, use of the site was good with 1,180 sessions in 2023. Overall, however, there were 24% fewer unique users in 2023 than in 2022. Most users accessed the site directly or through a Google search, with a few using the links from the museum’s website or Facebook posts.

It is expected that this site will be deleted in early 2024 once the content can be moved the museum’s new website (launching sometime in 2024). It has, however, served the museum well over the last six years and was an invaluable platform during the digital pivot that was needed during the pandemic years.

Social Media

The Brockville Museum maintains active social media accounts on Facebook and Instagram. We also have a YouTube Channel. These platforms serve as opportunities for audiences to engage with our content as much as they serve to promote the museum. Until late 2023, the museum also had a Twitter account, but due to changes on that platform, the museum discontinued posting there.

Facebook

Our Facebook Page continues to grow and serves as our primary social media platform. It is an effective tool for communicating museum information to interested parties, but it primarily serves as an educational resource where we share Brockville’s history and information about what museum’s do and why. We know our audience is most interested in seeing historical information, especially archival photos. To this end, our focus is on providing engaging and relevant content over advertising for museum events.

Our audience on Facebook grew by 12.1% in 2023, with most of the gain coming in the last third of the year, bringing us up to 3,166 followers at the end of the year.

Our most popular posts on average continue to be our Throwback Thursday (#TBT) posts. They are popular because they deal with a historical topic that most of our audience can remember (i.e. photos from 1950-1980). These posts spark memories and conversations (which in turn generates a greater reach).

In 2023, our top five posts averaged a reach of just over 58.2K (average reach of the top five posts in 2022 was only 7.9K). Four of the top five posts of 2023 came in November and December. Especially after posting a history and archival image of the building on Perth St. that was destroyed by fire (July), we received a lot of feedback that our audience appreciates the timeliness of our posts – that, when

possible, our posts tie into the local news. This has always been a goal, but this feedback reinforces that this is a desired strategy.

Top Performing Facebook Posts of 2023:

	Reach	Likes & Reactions
#TBT Con Darling	145.6K	1.4K
#TBT Santa Claus Parade	74.8K	555
#TBT Christmas Market on Market Street	32K	273
Building on Perth at Brock (archival image with history of property posted after fire destroyed the building)	25.7K	122
Moving the large objects from offsite storage to new storage location	13.1K	137

Twitter

While we continued to utilize Twitter for part of the year, we didn't prioritize it the same way as Facebook given the limited reach we were seeing with this platform. We discontinued our use of Twitter after it became "X" and became embroiled in controversy in August 2023 (in keeping with actions taken by other parties, including the City of Brockville Corporate account). We have maintained our site, without posting to it, in part as the platform still provides a networking opportunity to help us connect with other museums and stay on top of museum trends and best practices.

As of the end of 2023, the museum still had 372 followers, 8 more than in 2022.

Given the museum's discontinued use of Twitter/X, there will be no further reporting on the museum's use of this platform.

Instagram

We continued to create posts focusing on the daily tasks and special projects regarding the museum's collection. We posted 9 times in 2023. We gained 52 new followers in 2023, bringing us up to 1,088. Other commitments meant less time to generating Instagram posts in 2023 than desirable. However, with the discontinued use of Twitter/X and a renewed commitment to the value of Instagram as a useful platform for sharing content, the museum team is working on a strategy to post more frequently to this platform in 2024.

TikTok

Though a popular platform, the museum does not utilize TikTok as governments have expressed security concerns with this platform.

YouTube Channel

Our YouTube Channel continued to grow quite significantly in 2023. We primarily use this platform as a depository for all video content, later linked to social media and/or our Digital Museum Site. We added 17 videos in 2023, bringing us up to 120 videos. Most of the new content consisted of new episodes of the series, Stories from the Stones (4), Frederick William Lock Exhibit Profiles (4), Out of the Vault (5), and Brockville Blazes (4). Our most popular 2023 video was an episode of Brockville Blazes featuring the Dailey's building fire (513 views). We closed the year with 150 channel subscribers.

Human Resources

Prepared by Natalie Wood, Museum Curator

Staffing

As part of the museum's integration into the Cultural Services department the reporting structure for the Museum Curator changed, necessitating an update to the job description formerly known as Curator/Director (updated job description included in the Appendix). The museum used this occasion to also update the job titles and descriptions of the two other full-time positions (updated job description included in the Appendix):

- Interpretation & Public Program Coordinator >> Community Program Coordinator
- Administrative Assistant/Registrar >> Collections Coordinator

Additional Visitor Services Attendants were also added to the roster.

2023 Staff Included:	
Curator	Natalie Wood
Community Program Coordinator	Alice McMurtry
Collections Coordinator	Veronica Vareiro
Visitor Services Attendants (PT)	Michelle B. (until March) Tina S. Tara L. (until October) Rachel A. Patrick D. Kathy V. Rosa S.
Summer Student(s)	Nina Z.

The museum was successful in their application for a Young Canada Works summer student. Through this program, the Canadian Government, through the Canadian Museum Association, funds about three-quarters of the student salary. This was the first time the museum had utilized this grant since before the pandemic. Student, Nina, worked to re-catalogue the museum's archival book and ledger collection, and supported pop-ups and exhibit activation programming.

Professional Development

Museum staff continued to take advantage of Professional Development opportunities where possible, including participating in a large number of online webinars on a variety of topics:

- "Sustainable Tourism Program" (part 3 & 4) presented by the Frontenac Arch Biosphere and GreenStep
- "How to Engage Meaningfully in Allyship and Anti-Bias Practices", presented by Local Immigration Partnership – Lanark & Renfrew and Lanark County Children and Youth Services Collaboration and Every Kid In Our Communities of Leeds and Grenville
- "How to Use Video Content to Connect with Your Target Market" hosted by RTO9
- 14 webinars through the "Training Respectful, Adaptive and Inclusive Networks in the Arts" by Mass Culture
- "Creating email marketing audiences with MailChimp"

- “Which Social Media Platforms Are Best for My Business?” presented by RTO9 and Search Warrant Online Marketing
- “Social Media Best Practices for the History-Focused Organization” presented by the Texas Historical Commission
- “How to Manage Social Media Without Stress!” presented by RTO9 and Search Warrant Online Marketing
- “Photography on a Dime: Thrifty Tools and Free Software for Heritage” presented by the Canadian Conservation Institute
- “Hosting Accessible Events” by Brampton Arts Organization
- “Partnerships in Tourism: Why They Work and Where To Start” by RTO9
- “Volunteer Management - Best Practices” by RTO9 (full-day workshop)
- “Creating an Online Brand: Content Marketing 101” by RTO9
- “Climate Action: Squaring Redevelopment with Heritage” by City of Calgary Climate Program
- “Accessibility Planning for Ontario Museums” by the Ontario Museum Association
- “Basic Cleaning Tools and Techniques for Belongings” presented by CCI and National Museum of the American Indian as part of the Maskwacis Cultural College Microlearning Series
- “Time and Memory: Communicating the Past” part of the 20th McGill-Queens Conference
- “Mastering GA4 for Charities (Google Analytics)” hosted by CanadaHelps
- “First Steps to Visitor Engagement: A Conversation” hosted by the OMA
- “Beyond Colonial Holidays” hosted by the BCMA (British Columbia Museum Association)
- “American Monuments, American Cities” hosted by the Mellon Foundation
- “American Practical Preservation Applied Approaches to Collection Care” hosted by the Texas Historical Commission
- “DIY Preservation: from Monitoring to Management” hosted by the Conservation Center for Art & Historic Artifacts
- “Care Volunteers in Collection” hosted by Connection to Collections Care
- “Navigating the Field Trip Market” hosted by RTO9
- “Reading, Power, and Freedom” hosted by the Mellon Institute
- “Civic Engagement and the Determined Hope of the Humanities” hosted by the Mellon Institute
- “Effortless Social Media: Craft a Month of Posts in Just 1 Hour with AI” hosted by the Small Business Advisory Centre (Smiths Falls/Lanark County/Leeds Grenville)
- “Marketing to the 2SLGBTQI+ Travel Market” hosted by RTO9
- “More than a Checklist: Decolonizing Historical Narratives in Museum Spaces” hosted by the OMA
- “Filming Considerations 101” presented by Tourism Kingston
- “Building Community Engagement through Collections Exhibitions”, hosted by the Texas Historical Commission
- “ARTS: Donor Motivators and Barriers”, hosted by Business / Arts
- “Decolonizing in Collections Care”, hosted by Connecting to Collections Care
- “Building Community Engagement through Collections Exhibitions”, hosted by the Texas Historical Commission
- “Diversity Day”, hosted by the St. Lawrence-Rideau Immigration Partnership (in-person event)

Appendix

- i. 2023 General Ledger
- ii. 2023 Goal Tracking
- iii. Museum Advisory Committee Terms of Reference
- iv. Visitor Guide Brochure
- v. Room Rental Brochure
- vi. Updated job descriptions
 - a. Museum Curator (2023)
 - b. Collection Coordinator (2023)
 - c. Community Program Coordinator (2023)
- vii. Chronology of Events (1970-2023)

2023 General Ledger⁶

CITY OF BROCKVILLE
GL Department Report



GL5330 Page: 1
 Date: Mar 01, 2024 Time: 10:51 am
 Budget: Budget Values

Year : 2023
 Period : 12

Description	CC1	Current	Year To Date	Budget	Variance	% Used
MUSEUM						
770022 Museum-Ont Specific Grants		-27176	-27176	-27176	0	100
770031 Museum-Fees & Service Charges		-1029	-10862	-17400	-6538	62
770101 Museum-Wages & Benefits		0	-7349	-12000	-4651	61
770617 Museum-Cossitt Estate		0	-3900	0	3900	0
770618 Museum-Programs		-988	-6252	-10000	-3748	63
770101 Museum-Wages & Benefits		-29193	-55538	-66576	-11038	83
770115 Museum-HR Mgmt		37219	332145	351899	19754	94
770125 Museum-Office Expense		0	1391	1750	359	79
770131 Museum-Building Burden		2142	10308	13425	3117	77
770615 Museum-Curatorial		12332	53363	49200	-4163	108
770616 Museum-Exhibitions		10012	10466	8000	-2466	131
770618 Museum-Programs		0	26	4000	3974	1
770618 Museum-Programs		106	1902	3300	1398	58
		61811	409600	431574	21974	95
MUSEUM Total		32619	354062	364998	10936	97

⁶ As available March 1, 2024.

2023 Goal Tracking

2023 Goal Tracking

Goal	Spring Update (April 30)	Summer Update (August 31)	Year End (December 31)
Two new temporary and virtual exhibits	"Lock" temporary art exhibit opened Jan 25	<ul style="list-style-type: none"> Nursing Education exhibit opened May 5 Hosted "We Are Neighbours" display August 1-11 	
Four new online video series	2 video series produced: <ul style="list-style-type: none"> Brockville Blazes (Jan) Out of the Vault (Apr) 	1 video series produced: <ul style="list-style-type: none"> Lock exhibit profile (Jun) 	1 video series produced: <ul style="list-style-type: none"> Stories from the Stones (Nov)
Re-introducing a re-vamped backpack program to engage children and families	Reintroduced on Family Day (Feb) <ul style="list-style-type: none"> Utilized by 24 families (Feb 20- Apr 30) Surveys share positive reviews 	Utilized by 11 families (May 1-Aug. 31)	<ul style="list-style-type: none"> Utilized by 4 families (Sept 1 – Dec 22) Ross McNeil Foundation Grant received to fund development of 4 new packs in 2024.
New volunteer program launched <ul style="list-style-type: none"> Open house held 10 new volunteers recruited 	<ul style="list-style-type: none"> New Program Guide completed and launched (Mar) Open house held on Mar 8 5 new volunteers recruited for Open Drawer Project 	<ul style="list-style-type: none"> Open Drawer Project at capacity; recruitment on hold 2 new volunteers onboarded for Museum Advisory Committee 	
Emphasize pop-ups and attending community events in engaging ways <ul style="list-style-type: none"> 9 community pop-ups are held 		Pop-ups took place every Wednesday afternoon in Jul & Aug (9); 306 people engaged in July, 59 people engaged in Aug.	<ul style="list-style-type: none"> Popped-up at Home Hardware Ladies Night (Nov. 8)
Activating exhibits with live activities <ul style="list-style-type: none"> Pilot all-new exhibit activations/animations <ul style="list-style-type: none"> 9 activations held 	<ul style="list-style-type: none"> 4 activation activities were created Activations were held each day (5) of March Break 	Activations were held every Tuesday morning in Jul & Aug (9); July: 20 people engaged, Aug: 21 people engaged	
Keeping the old favourites but adding some new programs; incorporate routine evaluations <ul style="list-style-type: none"> New fall series developed Revamped Heritage Skills DIY kits available in gift shop 	<ul style="list-style-type: none"> Avg. 12 people attended Talk & Tea (Jan-Apr) Avg. 30 people attended lectures Preservation workshop (Apr) was cancelled due to low attendance numbers 	<ul style="list-style-type: none"> Avg. 13 people attend Talk & Tea (May-Aug) 2 Heritage Skills DIY kits developed; avail. July 1 	<ul style="list-style-type: none"> Avg. 8 people attend Talk & Tea (Sept & Nov) Cemetery Tour held in Sept & Oct (4)
<ul style="list-style-type: none"> 3 kits developed Annual/recurring programs take place in-person <ul style="list-style-type: none"> Avg. 10 people attend Talk & Tea Avg. 50 people attend lectures 25 people attend preservation workshop Pilot cemetery tours <ul style="list-style-type: none"> Min. 4 tours offered 			
Promote room rentals <ul style="list-style-type: none"> \$2,400 raised through room rentals 	\$1162.80 raised from 3 rentals	Additional \$388 raised from 2 rentals	New Room Rental info/promo brochure created and distributed
Conduct community "awareness" survey			Planning for 2024 survey conducted (Oct)
Create new Conservation and Digital Preservation policies		<ul style="list-style-type: none"> Created new Accessibility Plan Conservation Policy drafted 	
Continue Collection development and conservation activities <ul style="list-style-type: none"> Collect COVID stories and objects Grow education collection Furnish former classroom space with appropriate collection storage fixtures 		<ul style="list-style-type: none"> Received large assortment of Smarts items as transfer from Delta Mill, mostly for education collection 	<ul style="list-style-type: none"> Purchased HOBO digital temp/RH data loggers Relocated off-site collection storage Contracted the creation of an emergency plan Sourced shelving to furnish former classroom space (to be purchased in 2024)
A 10% increase in Facebook Followers (2022 year-end baseline: 2,824)	3.2% increase	5.9% increase	12.1% increase (Year end total: 3,166)

Museum Advisory Committee Terms of Reference



City of Brockville Brockville Museum Advisory Committee Terms of Reference

City of Brockville Intention Statement

City Council recognizes the intrinsic cultural heritage of the City of Brockville and supports the important role the Brockville Museum plays in safeguarding our community's past and to act as a welcoming hub, offering engaging experiences to connect with each other through our stories.

Committee Name and Type

The Brockville Museum Advisory Committee is an Advisory Committee of Council and reports to the General Standing Committee.

1. Purpose

- 1.1 The Advisory Committee shall advise and support the role and responsibilities of the Cultural Services Department as it relates to the Brockville Museum.

2. Scope

- 2.1 The Advisory Committee shall:

- a) Advise Council, Senior Management and Cultural Services by identifying and responding to issues, concerns and government policies that may affect the Museum.
- b) Provide input on the mission and vision statements, operational policies and development and implementation of strategic long- term plans.
- c) Liaise with the community including individuals, groups and organizations to get input and encourage support for the Museum.
- d) Promote the activities and programs of the Museum.

- 2.2 The Advisory Committee shall encourage the Museum to provide programs and services that are affordable, accessible and inclusive.

- 2.3 The Advisory Committee shall ensure that the museum activities promote the advancement of education or other purposes beneficial to the community as a whole.



City of Brockville Brockville Museum Advisory Committee Terms of Reference

3. General

- 3.1 Advisory Committee meetings will be conducted in accordance with a Procedural By-law as adopted by the Committee.
- 3.2 The records of the Brockville Museum Advisory Committee shall be retained and preserved in accordance with the provisions of the Corporation's Records Retention By-law and are subject to the Municipal Freedom of Information and Protection of Privacy Act, R.S.O. 1990, c.M.56
- 3.3 That policies, practices and procedures governing the provisions of its goods or services are consistent with the Corporation's Accessibility Standards for Customer Service Policy and Procedures as adopted in accordance with the requirements of the Accessibility for Ontarians with Disabilities Act (AODA), Customer Service Standard – Ontario Regulation 429/07.
- 3.4 Members shall follow policies and procedures as adopted by the Corporation and comply with applicable legislation and shall act in accordance with the Municipal Conflict of Interest Act, R.S.O. 1990, c. M.50.
- 3.5 The Advisory Committee shall elect a chairperson and may elect a vice-chairperson annually, at its first meeting held each year, or as soon as practicable, from among the members. The Chairperson shall not serve more than two (2) consecutive years. In the absence of the chairperson, and vice-chairperson, an acting chairperson may be appointed by a majority vote of the members present to preside at the meeting where the chairperson is absent.
- 3.6 Approved minutes for each Committee meeting shall be forwarded to the City Clerk to be posted on the Council portal (website).
- 3.7 The Advisory Committee shall hold regular meetings, at such time and place as determined by the Advisory Committee, at least six times per year and at such other times as it considers necessary.



City of Brockville Brockville Museum Advisory Committee Terms of Reference

- 3.8 Quorum will be fifty percent plus one of current Committee Members.
- 3.9 The Chair and any two members may summon a special meeting of the Advisory Committee giving notice and specifying the purpose for which the meeting is called consistent with the Procedure By-law.
- 3.10 The meetings of the Advisory Committee shall be open to the public.
- 3.11 The Chair may exclude any person from the meeting for improper conduct.
- 3.12 All directions and decisions of the Advisory Committee shall be a result of motions duly made and voted upon by the Advisory Committee in accordance with the Procedural By-law.
- 3.13 The Chair or Acting Chair shall vote upon all motions. Any motion on which there is a tie vote shall be deemed to have been decided in the negative.
- 3.14 The agenda for meetings shall be prepared by the Museum Curator in consultation with the Advisory Committee Chair. The agenda shall be distributed by the Clerk's Office no less than three days before the meeting.
- 3.15 Advisory Committee members wishing to raise a new item of business at the Advisory Committee meeting shall notify the Chair or Museum Curator prior to the meeting in order for that item to appear on the agenda. Advisory Committee members wishing to provide information of interest to the Committee may do so under 'Other Business'.
- 3.16 The Advisory Committee may establish at its discretion Ad Hoc Committees on any matters considered by the Advisory Committee to require particular study. The Advisory Committee shall appoint at least one Member to each committee. The Chair of any such Committee shall be a Member of the Advisory Committee.



City of Brockville

Brockville Museum Advisory Committee

Terms of Reference

4. The Committee

4.1 Composition:

That the Brockville Museum Advisory Committee shall consist of no fewer than five (5) and no more than ten (10) members appointed by Council as follows:

- Up to ten (10) members who are residents and/or ratepayers of the Municipality, being a minimum of 18 years of age and not an employee of the Municipality. All being voting members. Members are appointed for four (4) year terms and may be renewed.
- Council shall appoint one (1) Councillor to act as a liaison between the Committee and Council.

4.2 Chairperson:

- a) Provide leadership to the Committee
- b) Chair Committee meetings in accordance with the Procedural By-law
- c) In conjunction with the Recording Secretary prepare agendas for meetings
- d) In conjunction with the Recording Secretary ensure that adopted minutes are forwarded to the City Clerk in a timely manner
- e) Act as spokesperson for the Committee
- f) Express consensus as reached by Committee
- g) Shall be involved in the hiring of the Curator
- h) Ensure that the By-laws and Policies and other applicable legislative requirements are adhered to with respect to all matters

4.3 Vice-Chairperson:

- a) Act in the position of the Chairperson in the absence of the Chairperson.



City of Brockville Brockville Museum Advisory Committee Terms of Reference

- b) Otherwise, regular Committee member role.

4.4 Committee Members:

- a) Attend regular Committee meetings
- b) Advise the Chairperson if unable to attend a meeting
- c) Actively participate in Committee meetings
- d) Actively participate in carrying out the responsibilities of the Committee

4.5 Recording Secretary:

- a) The duties of the Recording Secretary shall be carried out by the Museum Curator (or designate).
- b) The duties of the Recording Secretary include the recording, processing and distribution of minutes and agendas, and the Recording Secretary shall maintain the files of the Committee, including but not limited to minutes, agendas, correspondence and other file information, in accordance with the Records Retention By-law.
- c) When the Recording Secretary is a Member of the Committee, the Member Recording Secretary may retain voting privileges.
- d) The Recording Secretary shall ensure that the draft meeting minutes are prepared within seven (7) days following the holding of the meeting and distributed to the Chair for inclusion on an upcoming agenda.
- e) The Recording Secretary shall also ensure that all meeting minutes once approved by the Committee are forwarded to the City Clerk or designate for inclusion on the Council Portal (website).

5. Cultural Services Department

- 5.1 The Brockville Museum will remain an integral component of the City's Cultural Services Department and serve as a resource to the



City of Brockville Brockville Museum Advisory Committee Terms of Reference

Division, especially on heritage matters.

- 5.2 The role and responsibilities of the Cultural Services Department are as follows:
- a) Advise and operate the Museum as the municipality's corporate community museum.
 - b) Develop a comprehensive and efficient museum service that reflects the community's unique needs.
 - c) Encourage and support the Museum to meet or exceed recognized professional standards and ethical behaviour in all operational areas, including: administration, research and dissemination of information, collection acquisition, development and management, conservation and preservation, exhibition, education and programs and visitor services.
 - d) Ensure that the Museum has adequate financial resources by directing the preparation, submission, monitoring and evaluation of annual operating, capital and special project budgets and by directing and/or supporting revenue-generating efforts on the Museum's behalf.

6. Museum Curator

- 6.1 There shall be a Museum Curator who will be responsible for the day-to-day operation and management of the Museum.
- 6.2 The Curator's working relationship shall be as follows:
- a) The Curator shall report to the Manager, Cultural Services.
 - b) The Curator shall consult with the Advisory Committee Chair on matters relating to the Advisory Committee or its activities.
 - c) The Curator shall be responsible for the implementation of policy and shall bring matters of policy regularly to the Advisory Committee for discussion.

Visitor Guide

Good to know:

Admission is by donation or pay-what-you-can.

Visiting with children? Be sure to ask the front desk for a **Discovery Pack**.

The Brockville Museum is divided into two sections: the **Carriage Hall**, which includes a second floor Mezzanine, and **Beecher House**. Beecher House consists of an c1820 dwelling (rear) and a c1840 addition (front). The Carriage Hall and lobby were added to the museum in 1995.

Washrooms are located in the lobby behind the elevator.

The mezzanine level (2) can be accessed using the **elevator** or stairs (located across from the elevator).

Food and drink are not permitted in the galleries.

Photography is permitted (and encouraged!) unless otherwise posted. Please avoid using flash. We invite you to share your visit by tagging us on social media: **@BrockvilleMus**



Our front desk staff are happy to assist with any questions about the museum or Brockville!

Guide printing funded by the Friends of the Brockville Museum

Take the Brockville Museum "to-go"

✓ Take a stroll around downtown Brockville and discover the history of some of our most notable buildings. Download our "Guide to Historic Brockville Buildings".



Guide to Historic Brockville Buildings

✓ Visit our waterfront parks and explore the transformation from industrial area to one of recreation. Download our Scavenger Hunts to discover history hiding in plain sight!



Hardy Park



Centeen Park

✓ Go deeper into the stories of fires, monuments, street names, and people who have left their mark on this community - check out our many on-demand videos on YouTube.



Museum YouTube Channel

✓ Sign up for our monthly eBlast newsletter to stay up-to-date on museum happenings.



sign-up form

- www.brockvillemuseum.com
- 613-342-4397
- museum@brockville.com
- 5 Henry St. Brockville, ON K6V 6M4

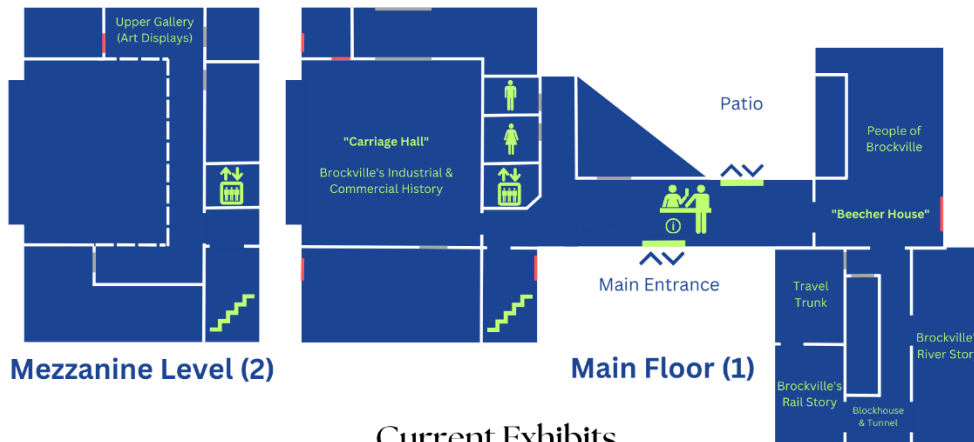


Brockville Museum

Visitor Guide

2023

map for reference only - not to scale



Current Exhibits

Mezzanine Level (2)

Upper Gallery: changing temporary art displays from the museum's collection.

Main Floor "Carriage Hall" (1)

Brockville's Industrial & Commercial History: discover some of the many items once - and currently - made in Brockville, as well as the history of some of Brockville's most memorable businesses.

Main Floor "Beecher House"

People of Brockville: explore Brockville's fascinating historical figures and vivacious ordinary people and their contributions to the community and the country.

Brockville's River & Rail Stories: looks at the dynamic role the railway and the river has played in Brockville's development, including the history of Blockhouse Island and the Railway Tunnel.

Travel Trunk: Unpacking Brockville's Cultural Stories

Winner of the 2019 Ontario Museum Association Award of Excellence for Exhibitions! Unpack the role immigration has played in Brockville's development and discover the stories of local newcomers all while exploring your own family's journey to Brockville. This hands-on and interactive exhibit is geared towards families with children ages 8-12.

Room Rental Brochure

Carriage Hall

Main floor just off lobby. Capacity 30 (with tables), 45 (chairs only), or 55 (standing only). This is the museum's main exhibition hall, featuring automobile, carriage, and New York Restaurant sign. Available only outside of regular operating hours (staffing surcharge applies). Additional room set-up fee (admin. fee) applies to cover costs of moving exhibition cases.

\$250/hr
+HST & tax



Carriage Hall shown set up with 40 chairs

Detailed information, including pricing, conditions, and booking request form:

www.brockvillemuseum.com/roomrentals

Ready to book?

Fill out a booking request form and submit for review!

Contact Us

www.brockvillemuseum.com
museum@brockville.com | 613-342-4397

Available Add-Ons (\$)

Table & Chair Rental: (included with "Annex" Meeting Room). Up to 28 deluxe folding white chairs or up to 30 basic folding white chairs. Up to 12 white seminar tables. Staff will set up/take-down based on pre-arranged layout.

Kitchen Use: kitchen is located on the lower level in a non-public area of the museum. Elevator access is available. Option 1: up to 24 hour storage of pre-made food in fridge and/or kitchen area. Option 2: up to 24 hour storage in fridge and/or kitchen area and some use of kitchen; may include use of stove/oven, some prep utensils, limited prep, etc. Please discuss requirements with staff in advance.

Coffee Service: includes 1 urn of coffee, up to 25 mugs, cream, sugar, and stir sticks.

Dish Rental: up to 25 mugs OR 25 water glasses (with 3 pitchers) OR 25 plates (as is); (if mugs and plates multiply by 2, if all 3 multiply by 3).

Table Cloth Rental: Up to 8 rectangular table cloths can be provided; ivory (as is).

Prices of add-ons available online



2024

BROCKVILLE MUSEUM ROOM RENTALS

5 Henry St. Brockville, ON K6V 6M4

Conditions

All requests subject to staff and space availability.

Third party liability insurance naming the Corporation of the City of Brockville as an additional insured is required for all bookings.

The renter is responsible for all clean-up and disposal of refuse related to the event.

Parking is not included.

Flames of any kind are not permitted.

Cut or potted plants are not permitted.

Please review the full list of terms & conditions (available online or at the museum's front desk) before submitting a booking request.



starting at just
\$80 +HST
up to 3 hours

Annex shown set up with 28 chairs

"Annex" Meeting Room

350 sq ft located on the main floor adjacent to the Carriage Hall (just off the lobby). Comfort capacity: 16 with seminar tables or 24 chairs only; max. capacity: 24 with seminar tables or 35 chairs only. Includes set up and use of tables and chairs (tablecloths not included). Screen provided. Lessee responsible for providing projector if required. Suitable for meetings, training sessions, and workshops.



Detailed information, including pricing, conditions, and booking request form:
www.brockvillemuseum.com/roomrentals



Available seasonally. Situated outdoors facing Hardy Park. Suitable for small gatherings. Up to 30 chairs can be set up if requested (surcharge applies); 4 black round patio tables are fixed in place during the summer season (umbrellas may be requested). Please note that the patio is not fully accessible. Patio-only rental does not include indoor access.



Includes indoor access for patio rentals including lobby area and washrooms. Available only outside of regular operating hours (staffing surcharge applies). Lobby suitable only as standing room for up to 30 people (no tables or chairs).

Updated Job Descriptions

CITY OF BROCKVILLE



JOB DESCRIPTION

POSITION: Museum Curator
DEPARTMENT: Cultural Services
REPORTS TO: Manager of Cultural Services

PURPOSE AND SCOPE:

The Museum Curator will be responsible for the overall operation and administration of the Brockville Museum in keeping with museum standards as set out by the Ontario Ministry of Tourism, Culture and Sport and the organization’s policies and strategic plans. Reporting directly to the Manager of Cultural Services, the Curator will ensure that the museum provides a relevant and engaging visitor experience as well as a secure repository for objects relating to the community’s history.

DUTIES AND RESPONSIBILITIES:

Governance:

- Work with the Manager of Cultural Services and the volunteer Museum Advisory Committee to develop and implement operational and strategic plans and policies that reflect the needs of visitors, the community and the collection.
- Work collaboratively with staff across the Cultural Services Department to develop and achieve departmental goals.
- Prepare and disseminate reports on museum activities for a variety of audiences, including Council, volunteers, and the general public.
- Liaise with City of Brockville Administration to nurture communication, foster support and promote partnerships.

Human Resources:

- Carry-out the recruitment and selection of staff with participation from the City of Brockville’s Human Resources Department (when appropriate)
- Manage the orientation, training and performance of staff and volunteers.
- Provide leadership that fosters a safe, respectful, inclusive, collaborative and creative work environment for staff and volunteers.

Finance:

- Prepare and monitor the Museum's operating budget and ensure that it is realistic, achievable, and consistent with museum and municipal plans.
- Work with the City of Brockville Facilities Department to prepare the Museum's capital budget.
- Seek and prepare grant application for special projects, staffing and other activities, including the Community Museum Operating Grant.
- Work with the Museum Advisory Committee and Friends of the Brockville Museum to raise adequate funds to balance the budget and meet costs of special projects and other initiatives.

Education and Interpretation:

- Provide direction on, and evaluation of, Museum educational and public programs.
- Develop and manage a comprehensive schedule of changing temporary, permanent, and virtual exhibitions.
- Carry-out research to support educational programs and exhibitions.

Collections and Conservation:

- Supervise all aspects of collections management, including documentation and conservation.
- Work with the Collection Committee to acquire new objects and to carry out deaccessioning according to Museum policies, professional standards, and ethics.
- Liaise with donors and community members to facilitate donations.
- Provide education to the public about Museum collection management practices.
- Coordinate public access to archival information.
- Practise preventative conservation in caring for the collection by maintaining acceptable storage and environmental conditions and ensuring that safe care and handling methods are followed.
- Ensure the long-term conservation and security of the collection.

Community:

- Cultivate an environment of superior customer service and Museum excellence in order to provide a quality visitor experience.
- Prepare and disseminate all museum communications including press releases and managing the museum's website.

- Serve as the Museum’s primary spokesperson.
- Manage a robust social media presence, including generating content for a variety of platforms.
- Promote a strong and productive relationship between the Museum and the community.
- Liaise regularly with the Friends of the Brockville Museum.
- Foster relationships with other like-minded institutions locally and regionally as well as with municipal and provincial representatives in order to advance the interests of the Museum.

Physical Plant:

- Provide a safe environment for visitors, volunteers and staff.
- Work with the City of Brockville’s Facilities Department to manage building maintenance and grounds keeping activities.
- Make appropriate tools, training and supplies available to staff and volunteers.
- Ensure that the Museum adheres to a current emergency preparedness plan.

Note: Above duties are representative of a typical position and are not to be construed as all-inclusive.

EDUCATION/SPECIALIZED TRAINING/SKILLS:

Essential (Minimum) Qualifications:

- A post-secondary diploma in related field such as Museum Management and Curatorship or Applied Museum Studies
- A demonstrated ability, appreciation and commitment to programming that engages the public.
- Strong fiscal management and supervisor skills
- Be able to demonstrate the ability to communicate effectively in an engaging manner.
- Demonstrate initiative, creativity, productivity, efficiency, and organization.
- Excellent interpersonal, written, and verbal communication skills.
- Excellent organizational, time-management, reporting, and problem-solving skills, with the ability to multi-task and work independently as well as in a team setting.
- Be willing to work flexible hours, including evenings and weekends and able to cope with a changing working environment and conditions.
- Build successful partnerships with community organizations and businesses.
- Committed to providing superior customer service.
- Proficient in Microsoft Word, Excel, Outlook, and Social Media platforms.

Asset (Preferred) Qualifications:

- First Aid, CPR and WHIMIS Training
- Bilingualism (French and English)
- Knowledge of Brockville and its history
- Experience working in a municipal government structure.

WORK EXPERIENCE:

Essential (Minimum) Qualifications:

- Three (3) years experience directly related to the duties and responsibilities described herein.

SUPERVISION:

- Two (2) full-time staff: Interpretation & Public Program Coordinator and Administrative Assistant/Registrar
- Up to seven (7) part-time staff: Visitor Services Attendants
- Twenty (20) + volunteers

WORK ENVIRONMENT:

- Typical office environment.
- Frequent evenings and weekends

Note: The foregoing is intended to outline the general description of duties and responsibilities for this position. It is not intended, nor should it be interpreted as a complete description. The City of Brockville reserves the right to amend this position description at any time.

CITY OF BROCKVILLE



JOB DESCRIPTION

POSITION: Collections Coordinator

DEPARTMENT: Museum

REPORTS TO: Museum Curator

PURPOSE AND SCOPE:

Under the direction of the Museum Curator, Cultural Services, the Collections Coordinator is responsible for managing the Brockville Museum's object and archival collection, research services, and office administration in accordance with policies, best practices and departmental objectives. The Collections Coordinator will oversee efficient and collaborative Registration, Conservation, and Collections Management functions including access, loans and acquisitions, deaccessions, collections storage, and the collections side of exhibitions. The Collection Coordinator serves as an important representative of the Brockville Museum, acting as a liaison with the public on matters pertaining to Brockville's history and material culture.

DUTIES AND RESPONSIBILITIES:

Collections

- Coordinate the Museum's object collection donation process, including facilitating meetings with donors, acquisition and completion of deed of gift paperwork, completing necessary research and documentation, cataloguing, photographing, and storing new objects, and carrying out preventative conservation, appraisals, maintenance and cleaning, and condition reporting.
- Coordinate the maintenance and preventative conservation of the museum's existing object and archival collection, including researching and making recommendations of objects for deaccessioning in accordance with policy and best practice, making improvements to collection storage methods, and carrying out standard information management practices pertaining to object and archival collections, including updating paper and electronic records.
- Monitor existing environmental conditions within the Museum's exhibition and collection storage areas, including record keeping and management of an integrated pest management strategy, records maintenance and management of humidity levels and temperature, periodic monitoring of gallery lux levels, and liaising with external contractors when needed to rectify identified problems.
- Coordinate the Museum's object loan program, including incoming and outgoing object loans, the preparation of loan paperwork, condition reporting, and object appraisals, including liaising with other departments to ensure appropriate insurance coverage.

- Manage the electronic collections database, currently MINISIS, and all print and digital records as well as preparing records for publication for web users, including textual and photographic information; coordinate all related technical service requests.
- Provide ongoing training and supervision of volunteers and other staff, including Summer Students, in Collections Management best practices and the electronic collections database.
- Coordinate Museum research services, including liaising with researchers, responding to research requests, facilitating research visits, collecting research and reproduction fees, and supporting inter-departmental research activities related to Brockville's history.
- Work with the Curator to review and update Collection Management Policies and Procedures in response to planning and evaluation efforts and reports, including Emergency Preparedness and Response Plans.
- Prepare written reports or articles for Museum publications (print and digital) and the general public, or for internal reporting purposes.
- Track and manage budgets for conservation materials and supplies.
- Provide support services to the Curator during exhibition design and installation.

Administrative

- Supervise daily financial procedures, including ensuring all proper opening and closing procedures are followed, focusing on accuracy of cash handling, preparing paperwork for financial statements, and maintaining statistical spreadsheets.
- Carryout standard bookkeeping and reporting procedures including reconciling transactions (including cash, credit, debit, and cheque), preparing deposits, preparing Purchase Orders, and being responsible for the museum's petty cash (and associated accounting).

Note: Above duties are representative of a typical position and are not to be construed as all-inclusive.

EDUCATION/SPECIALIZED TRAINING/SKILLS:

Essential (Minimum) Qualifications:

- A post-secondary degree or diploma in Collections Conservation, Collections Management or Museum Studies, or related program.
- Knowledge of best practices, standards and guidelines for Collections Management, including preventative conservation.
- Demonstrated experience working with a digital database and updating of records including digital images.
- Demonstrated commitment to professional development with a focus on staying up to date on current trends, technologies, and best practices in museum registration and collections management.
- Exceptional attention to detail.
- Demonstrated research and writing skills.
- Excellent organizational, time-management, and problem-solving skills, with the ability to multi-task effectively.
- Committed to providing superior customer service.
- Proficient in Microsoft Word, Excel, and Outlook.
- A valid "G" class driver's license and access to a vehicle to carry-out off-site programming

Asset (Preferred) Qualifications:

- Experience with MINISIS collection database
- Experience in the design and fabrication of custom artifact mounts, housings, and other supports based on museum best practices.
- Knowledge of archival practices
- First Aid, CPR and WHIMIS Training
- Bilingualism (French and English)
- Knowledge of Brockville and its history
- Experience working in a municipal government structure

WORK EXPERIENCE:

Essential (Minimum) Qualifications:

- Two (2) years of interpretive or educational experience in a museum environment.
- Experience working with the Ontario curriculum
- Experience working with Ontario museum standards, specifically as they pertain to Interpretation and Education.

SUPERVISION:

- 2-15 occasional volunteers/summer students

WORK ENVIRONMENT:

- Typical office environment.
- Be willing to work flexible hours, including evenings and weekends.

Note: The foregoing is intended to outline the general description of duties and responsibilities for this position. It is not intended, nor should it be interpreted as a complete description. The City of Brockville reserves the right to amend this position description at any time.

CITY OF BROCKVILLE



JOB DESCRIPTION

POSITION: Community Program Coordinator
DEPARTMENT: Museum
REPORTS TO: Museum Curator

PURPOSE AND SCOPE:

Reporting to the Museum Curator, the Community Program Coordinator is responsible for the development, delivery, and evaluation of a comprehensive schedule of programs and outreach activities, in-person and online, that provide inspiring, inclusive, and collaborative experiences that meet the needs of the community and contribute to enhancing well-being. Activities include community outreach, educational and public programming, and heritage interpretation, centered on Brockville’s history and the museum’s mission. Targeting a wide range of audiences, and using a variety of venues, the Community Program Coordinator plays a key role in increasing awareness, understanding and appreciation of the community, the museum, and Brockville’s history. This position will increase visitation and participation, recruit volunteers, and engage the public through a variety of ways, including storytelling, community outreach, and delivering educational content through workshops and programs. The Community Program Coordinator serves as an important representative of the Brockville Museum, strengthening the bond between the community and the museum while adhering to the museum’s mission.

DUTIES AND RESPONSIBILITIES:

Public Programming (50%)

Conceive, develop, coordinate, implement, and evaluate a community programming and activity schedule that includes talks, tours, lectures, programs, and special events, which support the museum’s mission to enhance well-being and strengthen the community’s social and human capital.

- Tasks include making presentations, delivering programs, creating hand-outs, coordinating event logistics and registration procedures, liaising with community partners and sector professionals, developing virtual content, developing marketing materials, coordinating volunteer needs, researching and developing programming materials and activities, maintaining records and statistics, and supervising summer programming students.

Outreach Activities (15%)

Develop, coordinate, conduct, and evaluate outreach activities that increase the visibility, awareness, and support of museum programs and services. Includes seeking out and developing partnerships that support the museum's mission to provide inspiring, inclusive, and collaborative experiences, as well as developing the museum's volunteer program.

- Tasks will include seeking out and engaging in public speaking opportunities, representing the museum at community events, hosting pop-up displays, conducting media interviews, recruiting, training, and supervising volunteers, networking, developing partnerships with community organizations and local businesses, promoting virtual content and preparing reports for those activities.

Senior Programming (15%)

Conceive, develop, coordinate, implement, and evaluate regular programming opportunities that are delivered to seniors in long-term care facilities, hospitals and/or Senior Residences.

- Tasks will include using museum archives and artifacts in a safe and effective manner, researching and developing interactive programs that respond to the interests and needs of the audience, travelling to various locations to deliver programs, interacting with vulnerable members of the community, liaising with facility operators to coordinate schedules and respond to needs, producing reports and maintaining records and statistics.

Youth Educational Programming (10%)

Conceive, develop, coordinate, implement and evaluate a thorough offering of educational programs which respond directly to the needs of teachers and students as they relate to the Ontario Curriculum and which can be delivered in a traditional or non-traditional setting, on site, on the road, or online.

- Tasks will include using museum archives and artifacts in a safe and effective manner, researching and keeping abreast of relevant provincial and local school curriculum, communicating with teachers, district personnel and home school organizations, connecting current museum exhibitions to relevant curriculum and programs, producing marketing material relating to program offerings, developing annual schedule of programs in partnership with local home school organizations, researching, developing and delivering creative curriculum-based programs to audiences at both the museum and at various schools throughout the region as required, working within a limited budget, maintaining records and statistics, maintaining an educational artifact collection and monitoring programming supplies and materials.

Group Tours (5%)

Conceive, develop, coordinate, implement and evaluate incoming group tour services.

- Tasks will include developing tour group offerings, liaising with tour operators, booking groups, coordinating volunteer needs, delivering programming, following up, and invoicing. Groups might include bus tour companies, cruise lines, private small groups, and conference groups. Offerings might include self-guided museum tours, walking tours, and step-on bus tours.

Administrative (5%)

- Develop and administer program surveys/feedback
- Track and manage budgets for programming, outreach, events and related projects.
- Seek out sponsors and partners to support programming initiatives.

- Responsible for the purchase and preparation of programming materials.
- Record, maintain and report on statistical data.
- Advise on and contribute to the development of content and editing of training manuals, program guides, education/interpretive materials (including exhibits) and other publishing initiatives.
- Coordinate, accept and retain registration and booking information for programs (i.e. booking and invoicing forms, photo release forms, medical//emergency contact forms.

Note: Above duties are representative of a typical position and are not to be construed as all-inclusive.

EDUCATION/SPECIALIZED TRAINING/SKILLS:

Essential (Minimum) Qualifications:

- A post-secondary degree in history, social sciences, museum studies, education or related discipline.
- Demonstrated knowledge of interpretive programming techniques.
- Have demonstrated knowledge of proper museological techniques for handling artifacts.
- Be able to demonstrate the ability to communicate effectively in an engaging manner.
- Demonstrate initiative, creativity, productivity, efficiency, and organization.
- Excellent interpersonal, written, and verbal communication skills.
- Excellent organizational, time-management, reporting, and problem-solving skills, with the ability to multi-task and work independently as well as in a team setting.
- Be willing to work flexible hours, including evenings and weekends and able to cope with a changing working environment and conditions.
- Be able to perform physical work.
- Work with limited financial resources.
- Demonstrated ability to build successful partnerships with community organizations and businesses.
- Committed to providing superior customer service.
- Proficient in Microsoft Word, Excel, and Outlook.
- A valid "G" class driver's license and access to a vehicle to carry-out off-site programming

Asset (Preferred) Qualifications:

- First Aid, CPR and WHIMIS Training
- Bilingualism (French and English)
- Knowledge of Brockville and its history
- Experience working in a municipal government structure

WORK EXPERIENCE:

Essential (Minimum) Qualifications:

- Two (2) years of interpretive or educational experience in a museum environment.
- Experience working with the Ontario curriculum
- Experience working with Ontario museum standards, specifically as they pertain to Interpretation and Education.

SUPERVISION:

- 2-6 occasional volunteers/summer students

WORK ENVIRONMENT:

- Typical office environment.
- Various out-of-office locations including classrooms, nursing homes, occasional outdoor festivals and events.
- Frequent evenings and weekends

Note: The foregoing is intended to outline the general description of duties and responsibilities for this position. It is not intended, nor should it be interpreted as a complete description. The City of Brockville reserves the right to amend this position description at any time.

Chronology of Events

- 1970 Re-establishment of the Brockville & District Historical Society with the stated intent to establish a permanent museum.
- 1972 First summer museum set up by the Museum Committee of the Brockville & District Historical Society at the Catholic Centre, Court House Square.
- 1973 Second summer museum set up in the old yacht club building on Block House Island.
- 1974 Summer museum located at 24 Home Street attached to the oldest stone home in Brockville. Both properties slated for demolition, therefore, not considered as a permanent home.
- 1975 Negotiation by Museum Committee for a permanent building. Victoria School seems a strong possibility. Permanent collection placed in storage in this building.
- 1977 Victoria School sold to another bidder. Central Canada Coal Co. property (with Beecher House being the main building on this property) purchased by the City of Brockville for the purpose of establishing a museum. Historical Society contributes \$12,000 to purchase price. Brockville Museum Board of Management established under the Ontario Museum Act and By-laws 181-77 and 59-77 of the Corporation of the City of Brockville. First meeting held.
- 1978 Museum Board commissions feasibility study for the conversion of Beecher House into the Brockville Museum.
- 1980 Feasibility study for the conversion of Beecher House into the Brockville Museum completed. Summer museum established in Cameron's Mill, Sheridan Mews as Beecher House is still occupied by Central Canada Coal as tenants.
- 1981 Basic retrofitting of main floor of Beecher House for use as gallery space completed. Official Opening of the Brockville Museum on June 21st 1981. First full-time professional Director appointed. Brockville Museum Statement of Purpose developed.
- 1982 Sesquicentennial Celebration of Brockville's incorporation. Collection policy and procedure established. Repair and renovations to Museum building ongoing.
- 1983 Brockville Museum Master Plan completed under Community Development Program of the Federal Government. Archaeological dig in c1815 section of Beecher House. Name of the Museum enlarged to clarify unique mandate. The Brockville Museum, a Museum of Social History Exhibit policy established. Staff training policy established
- 1984 New position established - part-time Museum Assistant hired to develop extension and education programs. First permanent gallery for local history mounted. Documentary photograph project for collection.

- Research policy established.
Brockville Museum is open year round.
- 1985 Renovation to non-public space; small lab space, kitchen and new general office created.
Membership plan developed for the Museum.
Archives established as separate collection.
- 1986 Environmental control renovations completed.
Two heat pump systems installed, interior magnetic storm windows installed.
New Director appointed.
Education and Interpretation policy established.
Computer and new office equipment donated by the Historical Society.
- 1987 Museum membership established.
Interior decorating/upgrading temporary galleries.
Planning for renovation to permanent gallery.
- 1988 Drainage project and renovations to c1815 basement with the intent for it to be used as a programming area.
Planning for Brockville Railway Tunnel Historic Site to be administered by the Museum.
Museum Caboose open.
- 1989 New Director, Deb Emerton, hired October, 1989.
Historical Society donates buggy made by Canada Carriage Company.
Drainage project completed.
First Annual report compiled.
- 1990 Policies reviewed, Fundraising Policy prepared.
City Capital commitment over, now maintenance.
Canada World Youth at Museum.
Temporary exhibits continue.
Initiated Long Term Planning.
- 1991 Raffles/Yard Sales begin as Fundraiser.
New exhibit in permanent gallery.
Section 25 Grant - Photographer, Archivist, Oral History.
Painting exterior, 1840 section.
Director attends Planning Workshop.
- 1992 Video: Brockville, Where the "Past is Present".
- 1993 Roof and masonry repairs.
New Tunnel exhibit.
Friends of the Brockville Museum incorporated; emphasis to be on fundraising, two raffles, hamburger sales , Pennies for the Past held.
Storage at crisis level.
- 1994 Increased number of In-house programs.
Strategic Planning Committee proposes construction of an addition.
T.V. Show for Cable 10 "It's About Time" produced.

- 1995 New addition officially opened Saturday, October 21st.
Re-location of archival and 3-dimensional artifacts to new building.
- 1996 Significant growth in volunteer core with Volunteer Guild being formed.
Summer student producing Walking Tour pamphlet 'Around The Town'
"Friends" increasing their activity, including the administration of membership.
- 1997 Staffing now includes one full-time Director, a part-time Education Co-ordinator a part-time Administrative Assistant, and a part-time Volunteer/Special Events Co-ordinator.
Summer student designed Museum Web page with reference to Genealogical Society.
Children's short stories entitled "Emma's Journey Into Brockville's Past" written about historic Brockville.
- 1998 Change in staff designation from Volunteer/Special Events Co-ordinator and Education Co-ordinator to Museum Assistant.
Cemetery Tours held on Mondays each week during summer.
Summer student set up River history research and developed education program.
Policies reviewed and revised.
Storage areas re-organized.
- 1999 Museum participated in 'Job Connect Program' in co-operation with St. Lawrence College.
Student began entry of archival material on computer.
Two research students with 'Youth Services Canada' were stationed at the Brockville Museum.
Summer student completed seven oral histories of Canadian War Brides.
Exhibit Committee formed.
MAP Grant assisted with the expenses incurred on window restoration in Beecher House, made possible thanks to Algonquin College Heritage Restoration Program students.
Halloween Fright Night was the largest special event of the year bringing in 1500 people.
Cataloguing team has all artifacts catalogued to date.
- 2000 Museum hosts the Mayor's New Year's Levee with a record number of people in attendance.
Summer student designed a Brockville Museum Web Page for children and uses this theme in the design of a hands-on component for children visiting the museum.
Algonquin College students completed their restoration of Beecher House 1845 windows.
New shingled roof was put on the back section of Beecher House.
Four Queen's University students studied our education services.
Halloween Fright Night brought in 1200 people.
Retired Judge John Matheson spoke to over 100 Grade 5 students at Flag Day celebration.
- 2001 20th anniversary of the Brockville Museum; celebrations included the unveiling of the 'Briscoe Car' by the Brockville Industrial Heritage Foundation.
Pine floors in Beecher House were restored.
The recording of military plaques, monuments, cairns, etc. started.
The collection expanded significantly as a result of the closure of Fulford Home and changes to the Psychiatric Hospital and Public Utilities.
Museum Director was a guest speaker at the Ontario Museum Association annual conference.

- 2002 Storage areas are becoming increasingly cramped due to donations resulting from the closure of S.C.I. (Sanmina), the Recorder and Times moving to their new building and other numerous donations of artifacts and archival material,
The volunteer Garden Committee wins the 'Communities In Bloom' award for the best public building gardens.
The first 'Doors Open Ontario' was held resulting in over 3000 visits.
Almost new exhibit cases were donated by S.C.I.
Friends donate a sign, designed by Keith Heine of Heritage Signs, for the front lawn.
Two new furnaces installed in Beecher House.
Education Co-ordinator position became full time for 10 months.
Procter and Gamble completed gardening, carpentry work, painting, cleaning, etc. during 'The Day of Caring.'
Meetings held with Ontario Archivist, Tom Belton, to begin the work in City Hall on the records management/Archival Collection.
Ontario Museum Association workshop "Ministry of Culture Standards for Community Museums in Ontario" held.
- 2003 1871 Fire Pumper returned from Gravenhurst.
The restored Briscoe car was officially donated by the Industrial Heritage Foundation.
The Communities In Bloom again recognizes the museum for its gardens.
The museum joined with other groups to host the first Brock Days Festival.
Doors Open Ontario held for the second year; over 3,000 people attended.
The 1945 Brockville Fire truck and the horse-drawn carriage were put into off-site storage.
- 2004 Museum participates in the Downtown Santa Claus parade, Multicultural Festival, Brock Days and Doors Open Ontario.
First adult lecture series well received; guest speaker, Flora Macdonald drew a large crowd.
The Collection Committee received a large collection of R. H. Lindsay items, including a marriage certificate, photos, paintings, and decorative box.
Production of 'History of Brockville' book is underway by Dr. Glenn Lockwood and the History Book Committee.
The Friends of the Brockville Museum and the Brockville Community Foundation have made it possible for people to make bequests to the museum, including the donation of real estate, stocks and bonds, cash, life insurance policies, art, and other assets.
- 2005 Friends of the Brockville Museum sponsor another successful House and Garden Tour.
Museum participates in Santa Claus Parade, Multicultural Festival, Mayor's Walk, Brock Days and Doors Open Ontario.
Thanks to the Brockville Community Foundation, the new Gallery Theatre was opened.
Garden sprinkler system was made possible through donation made by of Procter and Gamble.
Artist Studio Guild Show and Sale brought 514 people to the museum.
Local fire department took the fire pumper to the 1000 Islands Mall for Fire Prevention Week
- 2006 25th Anniversary of the Brockville Museum marked by a large blue and gold banner mounted on the north wall.
A sub-committee of the Board of Management was formed to begin investigating the opportunities for physical growth.
- 2007 Digitizing of the collection begins.
The city's MIS department and volunteers assist with the purchase of new computers/software.

- Young Interpreters Program introduced with young students acting as guides during Doors Open Ontario, performing puppet plays, and helping with summer programming.
Steering committee to explore future physical expansion formed.
- 2008 Young Canada Works grant enables museum was hire a student to write fifteen oral histories and prepare them for publishing.
Leeds and Grenville Brain Injury Group volunteers to assist with the gardens.
“Christmas In Downtown Brockville” presented by the museum and the Brockville Farmers Market, the DBIA with most activities taking place at the museum including the indoor market which bought 758 people over three weekends.
The first ‘Family Day’ event was held and was very successful.
The military mural was officially unveiled during Doors Open on May 24th.
- 2009 A second oral history book “Brockville Voices Book II” was published. As a result the oral history committee was created to collection verbal stories of Brockville’s past.
Off-site storage moved to a new location.
Museum Educator position becomes year-round, full-time.
- 2010 Museum responds to potential loss of the museum’s parking lot as a result of proposed developments surrounding the Brockville Museum on Henry and Water Street. A parking lot report was sent to the Mayor, Council, CEO, Planning Department, Economic Development and the museum board.
An expansion study for the museum was prepared by museum consultant, Fiona Graham of Goldsmith Borgal and Company Ltd. The study was based on the needs assessment completed by staff and volunteer as well as a site visit. Three possible options for expansion of the Henry Street site were provided.
To celebrate the 150th anniversary of the railway tunnel, a banquet was held inside it on July 8. The food and beverages was representative of 1860 and participants encourage d to come in costume.
A new furnace was installed and part of the roof on the 1995 addition was replaced.
The McCormick shipping and the Ian Inniss photography collections were added to the museum’s archival collection. An enormous amount of work and considerable dollars were needed to sort, catalogue, store, and promote these significant collections.
- 2011 2011 marked the museum’s 30th Anniversary; a special booklet was designed for distribution to restaurants, hotels/motels, and museum visitors.
The lack of any development on the west side of Henry Street opposite the museum was of major concern. A steel fence surrounds a large pit which continues to be filled with green water. The developer, with the City Planner and the Fire Chief, visited the museum and made recommendations for changes to the entrance of the museum. The developer offered to pay for the work needed and is to be completed when construction begins on the condominium.
A technology committee was created to explore a new collection management system. A member of the City’s MIS department agreed to serve as an advisor to the committee.
With the acceptance of the ‘McCormick Collection’ a new group for ship fans, “Seaway Ship Enthusiasts” was created.
- 2012 Despite the lack of development on the west side of Henry Street, a sales office was erected in November and the sale of the proposed condominiums began. The large steel fence remains on the side of the street but more care has been taken in ensuring it does not intrude onto the roadway.

The museum worked with Save Ontario Shipwrecks to obtain a month of amnesty from the Ministry of Tourism, Culture and Sport for the acceptance of marine artifacts. Several new fund-raising initiatives proved to be profitable, entertaining and fun. These included the bus tour to Wolfe Island, the boat cruise to Cornwall, a book sale and a pizza night at Boston Pizza.

- 2013 After 27 years with the Brockville Museum, Bonnie Burke retired and Natalie Wood was hired as the new Curator/Director.
The “Wayfarer” condominium project slated for the west side of Henry Street was put on “long-term” hold in December and the future of the site unknown.
Thanks to museum volunteer Andrew Covert the museum’s collection of film was digitized. Some of the footage was turned into a two hour feature film, “Brockville’s Reel Heritage: Our City on Film 1920-1980”. The film debuted at the Brockville Arts Centre on November 2nd to a crowd of nearly 400. The film was then made available for sale on DVD.
The roof on Beech House (c.1840 portion) was replaced with shingles matching those on the 1995 addition.
- 2014 The museum finally acquired a collections management system, MINISIS to enabling the creation of online catalogue. MINISIS was paid for by Ontario Trillium Foundation Grant and significant contribution by the Friends of the Brockville Museum As a result the “Open Drawer” volunteer project was officially launched with over 5,000 three dimensional objects being entered into the new system during the first year
Museum Clerk/Typist, Cathy Bigalow retired from the museum after nearly thirty years. The job description is re-evaluated; Alison Dingleline becomes Administrative Assistant/Registrar
Sprinkler system in the garden was removed and the stone retaining wall at the front of Beecher House was re-pointed.
- 2015 The museum’s web page was redesigned, along with new rack cards and exterior signage all based on a newly-created standardized visual identity.
The “Brockville’s Criminal Past” historical walking tours were launched with much success.
The exterior board and batten sections of the 1995 addition received a new paint colour.
Office area was painted and the floors refinished
Administrative Assistant/Registrar position becomes full-time (effective 2016)
- 2016 35th Anniversary of the Brockville Museum; a special booklet was designed and distributed to promote the anniversary.
An “admission-by-donation” model was adopted which saw an increase in attendance and admission revenue.
Plastering, repairs, painting, and the installation of new exhibits resulted in the complete makeover of three exhibit spaces, now known as People of Brockville, Brockville’s Rail Story, and Brockville’s River Story.
The long-awaited Aquatarium opened in March.
- 2017 Launch of virtual museum website which includes virtual exhibits.
Brockville Museum is closed for four days due to high water levels.
After 10 years with the Brockville Museum, Interpretation and Public Program Coordinator, Amy Mackie leaves for a new opportunity.
In order to address on-going physical capacity issues, the Board of Management passes motion seeking relocation of the Brockville Museum by 2032 (200th anniversary of Brockville’s incorporation).

- Brockville Museum reduces its summer operating hours due to budgetary constraints- now closed on Sundays.
The Brockville Railway Tunnel opens from end to end (with engaging light show), significantly increasing Brockville's visibility as a tourist destination.
- 2018 Peggy Hause becomes new Interpretation and Public Program Coordinator.
Video surveillance system was installed in public areas of the museum to improve security.
New Social Media Plan developed and implemented; started Instagram account.
Developed new Collection Policy.
- 2019 "Travel Trunk: Unpacking Brockville's Cultural Stories" opens and goes on to win the Ontario Museum Association's Award of Excellence for Exhibitions.
Veronica Vareiro becomes new Administrative Assistant/Registrar.
New Strategic Plan developed.
- 2020 COVID-19 Pandemic closes the Museum and severely impacts operations; museum closed to the public March 16-July 21, staff furloughed April-July.
Acquisition of the New York Restaurant neon sign.
"Painting Picnic with Prudence Heward" art exhibition runs July 21-October 30.
Acquisition of photos and files from the Recorder & Times newspaper when their office permanently closes.
Development of virtual content and virtual programming in response to the COVID-19 pandemic.
"Haunting Histories" Guided Walks launched, a re-imagining of the former Ghost Walks.
Award of contract for the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.
- 2021 COVID-19 Pandemic continues to significantly impact museum operations; museum closed to the public January 1-February 22 and again April 1-August 2.
The completion and presentation of the 2032 Feasibility Study for the relocation and expansion of the Brockville Museum.
The museum's 40th anniversary is marked with the renovation of the museum's 1995 Carriage Hall space, including painting, the return of the on-loan Atlas automobile to the Canadian Automotive Museum, the move of the hearse to off-site storage, the installation of the New York Restaurant neon sign, and the display of the newly acquired Dailey Horse, along with a revamped "Made in Brockville" exhibition on the Carriage Hall main floor.
The installation of an outdoor art exhibit on the museum's patio.
Continued development of significant virtual content, including four video series.
The retirement of Community Engagement Officer, Viktor Kaczkowski, after serving in the role for 12 years.
Museum wins Chamber of Commerce Award for Tourism.
- 2022 COVID-19 Pandemic continues to impact museum operations; museum closed to the public through January.
The PT Community Engagement Officer position was eliminated to create a Visitor Services Attendant position (covered by multiple people on shifts). The Visitor Services Attendant position took over front desk duties, previously covered by volunteers.
After four years in the role, the Interpretation and Public Program Coordinator, Peggy Hause leaves for a new opportunity; Alice McMurtry becomes the new Interpretation & Public Program Coordinator.

The City hires a Cultural Services Manager, beginning the transition of the Brockville Museum into the newly created Cultural Services Department; the Museum Board of Management is subsequently turned into an Advisory Committee.

The Upper Gallery (Carriage Hall mezzanine) is renovated and turned into a space to display art. The flat roof in the lobby is replaced.

The lobby is painted.

CCI (Canadian Conservation Institute) conducts a Facility Assessment to identify collection needs. Mission Statement and Exhibit policy updated.

- 2023 In response to the recommendations by the Canadian Conservation Institute's Facility Assessment, Council agrees to move the collection stored at an offsite warehouse to a different, more suitable location. The 1945 Brockville Fire truck that had been stored in the former site since 2003 was returned to the Brockville Fire Department.
- A new Volunteer Program is launched with specific and well-defined opportunities. The new program takes into account that the museum no longer has a dedicated volunteer coordinator. The museum was the host site for the Mayor's New Year's Levee.
- A new Cemetery Walking Tour is piloted.