



## Committee Report

**To:** Councillor Garry Michi, Chair and  
Members of the Museum Committee

**From:** Cathy McGirr  
Director, Museum & Cultural Services

**Date:** August 3, 2023

**Re:** Museum Information Items - August 2023

---

### Staff Recommendation:

The Museum Information Items Report is for information.

### Background:

#### County Art Collection

Continuing with the County's mandate established in 1982 to secure art for the County, the Museum was pleased to select for 2023. This new piece will be displayed in the Office of the CAO.

#### **Taylor Lasher, Saugeen Shores, Southampton, Ontario, A Path Best Followed**

Taylor Lasher is an emerging young artist living and creating in an Ontario beach town called Southampton. She has always had the desire to create even from a young age and has continued to pursue her passion to create.

Taylor is a cancer survivor and open-heart warrior. These experiences have heavily shaped not only who she is as a person but the art she creates. In 2015, Taylor battled a rare form of bone cancer and ultimately underwent major surgery to remove her entire right scapula as well as the surrounding muscle. This surgery changed her life in many ways as she had to learn to do things differently, including how she paints. Four years later she also underwent open-heart surgery. Today, Taylor is currently living cancer free and managing her health each day.

Through Taylor's artwork, she hopes to invoke feelings of resiliency that can be found both in human nature and in the world around us. She connects deeply with the strength, power and peace that can be found in the mighty waves of Lake Huron or the way a flower continues to bloom after each season.



## Education Programming & Outreach

### **KidZone Summer Camp**

The first month of KidZone Summer Camp was a success with all four weeks in July completely sold out, totaling 72 campers. Led by two summer students, a Senior Leader and a Junior Leader, the participants enjoyed a variety of activities, including exploring the Museum exhibits, playing games outside, trips to the Jubilee Park splash pad, as well as attending the Wildlife presentations and working on crafts. The camp continues in August.



Summer Student Willow leading Summer Camp participants in a watercolor painting activity.

### **In-Museum Education Programs**

The Museum delivered 10 educational programs in July, hosting 233 campers and students from visiting summer camps. Popular programs included the Teens Creative Minds Escape Room Challenge, The Grand Tour, and LEGO™ Design Challenges. The students were able to explore local Indigenous history and culture, use their critical thinking skills while learning about young Canadian inventors, and investigate the Science/Technology/Engineering/Art/Math (STEAM) based design process.

### **Outreach Programming**

On July 14, the Education & Outreach Coordinator delivered an in-person senior outreach program called “Remembering Our Own.” We travelled to the Warton Day Away Centre at Gateway Haven and led a hands-on discussion of First World War artifacts for 30 residents.



Gateway Have resident trying on a replica First World War cap after listening to the presentation.

On July 18 we hosted the Marine Heritage Festival boat building workshop. We had approximately 60 campers and visitors participate, including the Museum Summer Camp.



## Upcoming Programs

**August 1-31, 2023 - KidZone Summer Discovery Day Camp:** KidZone Summer Discovery Day Campers will experience our interactive exhibits and entertaining activities as they spend time at the Museum this summer on Mondays through Thursdays. As always, there will be crafts, indoor and outdoor activities, field trips, special guests, and outdoor exploration to make for a truly unforgettable camp experience.

[KidZone Summer Discovery Day Camp - Bruce Museum CA](#)

## Marketing

July has been busy with several outreach initiatives designed to create awareness about the Museum and its summer programs. Marketing Outreach summer student Meghan organized and attended several events for the Museum throughout the month, including:

- Canada Day Celebration, Southampton
- Kincardine Scottish Festival, Kincardine
- Antique & Craft Show, Port Elgin
- Lighthouse Blues Festival, Kincardine
- Paisley Queen North Market, Paisley
- Weekly markets in Port Elgin & Southampton
- Marine Heritage Festival, Southampton

There has been a lot of interest about the Museum's ongoing summer events from both tourists visiting the area and locals during these outreach events, and attendance numbers suggest summer outreach is having an impact on Museum awareness. Attendance at local events continues to grow Post-COVID and the Museum's capacity to attend events is greatly increased and supported by having a marketing summer student this year. In August outreach work will extend to the Peninsula with attendance at events.





## **Marine Heritage Festival, July 21 & 22**

The Museum once again partnered with the Marine Heritage Festival (MHF) to co-host the opening night kick-off party on July 21, and participated on Saturday, July 22 with a cardboard boat in the boat races and with a booth in Pioneer Park. More than 450 people attended the Friday night kick off party.



## **Programming**

### **Wonderful Wildlife: July 5, July 12, July 26**

The July Wonderful Wildlife program has been a success with all the shows sold out. The program aimed to educate and entertain visitors about various wildlife species, showcasing handle-friendly reptiles and Ontario wildlife. On July 5th, the program began with "Sciensational Snakes", a new animal presenter. Every attendee had the chance to interact with the reptiles up close, including handling a snake.



The following week, on July 12th, the program continued by welcoming back "Speaking of Wildlife" which showcased Ontario wildlife, and on July 26 "Zoo-to-you" returned with a wide array of reptiles and some zoo animals too.

### **Cultural Demonstrations: July 5, July 12, July 19, July 26**

Throughout the month of July, the Museum had the privilege of hosting a diverse range of local Indigenous and Metis presenters and educators, each offering unique insights into their culture and heritage. On July 5th and July 26th, the Historic Saugeen Metis delighted visitors with the traditional textile demonstrations, providing a glimpse into the rich history and customs of the Metis people.

On July 12, the Museum welcomed Indigenous author, Dorothy Ladd who read from her book *Memengwaa, The Monarch Butterfly*. Her presence and storytelling skills engaged the audience, leaving them inspired by her literary contributions and her perspective on Indigenous culture and storytelling.

On July 19th, Indigenous knowledge keeper Nataalka Pucan graced the event with her wisdom and traditional teachings. Her profound knowledge of Indigenous traditions, customs, and spirituality provided a unique opportunity for attendees to connect with authentic Indigenous wisdom.



Author Dorothy Ladd speaking with visitors



Members of the Historic Saugeen Metis



### On-floor Programming in the Exhibit Hall

Throughout July the Museum hosted a series of engaging activities including daily public tours at 11:00 am and 2:00 pm. Led primarily by the Programming summer student the guided tours took participants on a journey through both levels of exhibits, offering visitors an enhanced understanding of Bruce County's heritage and its significance.



A wood turner giving a demonstration.



A summer student in costume giving a tour in the General Store.

Also in July, the Museum welcomed back the local Wood Turners Club every Wednesday. The club's artisans showcased their craftsmanship by demonstrating the art of woodturning and engaging with visitors about their techniques and passion for this traditional craft. This collaboration added a dynamic and interactive element to the on-floor programming, leaving attendees inspired.

In the outdoor exhibits, the summer student offered daily interpretation at the Mackenzie Log Cabin in the Museum's backyard. As visitors stepped back in time, they were greeted by a costumed interpreter who brought to life the daily activities and challenges of early settlers.

### Youth Rangers' Visit to the Museum: July 19th, 2023

On July 19, the Museum welcomed the Ministry of Natural Resources and Forestry Youth Rangers for an enriching and hands-on experience. The Youth Rangers' visit was part of a special in-depth tour, which also involved their invaluable assistance in revitalizing the ancient herb garden and pioneer gardens in the Museum's backyard. The Youth Rangers are known for their dedication to environmental stewardship and community engagement. They then took part in a guided tour of the Museum.

### Upcoming Programming Events:

**Wildlife Wednesdays continued: August 2, 9, 16, 23, 30**

[Wonderful Wildlife Shows - Bruce Museum CA](#)

### **Summer Symphony: August 20**

Get ready for a classical music treat this August when talented musicians, Sarah Pratt-Parsamian, Shane Kim, and Caitlin Boyle perform old masters' pieces. Immerse yourself in the rich tradition of classical music. [Summer Symphony - Bruce Museum CA](#)

### **Cultural Demonstrations continued: August 2, 9, 16, 23**

[Cultural Demonstrations - Bruce Museum CA](#)

### **Revenue Development**

#### **Confirmed Funding Requests**



Giant Tiger - Confirmed \$500 in funding in support of the Night at the Museum program.



NWMO (Nuclear Waste Management Organization) - Confirmed \$1,500 in funding in support of the upcoming speakers event featuring Jesse Wenthe.

#### **Pending Funding Requests**



Holiday Inn - Submitted funding request for \$1,000 in support of the Night at the Museum program for 2023.

#### **Membership**

The Museum currently has 578 members.

The Museum's Summer Membership drive has officially kicked off with 45 memberships sold since July 1st. All memberships purchased between July 1<sup>st</sup> and August 31<sup>st</sup> will be entered to win a Summer Prize pack worth over \$400 including a \$250 gift card to The Beach Motel in Southampton, two play-all-day passes to the Ascent Aerial Park in Sauble Beach and \$25 gift card to the Fun Store in Southampton.

#### **Speaker's Event with Jesse Wenthe: October 19**

Over 60 tickets to the Museum's Speakers Event featuring author Jesse Wenthe have been sold to date. Tickets are available at an early bird rate of \$65 until August 31<sup>st</sup> after which ticket prices will increase to \$75. Tickets can be purchased on our website at [brucemuseum.ca](http://brucemuseum.ca) or by calling 519.797.2080.

#### **Financial/Staffing/Legal/IT Considerations:**

There are no financial, staffing, legal or IT considerations associated with this report.



### **Interdepartmental Consultation:**

Interdepartmental consultation with Corporate Services (Finance) and the Office of the CAO for the purchase of County Artwork has occurred.

### **Link to Strategic Goals and Elements:**

**Strategic Pillar #1** - Expanding BCM&CC's role as a community hub for the entire County.

Objective 1.2: Establish BCM&CC as a centre of cultural activity.

Objective 1.3 - Build profile as a core tourism destination.

**Strategic Pillar #2** - Building affinity across the County.

Objective 2.2 - Deepen relationships with communities across the County.

Objective 2.3 - Enhance digital outreach and engagement

### **Report Author:**

Cathy McGirr, Director, Museum & Cultural Services

Dan Genis, Education/Outreach Coordinator

Leyla Dagenais, Marketing Coordinator

Evan Vatri, Program Coordinator

Renata Bell, Development Officer

### **Departmental Approval:**

Cathy McGirr, Director, Museum & Cultural Services

### **Approved for Submission:**

Christine MacDonald

Deputy Chief Administrative Officer