

Brockville Museum Advisory Committee Meeting Minutes

Tuesday, September 12, 2023 at 1pm via Teams

Present: P. Naylor (chair), D. Buck, J. Watt, H. Cody, D. Hamilton, K. Hobbs, N. Wood (staff)

1.0 Land Acknowledgement

We acknowledge that the land on which we gather, exchange ideas, and share our past, present, and future is the traditional territory of the Anishinaabe, Haudenosaunee and Wendat people.

2.0 Call to Order

1:01pm

3.0 Additions to/Approval of Agenda

4.0 Discussion and Approval of Minutes of the Last Meeting

July 11, 2023 Meeting Minutes – *approved as presented*

5.0 Executive Reports

5.1 Chair

No new remarks to share

5.2 Curator

5.2.1 Discussion of July Staff Report

- Members inquired about potential programming replacing Lecture Series; a discussion was had on changes to Talk & Tea and the potential for guest speakers.
- Members remarked on the generosity of Ketchum Manufacturing for replacing the stolen Travel Trunk exhibit emoji magnets at no cost.
- 5.2.1.1 Discussion re: Twitter/X account
 - Members agreed with the staff recommendation to discontinue posting to this platform following recent changes; the account will not be closed, but will no longer be posted to
- 5.2.1.2 Updated Job Descriptions
 - The updated Collections Coordinator and Community Program Coordinator were circulated for information purposes; there was a brief discussion on how these changes reflect evolving needs.

5.2.2 Discussion of August Staff Report

- There was a brief discussion about the cancelling of the Offsite Storage RFP and what that means for next steps; currently following up on leads of potential sites. Curator will circulate site criteria list to Committee Members following the meeting.
 - Members suggested posting to Facebook and LinkedIn; Curator to follow-up on processes

- Members suggested reaching out to Tourism’s Digital Marketing Coordinator to explore opportunities to get more reach for awareness of museum programs, particularly the walking tours this fall; Curator indicated the event has been submitted to Tourism but will follow-up regarding additional promotional opportunities.
- Members suggested doing a ticket give-away contest with local media; Curator indicated that tickets sales were going well, but would explore if felt necessary.
- Members asked for an update regarding the return of the fire truck to the fire department; Curator provided an update that there was a recent site visit and plans are being developed for a move by mid-October.
- There was a brief discussion about the new Cemetery Tours.
- Members inquired about the hiatus status of the 2032 Committee; the Curator explained that the Cultural Services Department was taking this time to consider next steps.
- Members followed-up regarding attendance on summer stat holidays; the Curator answered that August Civic Holiday saw average visitation and that as discussed, the museum was closed on Labour Day, but attendance on the Saturday was above average.
- Members asked about where the museum “popped up” during the summer; the Curator provided the answer involving both downtown and north end businesses.
- 5.2.2.1 Updated Terms of Reference
 - There was a brief discussion about members wanting a more fulsome revision of the terms; Curator to follow-up with Clerk’s office regarding options and next steps.
- 5.2.3 Goal Tracking
 - Members expressed satisfaction with this reporting technique and that they felt the progress indicated was encouraging.

6.0 New and Ongoing Business

6.1 Ongoing discussion of Committee role recruitment strategies

- There was a brief discussion that until the goals of the Committee are better defined, active recruitment should be deferred.
- The Curator suggested that Committee members who would like to be more hands-on could consider forming a Community Outreach Sub-Committee to organize and attend (as volunteers) community events/pop-ups to promote the museum.

7.0 Date, Time, Location of Next Meeting

October 10, 2023 @ 1pm via Teams

8.0 Adjournment

1:49pm