



Staff Report to Council - for Information

Title: Museum Information Report - May 2024

From: Cathy McGirr, Director of Museum and Cultural Services

Date: May 2, 2024

Report Purpose:

This report is for information.

Report Summary:

The report provides highlights across services and programs.

Background:

Education / Outreach

The Museum delivered 15 education programs over 6 days in April, reaching 219 students. Programs included: Anishnaabwe Endaat, LEGO™ Simple Machines, Remembering Our Own, Ancient Civilizations, and Tours. One of these programs was delivered in the classroom as a Mobile Museum program.



Students from East Ridge Community School try out Indigenous games in the Anishinaabwe Endaat Gallery

Digital Education Centre Resource

The Museum once again partnered with Bruce Power to celebrate Earth Week by providing new online educational resources on this year's theme, *Planet Vs. Plastics*. Two video presentations and accompanying activities were prepared by guest experts from the Coastal Centre and Bluewater Outdoor Education Centre for Grade 6 students. Access to these educational resources is free and they remain on the Museum's website here: [Earth Week 2024 - Bruce Museum Education Centre](#)



Children's Programs

April 3 - Museum Munchkins

Museum Munchkins wrapped up with our final session of the season this month. The Bruce County Public Libraries came as our special guest and brought spring themed books, activities, crafts, and their collection of Ozobots for participants to explore.



Museum Munchkins plant lavender seeds and craft flowers in pots they decorated during the Spring Has Sprung Munchkins session.

April 8 - PA Maker Day: Earth Inventors

Children ages 5-10 spent the day learning about how to harness the power of the sun through the creation of solar stills, solar ovens, and solar art! To stay safe during the eclipse, participants got to watch an eclipse livestream on the big screen in the kids' room and they also observed changes in the light from a safe place indoors, away from a direct line of sight to the sun.



PA Maker Day participants check on their solar stills and ovens while safely observing the changing light through the window.

Upcoming Children's Programs

June 7 - [School's Out Movies](#): Join us for a screening of the new film Migration at 1:00 pm this PA Day!

June 7 - [PA Maker Day Myth Busters Edition](#): Kids ages 5-10 will dive into the world of fact and fiction with engaging activities designed to spark curiosity and ignite creativity. They will explore our featured Summer Exhibit "True or False," do experiments, adventure outdoors, and take home their cool creations.

Exhibitions

May starts the changeover of exhibitions for the upcoming summer season and we are excited to be bringing forward a slate of exhibitions that are thought provoking, educational and entertaining.

Murdered Missing Indigenous Women & Girls (MMIWG) Display - May 2-June 30

Located in the Museum lobby, the MMIWG display honours and brings awareness to this national and local issue. Red Dress Day, May 5th is recognized across the country and the featured ribbon skirt display created by Melissa Root of the Saugeen Nation Library and

Resource Centre and her daughters Eden and Courage. To learn more [Our Mandate, Our Vision, Our Mission | MMIWG \(mmiwg-ffada.ca\)](#)

True or False, May 17-September 2

Touching a toad will give you warts... We produce more ear wax (cerumen) when we are stressed. Eating cheese at the end of a meal will prevent caries. The peanut is used to make dynamite. TRUE or FALSE? These are just a few examples of what visitors will discover. The true or false statements are divided into five categories (animals, nature, health, sciences, and technology) and are arranged in the form of a game. This is an occasion for having fun as a family or with friends, while de-mystifying what we believe and stimulating our scientific curiosity as well. This exhibition is a production of the Sherbrooke Museum of Nature and Science with contributions from Heritage Canada. True or False - Members Only opening May 16 [True or False: The Fun Science Exhibition - Bruce Museum CA](#)



Brushstrokes: Exploring Light and Shadow, June 1- September 2

We are thrilled to be partnering with the Bruce Peninsula Society of Artists (BPSA) to present their newest juried show. The BPSA pays tribute to the quarterly newsletter, Brushstrokes, which was published by the group from 1997 to 2017. Set against the breathtaking backdrop of the Bruce Peninsula, this collection transcends the conventional boundaries of visual art, capturing the interplay between light and shadows across a rich tapestry of mediums. Join us for the opening on June 1, 2-4 pm [BrushStrokes: Exploring Light and Shadow - Bruce Museum CA](#)



Marketing

Escarpment Magazine Feature

The Spring 2024 issue of Escarpment Magazine features a multi-page fashion spread featuring the Museum's HMS General Hunter as its backdrop. The Museum worked to coordinate the location of the shoot after Escarpment Magazine photographer Clay Dolan expressed interest in the replica ship after seeing it advertised on the BCM&CC's social media channels. The backdrop provided a good thematic fit for the clothes that were selected for the shoot, all provided by local businesses in the Grey-Bruce area.



Words from the Warden

The Museum recently worked with Warden Chris Peabody on developing three short video clips for promotion on Facebook and Instagram that speak to current and upcoming Museum campaigns. [For Archives Awareness Week \(April 1-6\), the Warden helped us highlight the Archives](#) as a vital resource for accessing local historical records and heritage, both in-person and with online resources.

[For National Volunteer Week \(April 14-20\) the Warden shared some words on the importance of volunteer support](#) to ongoing Museum programs, events, archives, and services and encouraging others to become a BCM&CC volunteer.

A short video clip is also forthcoming in the promotion of May is Museum Month, a social media campaign currently in development that will represent the BCM&CC's contributions in the areas of Education and Research, based on the International Council of Museum's (ICOM) Museum Day theme for 2024.

Programming

For the month of April, the programming department continued to develop and execute fun and exciting program offerings for the Bruce County community! In April, the Museum featured a Muse-Talk and the much anticipated “Breakout of the Bruce” bus trip to Stratford!

April 25 - Breakout of the Bruce Bus Trip: “Something Rotten”

The Seniors' Bus Trip to Stratford for "Something Rotten!" offered the 46 attendees a day of laughter and musical charm. The event, following the success of previous excursions, attracted a high number of participants, showcasing strong community interest. Participants enjoyed the comedic and musical elements of the show, as well as the opportunity to explore Stratford Ontario. This program was designed for guests aged 55+ and offered affordable pricing for fixed income older adults.



Show poster for Something Rotten in Stratford

April 27 - Muse-talk: Discovering the “Africa”

Documentary filmmakers Yvonne Drebert and Zach Melnick unveiled their recent discovery off Lake Huron's Saugeen-Bruce Peninsula: an intact shipwreck believed to be the Africa, missing since 1895 with its crew. The "Unveiling of Shipwreck Secrets: The Africa Discovery" event followed the successful March Muse-talk, drawing a high visitor turnout. Attendees explored history as the duo shared details from their upcoming documentary, "All Too Clear: Beneath the Surface of the Great Lakes," including expedition footage. The event featured a Q&A session, engaging the audience with the Africa's discoverers and revealing untold

stories. The large audience reflected strong community interest in maritime history and documentaries.



Photo of Yvonne and Zach with their submersible camera on the shores of Lake Huron

Upcoming Programming

May 30 - Patio Rose

Join us for an evening of wine tasting on the Museum's back patio overlooking Fairy Lake. Sample delicious wines from the VQA and abroad, paired with hors d'oeuvres from Little Black Dog. \$60 for members, \$70 for non-members. Presented by Fischer Law.

[Patio Rosé - Bruce Museum CA](#)

June 8 - Museums are a Drag! Drag Show and Brunch Bonanza!

Celebrate Pride Month with a brunch featuring drag performances by Troyboy Entertainment! Enjoy a full buffet breakfast with complimentary sparkling wine or Mimosa. 19+ event. Tickets: \$35 for members, \$45 for non-members. Reserve your spot for a dazzling Pride experience!

[Museums are a DRAG!: Drag Show and Brunch Bonanza - Bruce Museum CA](#)

Revenue Development

Confirmed Funding Requests



Bruce Telecom - Confirmed funding request of \$500 in support of 2024 Night at the Museum program.



Nuclear Promise X (NPX) - Confirmed funding request of \$5,000 in support of 2024 speakers' event as the presenting sponsor.

Memberships

Membership numbers are currently steady sitting at 604 active households. We have surpassed the 600-member threshold for the last two months, indicating a return to pre pandemic numbers.

Speakers Event Fall

Early bird ticket sales will be released in May for the third annual Speakers event taking place on Thursday, October 24th, 2024, featuring Dr. Brian Goldman. Dr. Goldman is a medical watchdog, bestselling author, and host of the award-winning radio show "White Coat, Black Art" where he provides a filter free look inside the medical world and makes complex issues digestible for audiences. All proceeds will support the future archives expansion project.

**An Evening with
Dr. Brian Goldman**

Medical Watchdog
Emergency Room Physician.
Bestselling Author.
Host of award-winning
radio show
"White Coat, Black Art".

**THE NIGHT
SHIFT**

Thursday, October 24, 2024
UNIFOR Family Education Centre, Port Elgin
brucemuseum.ca

BRUCE COUNTY
museum & cultural centre

Volunteer Program

National Volunteer Week April 14-20

April 14th -20th was National Volunteer Week, a week to celebrate our wonderful volunteers. On April 17th, our annual volunteer appreciation event was held in the Bruce Gallery. 24 volunteers, along with staff enjoyed a catered lunch provided by Little Black Dog catering. 5 volunteers were awarded Ontario Service Awards from the province for years of service, including Vermayle Longmuir who celebrated 15 years of service. Other volunteers were awarded service pins for total volunteer hours, including Garth Campbell who received a pin for completing over 1,000 hours of service with the Bruce County Museum & Cultural Centre.

In addition to the appreciation event, 53 thank you cards were mailed to volunteers. 4 volunteers were also profiled on social media throughout the week. Special thanks for Councilor Craig and CAO, MacDonald for spending time with our volunteers at the event.



Volunteer Award recipients.

Financial/Staffing/Legal/IT Considerations:

The are no Financial/Staffing/Legal/IT considerations.

Interdepartmental Consultation:

Interdepartmental consultation with Library Services for the Museum Munchkins program has occurred.

Link to Strategic Goals and Objectives:

Community and Partnerships - Build a strong and inclusive community

Community and Partnerships - Enhance and grow partnerships.

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 d: Explore additional opportunities for new and diverse storytelling through exhibition and programming.

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