



# Committee Report

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

From: Cathy McGirr  
Director, Museum & Cultural Services

Date: September 7, 2023

Re: Museum Report September 2023

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## Staff Recommendation:

The Museum Report is for information purposes.

## Background:

### Truth and Reconciliation

As we enter the month of September, the National Day for Truth and Reconciliation or Orange Shirt Day, is an opportunity for all of us to reflect, show support and join the global conversation to honour the thousands of First Nations, Metis and Inuit children across Canada who were forced to attend residential school.

The museum through funding from Canadian Heritage and with the support of SON (Saugeen Ojibway Nation - Saugeen Advocacy for Healing, Grey Bruce Community Legal Clinic and the Bluewater District School Board are pleased to bring the Kairos Blanket Exercise to the county. The KAIROS Blanket Exercise is an experiential teaching tool based on major themes and findings of the 1996 Royal Commission on Aboriginal Peoples and helps build awareness and understanding of our shared history as Indigenous and non-Indigenous peoples in Canada.

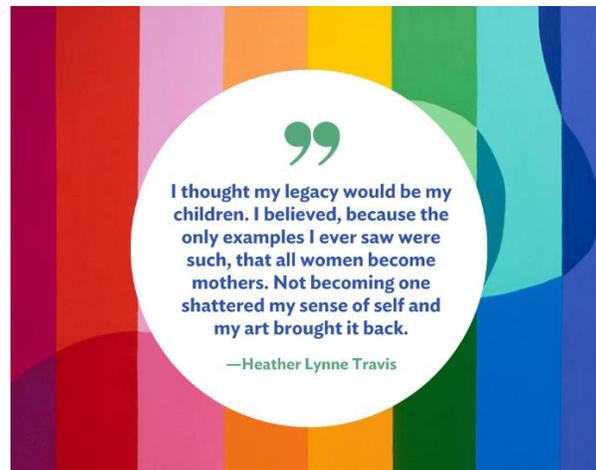
For more information or to register please visit: [Kairos Blanket Exercise - Bruce Museum CA](#)



## Exhibitions

### **This Must Be the Place**

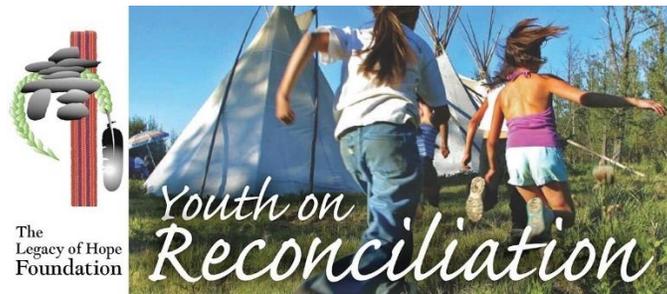
This Must Be the Place, artist Heather Lynne Travis uses bold colours, big scale and creative storytelling to invite new conversations around childless heros - including pop culture icons like Dolly Parton, Ina Garten, Missy Elliott, and others - and facilitate positive discourse on a sometimes-taboo topic. The exhibition opens to the public on September 16 and will run until December 31. [This Must Be the Place: Heather Lynne Travis Show - Bruce Museum CA](#)



### **Legacy of Hope: Youth on Reconciliation**

The Museum, in partnership with the Legacy of Hope Foundation (LOH), Saugeen Ojibway Nation (SON), Saugeen Advocacy for Healing, M'Wikwedong Indigenous Friendship Centre, Bruce Grey Catholic School Board, Bluewater District School Board, Grey Bruce Community Legal Clinic and Grey Bruce Health Services are pleased to bring this exhibition to the community.

The exhibit from the LOH features artwork and poems by winners of the first Imagine a Canada competition (March 2016) and explores the concept of Reconciliation through artistic expression and what that means to youth in Canada. The project committee members have been collaborating to ensure that additional components, programming elements and local resources have been including to ensure a more localized and educational experience. 21 Things About the Indian Act, UNDRIP (United Nations Declaration on the Rights of Indigenous Peoples) and local youth artwork are some of the additional elements that will be available in the exhibition. The exhibition opens to the public September 18 and runs until Nov 30.



## Education and Outreach

### **KidZone Summer Camp**

The second month of KidZone Summer Camp was a success with all four weeks in August 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 and firehall, as well as attending the Wildlife presentations and working on crafts.



Museum Summer Students leading our Summer Camp participants in Pioneer artifact and butter-churning activities.

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

The Museum delivered nine educational programs in August, hosting 172 campers and students. Popular programs included the Teens Creative Minds Escape Room Challenge, The Grand Tour, and the Great Outdoors program. The students were able to explore local Indigenous history and culture, use their problem-solving skills while learning about young Canadian inventors, and investigate their local ecosystem and biodiversity.

### **Museum Mobile Education Outreach**

The Museum delivered seven Mobile Museum versions of the LEGO™ Design Challenge, the Day in the Life of a Pioneer Child, and Anishinaabwe Endaat programs, reaching a total of 156 students. The students explored artifacts from the 1800s, designed and built LEGO™ towers, and learned about what life was like for Bruce County early settlers.



Paisley Kids and Us campers trying to build a LEGO™ tower during their Design challenge program.

### Upcoming Programs

**September 22, 2023 - School's Out Movies:** When school is out, join us for a movie day! Sit back in the Bruce Power Theatre and get ready to watch great flicks on the big screen. We'll be screening movies on PA days and tickets are on a first come, first serve basis as seating is limited. Screening on September 22: The Super Mario Bros. Movie (2023, PG)

[School's Out Movies: The Super Mario Bros. Movie - Bruce Museum CA](#)

**September 22, 2023 - PA Day Maker Day - Fall Colours:** Children ages 5-10 will enjoy a full day of art, nature, and colourful activities with this first Maker Day of the school year. Artist Heather Lynne Travis, whose vibrant art exhibit "This Must Be the Place" is hosted by the Museum this fall, will lead participants in a special art workshop that encourages big imagination and bright colours! [PA Day Maker Day: Fall Colours with artist Heather Lynne Travis - Bruce Museum CA](#)

### Marketing

#### **BCM&CC Google Business Reviews**

This summer the Museum has received positive feedback through its online Google Business profile, with an overall 4.7 out of 5-star rating, indicating a strong visitor experience. Included here are some examples of the reviews that have been made over the last several months by our guests.



**Monique Monique**

Local Guide · 47 reviews · 95 photos



★★★★☆ 3 days ago **NEW**

Interesting exhibits. The museum was very informative & fun. We were visiting Port Elgin & decided to check out the museum the day we left.



Reply Like



**Don Mcleish**

Local Guide · 26 reviews



★★★★★ 4 days ago **NEW**

Awesome Museum tucked away in Southampton  
Highly recommend a visit  
It's a great place for Families and people wanting to Learn



**Supreme Tastebuds**

Local Guide · 43 reviews · 115 photos



★★★★★ 3 weeks ago **NEW**

wonderful museum! we had so much fun, we spent almost 4 hours exploring and interacting with the different exhibits. our favourite part was the model trains.

we were surprised at how large the museum actually was! it's 3 whole stories plus the house and schoolhouse outside in the gardens.

when we went, the school beside the museum was closed for maintenance. so we'll have to be back.



Susan Fraser

2 reviews



2 weeks ago

NEW

This is an excellent museum! Tells the story of the area in a very engaging way. Perfect for families .

Reply

Like

## Outreach

The Museum had another busy month of summer outreach across the County. Marketing Outreach summer student Meghan organized and attended several events for the Museum, including:

- Mildmay Library - Pioneer Visit
- Warton Rotary Club 85<sup>th</sup> Birthday Bash
- Bruce County Heritage Farm Show
- Historic Saugeen Metis Annual Rendezvous
- SFN Pow Wow
- Farmers markets in Southampton, Port Elgin, Warton and Lions Head

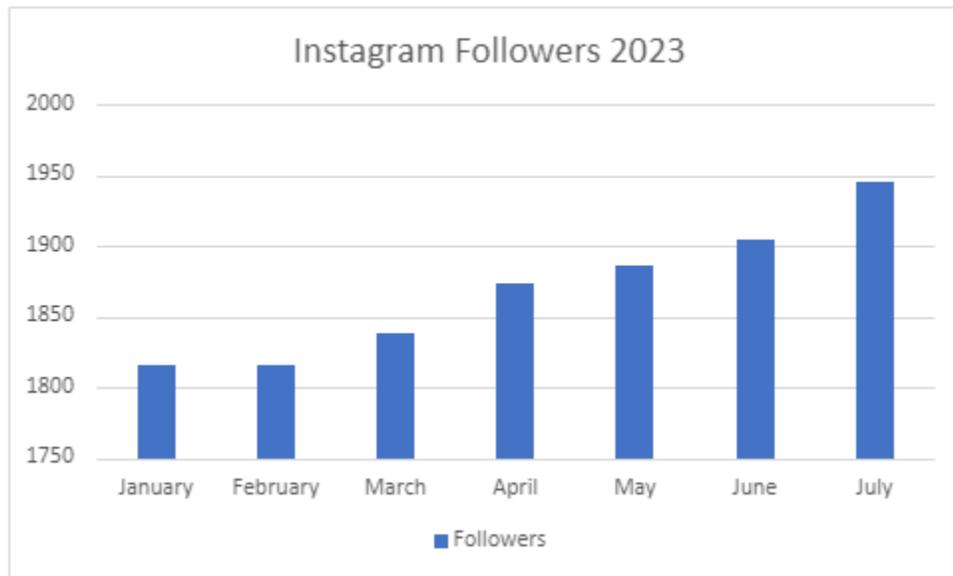


Over the course of the summer through outreach, the Museum has added over 170 new contacts to its e-newsletter list, highlighting the importance of building offsite connections with community members and tourists in building awareness and encouraging visitation.

Meghan is set to conclude her summer contract with the Museum on September 1. Preparations for fall outreach have now begun with the Museum planning to attend the Paisley Fall Fair and the Saugeen Shores Leisure Fair in early September.

### Instagram growth

As we move into the third quarter, a review of social analytics reveals that the Museum has seen some fantastic growth in its Instagram channel following.



Instagram has become a cornerstone of Museum communications, not only for general awareness and engagement, but also as one of the quickest ways the Museum can communicate up-to-date operational news through the Stories tool.

Overall, the Museum's organic social content continues to be one of the top drivers of conversions leading to website visits.

### Programming

#### Summer Public Tours

The Summer Public Tours Program, a cornerstone of the museum's seasonal offerings, successfully provided engaging and informative tours to members of the interested public throughout the summer season. Designed to offer two daily tours, this initiative was predominantly administered by the Museum's dedicated Programming Summer Student.

The primary goal of the Summer Public Tours Program was to offer visitors a unique and insightful experience within the museum's exhibits, galleries, and cultural displays. The tours aimed to create a dynamic environment for learning, exploration, and interaction, ensuring that attendees gained a deeper understanding of the museum's collections and the stories they tell.

## Cultural Demonstrations

The Cultural Demonstration program on August 23rd was a vibrant and educational event that showcased a variety of activities highlighting the region's rich cultural heritage and environmental consciousness. The event spanned from 11:00 AM to 2:30 PM and featured several engaging sessions that captivated both visitors and participants.

Chef Zach's demonstration took place on the patio space, where a six-foot table was equipped with butcher paper. The highlight of his demonstration involved the field dressing of a lake trout. Additionally, Chef Zach offered bread for sale in the Cafe space, complemented by free samples for visitors. [Cultural Demonstrations - Bruce Museum CA](#)

At 1:00 PM, Parks Canada took the stage with an event centered around the local turtle population and indigenous teachings. The event, hosted in the Bruce Gallery, involved a captivating PowerPoint presentation.

Indigenous Elder Shirley John graced the occasion by occupying the Indigenous community space in the exhibit hall throughout the event. Her presence provided an authentic touch to the cultural demonstrations, and visitors had the opportunity to engage with her and learn about Indigenous heritage.



## Wonderful Wildlife

The Wonderful Wildlife program continued its successful run on August 23rd with an engaging presentation by Speaking of Wildlife. This program, which has been captivating audiences since the start of the summer season, aims to bring awareness to the diverse local wildlife found across southern Ontario. The event on August 23rd marked another exciting installment in this series.

As part of the program, Speaking of Wildlife took center stage, showcasing a variety of local animals that inhabit the region. This educational and interactive event provided visitors with the opportunity to get up close and personal with these fascinating creatures, while also learning about their habitats, behaviors, and importance in the local ecosystem.

Having commenced at the beginning of the summer, the Wonderful Wildlife program has been a consistent highlight for museum visitors. Through various presentations, it has successfully educated attendees about the unique wildlife diversity present in southern Ontario, fostering a deeper appreciation for the natural world.

The Wonderful Wildlife program is set to conclude on August 30th with a grand finale presentation titled "Sensational Snakes!" This reptile show promises to be an exciting and participatory experience, allowing the audience to engage directly with the captivating world of snakes. The inclusion of audience participation adds an extra layer of excitement and interaction to the program. The program has been almost sold out for the entire summer with a 104-theatre capacity!

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



## **Sunday at the Symphony**

The Sunday at the Symphony program on August 20th, presented in collaboration with Music on the Bruce, was a resounding success and a testament to the power of classical music to captivate and engage audiences. Taking place from 3:00 PM to 5:00 PM in the Bruce Power Theatre Space, the event featured a captivating performance by Sarah Pratt and three other talented musicians.

The event drew a large and enthusiastic audience, attesting to its popularity and the strong resonance it holds within the community. The performers skillfully demonstrated their musical prowess, offering a selection of both popular and uncommon classical pieces. The diverse range of music played contributed to the dynamic and engaging nature of the performance, catering to a wide spectrum of musical tastes and preferences.

The quality of the performance and the dedication of the musicians were evident throughout the event. "Sunday at the Symphony" has established itself as a highly anticipated annual event at the museum, drawing a substantial crowd and creating a platform for both seasoned classical music enthusiasts and newcomers to appreciate the richness of classical compositions. The collaboration with Music on the Bruce has proven to be a mutually beneficial partnership, enriching the cultural offerings of the museum while providing a platform for local musicians to showcase their talents.

## **Upcoming Programs**

### **Artist Talk Back with Heather Lynn Travis**

As a part of Culture Days, the Bruce County Museum is offering an excellent public opportunity. During this artist talk back event, Heather Lynne Travis will delve into the stories behind her 30 plus art pieces featured in "This Must Be the Place." She will share insights into her artistic process, inspirations, and the journey that led her to explore the concept of childless heroes. Attendees will gain a deeper understanding of the bold colors, symbolism, and narratives embedded within each piece.

Culture Days is a national celebration of arts and culture. At the end of each September, millions of people attend thousands cultural events across the country both in-person and online. Culture Days programs invite the public to get hands-on and behind-the-scenes to highlight the importance of arts and culture in our communities.

<https://www.brucemuseum.ca/event/elementor-13694/>

## Muse-Talk- September 20th



We're excited to announce the return of Museum Muse-Talks this fall, featuring a special guest, Dr. Treva Job from Georgian College. Join us on September 20th for an engaging discussion on cutting-edge medical simulation technology.

### **Topic:** Exploring High-Tech Manikins for Healthcare Education

Discover the latest advancements in medical education with state-of-the-art manikins. Dr. Treva Job will shed light on how these advanced manikins revolutionize healthcare training, offering immersive learning experiences for students and professionals. [Muse-Talk: Health, Wellness, and Simulation - How Hi-Tech Manikins are Revolutionizing the Healthcare Industry - Bruce Museum CA](#)

## **Revenue Development**

### **Confirmed Funding Requests**



**Meridian** - Confirmed \$350 in funding in support of the Night at the Museum program.

### **Membership**

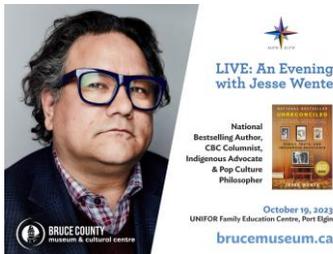
The Museum's Summer Membership drive which kicked off in July has seen 87 memberships sold to date. All memberships purchased between July 1<sup>st</sup> and August 31<sup>st</sup> will be entered to win a Summer Prize pack worth over \$400 including a \$250 gift card to The Beach Motel in

Southampton, two play-all-day passes to the Ascent Aerial Park in Sauble Beach and \$25 gift card to the Fun Store in Southampton.

Over 105 members completed our member feedback survey which was sent out in July. Survey responses will be reviewed and used to improve overall membership experience.

The Museum currently has 579 active membership households.

## Speakers Event



Early bird ticket sales for the upcoming speakers event featuring Jesse Wenté will end August 31<sup>st</sup>. With over 90 tickets sold to date the Museum's Speakers Event is well on its way to a sellout. 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:

There was no interdepartmental consultation for this report.

### 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:

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