



Staff Report to Council - for Information

Title: Museum Information Report March 2024

From: Cathy McGirr, Director of Museum and Cultural Services

Date: March 7, 2024

Report Purpose:

This report is for information.

Report Summary:

Highlights of services and programs are throughout the report.

Background:

Education and Outreach

Education Programs

The Museum delivered 9 education programs over three days in February, reaching 106 students. Popular programs included: Anishnaabwe Endaat and A Day in the Life of a Pioneer Child.



Students attempt to turn the millstone in The Last Frontier exhibit.

Outreach Programs

The Museum delivered one outreach program in February to the Port Elgin Day Away program. Participants explored our Music Travel Trunk and shared stories and memories that our musical artefacts brought to mind. We ended our time together with a fun singalong!

February 2 - PA Maker Day: Wonder Weavers

This sold-out program welcomed kids ages 5-10 into the exciting world of fiber art! Participants explored our newest temporary exhibit, [The Thread of the Story](#), then tried out a variety of techniques led by local fiber artist Tanya Weichel. Each participant left with their own woven fiber art piece to take home, using colours inspired by artefacts in the Museum's collection.

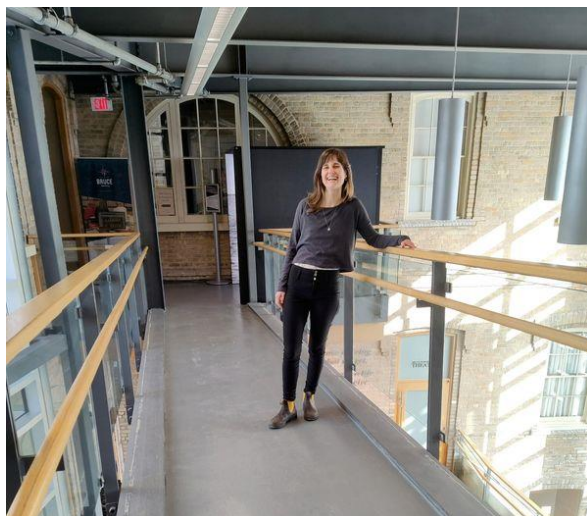


PA Maker Day participants worked on their weaving skills with special guest Fiber Artist Tanya Weichel

February 7 & 21 - Museum Munchkins

Our Museum Munchkins were back with us for two more sessions this month. On the first day, our ever-popular special guest Lauren Best led the Munchkins in a musical morning of songs, games, and movement. The fun continued on the 21st with Sandra Belanger from SB Dance Studio. Participants spent their energy for the morning practicing their gross motor skills through dance and song!

"It was a pleasure to be back at the Bruce County Museum & Cultural Centre to facilitate a music workshop yesterday. I got to deepen my own relationship to local gathering places focused on learning and connection, and I got to be inspired by seeing how the community continues to grow and strengthen." - Lauren Best



Special Guest Lauren Best taught our Museum Munchkins this month.

Upcoming Programs

March 6 & 20 - Museum Munchkins: Bring your preschoolers for a fun program designed especially for them! Play, bond, and learn through play-based programming. Meet other families and munchkins and develop lifelong friendships!

[Museum Munchkins](#)

KidZone March Break Discovery Day Camp, March 11-15: KidZone Discovery Day Camp is back with a March Break jam-packed with adventure and fun for the kiddos! Kids ages 5-10 will explore the Museum's exhibits, have hands-on fun with games, crafts, and experiments, outside play, and learn from special guests including Baker Magic, The Bluewater Astronomical Society, the Mousetrap Machine Balloon Show, Scienstational Sssnakes, and Medieval Knights. This camp is now sold out.

[KidZone March Break Discovery Day Camp](#)

March 23 - Easter Eggs: Our even-popular Easter Eggs program is back! Kids ages 5-10 will spend the afternoon exploring the exhibits and all the Museum's nooks and crannies while hunting for hidden eggs—then decorate their own followed by some additional crafts and activities!

[Easter Eggs](#)

Exhibitions

The Whisper Project

Opened on February 12, the museum was pleased to work in partnership with Studio Art Quilt Associates (SAQA) Central Canada Region to host the Whisper Project. This exhibition is a fibre arts version of the childhood game of telephone, in which the message gets slightly changed when whispered to the next person. In this case, the artwork changes. Participating members of the Fergus-Guelph SAQA pod were assigned into five groups with five members in each. The expectation was to complete a 12"x12" block within a two-month timeframe.

Each member was welcome to use their own style and techniques when creating a piece inspired by the previous work. A total of 5 photographs inspired 25 art quilts showing a range of approaches for the visitors' enjoyment. This show was previously on display at the Stratford-Perth library and will be on display in the Ontario Power Generation feature gallery until April 30, 2024.



Programming

Family Day 2024

The 2024 Family Day event at the Bruce County Museum & Cultural Centre was a tremendous success, with 262 guests in attendance. LIVE History's 'In Time Unlimited' provided an immersive experience, combining elements of escape rooms, quests, and live theatre. Attendees engaged with live exhibits, completing tasks assigned by historical characters. Their choices influenced the outcome, adding suspense to the one-hour experience.

In addition, the Saugeen Shores Rotary Club served a delicious BBQ, providing a perfect complement to the day's activities. The event also featured drop-in improv classes by Leo Dragonieri and Julia Scaringi, further enhancing the festive atmosphere. Overall, the event was a resounding success, thanks to its engaging programs and strong community involvement.



Upcoming Programming

March Break Family Fun Days

March 9th - March 16th

The upcoming March Break event at the Bruce County Museum & Cultural Centre promises a week of engaging activities for families, proudly presented by Judy Rich, Law Office.



These events will promote cross-cultural learning, inviting all ages to explore nature, Indigenous storytelling, and heritage.

[March Break Family Fun Days - Bruce Museum CA](https://www.bruce.ca/march-break)

Muse-talks: LUNATIC: Life Begin at the End of Your Comfort Zone

March 20th

Join us for our March MUSE-Talk featuring Ian Evans, a modern adventurer from Ontario, who will share stories and insights from his expedition to Antarctica, the coldest and windiest place on earth!

Ian's documentary "LUNATIC: Life Begins at the End of Your Comfort Zone" will be screened during the event. The film follows Ian's quest to walk in the footsteps of his childhood Antarctic heroes and become the oldest Canadian to reach the South Pole, a feat achieved by only 400 before him. The documentary has been featured at 12 film festivals globally and has won 7 awards, including "Best Documentary."

All ages are welcome, but preregistration is required. This event is proudly presented by Georgian College.

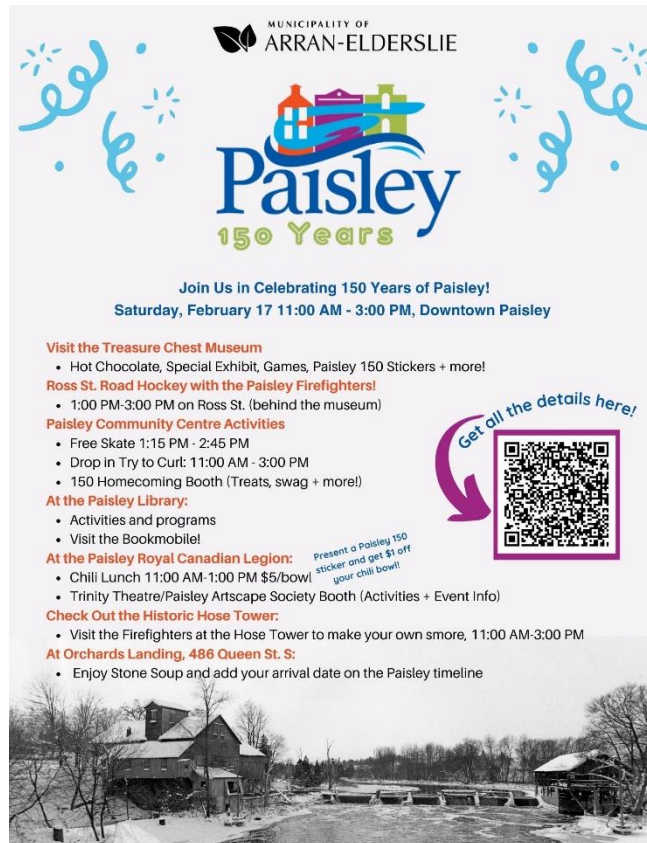
[MUSE-TALKS: LUNATIC: Life Begins at the End of Your Comfort Zone - Bruce Museum CA](#)



Marketing

Paisley 150th Anniversary Outreach

On February 17th, the Museum attended the kickoff to community celebrations for [the Town of Paisley's 150th Anniversary](#) with a booth located in the Paisley Community Centre next to the arena where children's hockey and a free open skate were offered throughout the afternoon. While on site, the Museum offered a draw for a chance to win a DVD copy of the historical documentary series "The Bruce" and provided information on current events and exhibits. The booth received a visit from the Mayor of Arran-Elderslie Steve Hammel, and Paisley Ward Councilor Moiken Penner.



Revenue Development

Confirmed Funding Requests



Bruce Power - Confirmed funding request of \$6,100 in support of 2024 programming which includes Wildlife Wednesday, Pride Programming and Kidzone Camps.



Fischer Law - Confirmed funding request of \$500 in support of our Patio Rose wine tasting event.

Memberships

The February membership drive is well underway with 41 memberships sold since February 1st. Prospective members have until February 29th to purchase their membership for an opportunity to win a private theatre experience in the Bruce Power Theatre. Our current membership base is sitting at 577 active households.

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There has been no interdepartmental consultation.

Link to Strategic Goals and Objectives:

Strategic Goals

Community and Partnerships - Build a strong and inclusive community

Goal 2. “Enhance and grow partnerships”: This was achieved through outreach initiatives with community partners in support of our programs and initiatives.

Link to Departmental Plan Goals and Objectives, if any:

Pillar 1. Expanding BCM&CC’s role as a community hub for the entire county.

Pillar 2. Building affinity across the county, Objective 2.1 Engage underserved audiences
Action a: Develop pop-up experiences that bring the museum to the community across the county. Action d: Explore additional opportunities for new and diverse storytelling through exhibition and programming.

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