



Staff Report to Council - for Information

Title: Museum Information Report - August 2024

From: Cathy McGirr, Director of Museum and Cultural Services

Date: August 1, 2024

Report Purpose:

This report is for information.

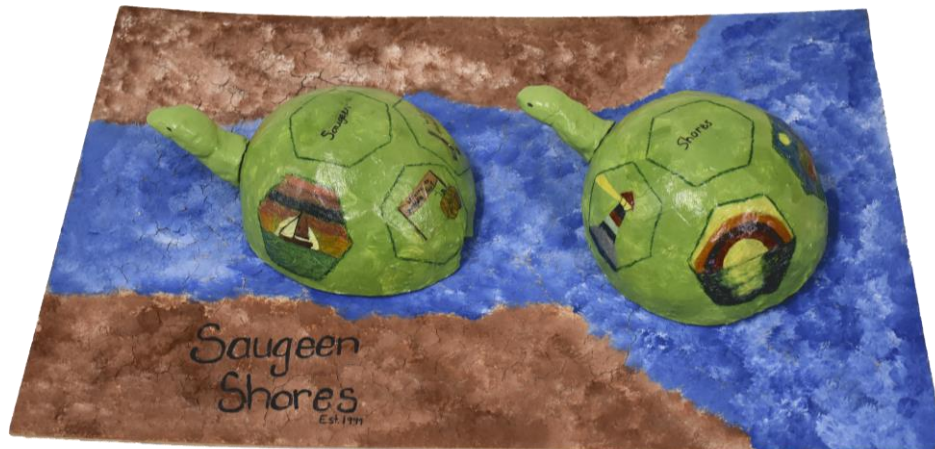
Report Summary:

Museum program and service highlights throughout the report.

Background:

Exhibitions

The Museum has partnered with the Town of Saugeen Shores to present an exhibition of student work. As a part of their 25th anniversary celebrations, the Town of Saugeen Shores invited local students to submit creative works that reflect their feelings about living in the town. Titled "The Spirit of Living in Saugeen Shores", the exhibition features visual artworks and written work by grade 5 and 6 students from St. Joseph's Catholic School, Port Elgin. The work will be on display at the Museum July 22 - September 2, 2024, and can be viewed online on the Town of Saugeen Shores website. Digital photo files of the artwork will be included in the 25th anniversary time capsule, which will be opened in 2049.



Mixed media sculpture by Harper, depicting two green turtles with colourful shells at the mouth of the Saugeen River.

Education and Outreach Programs

Summer Explorers Camp

New this year is Summer Explorers camp. The first 2 weeks, completed in July, were completely sold out and a great success. 30 campers ages 5-10 spent their weeks exploring interactive exhibits, doing activities, crafts, games, field trips, and special guest appearances all related to the weekly themes: Wilderness Adventure, and Shipwrecked Survivors. The camp continues in August with 2 more action-packed weeks of learning and fun.



Campers examine macroinvertebrates found in Fairy Lake to analyze water quality during Wilderness Adventure Week.

In-Museum Education Programs

The Museum delivered 3 educational programs in July, hosting 119 campers and students from visiting summer camps. The students were able to explore local history and culture, use their critical thinking skills while learning about science and nature facts in the True or False exhibit, with the opportunity to make a craft to take home as a souvenir of their time at the Museum.

Outreach Programming

In July, the BCM&CC delivered a senior's outreach program at the Port Elgin Day Away Centre and led a hands-on discussion of artifacts from the collection for 20 residents.

On July 15, the Museum hosted the Marine Heritage Festival boat building workshop. Participants built, decorated, and tested miniature cardboard boats in anticipation of the festival on July 26-28. Summer Explorers campers created boats as well which complemented their shipwrecked theme of the week.



Marine Heritage Boat Building Workshop participants with their creations.

Upcoming Programs

August 19 -29 - Summer Explorers Day Camp: Designed for children ages 5-10, the BCM&CC's Summer Explorers Camp offers a unique blend of fun, education, and unforgettable experiences. Campers will embark on a journey of discovery through interactive exhibits, crafts, games, field trips, and special guest appearances all related to the weekly theme.

[Summer Explorers Camp - Bruce Museum CA](#)

Marketing

July 1 - Canada Day, Pike Bay

The Museum was invited by the Pike Bay Community Association to participate as a vendor at their Canada Day celebrations at Pike Bay Community Park. The event saw about 250 attendees with other vendors present including Peninsula Bruce Trail Cub, Bruce Peninsula Biosphere Association, and the Lion's Head Legion. The Museum provided information on events, exhibits, and services and engaged youth and families with its True or False activity based on the current featured summer exhibit. This event was a great chance to extend the Museum's reach in support of strategic plan goals to build affinity across the County and strengthen community partnerships.



July 11 - Saugeen First Nation (SFN) Community Night Market

The Museum was invited to participate in this new initiative led by SFN's Independent Business Association (SFNIBA). The event was well organized and included local food vendors, jewelry makers, face painting and a bouncy castle for children. July 11 was the Museum's first attendance at the market. Additional dates have been booked for attendance throughout the remainder of summer.

July 13 - Bruce County Comicon

The Museum was present with an outreach booth at this brand-new event hosted at the Southampton Coliseum. The event was extremely well attended with over 2,500 visitors. Many booth visitors noted they were from Walkerton, Hanover, Kincardine, Mount Forest and the Meaford area. Many were excited to learn about the Museum and asked for broader information. This event captured a core 20-40 age demographic for the Museum and many sign-ups were gathered for the Museum e-newsletter list.



Throughout the remainder of July, the Museum's outreach schedule includes:

July 18 - Back Forty Bazaar, Ripley

July 20 - Healthy Parks, Healthy People Day, MacGregor Point Park, Port Elgin

July 22 - Market in the Park, Kincardine

July 26 - Marine Heritage Artisans and Tastes Market, Southampton

July 27 - Marine Heritage Festival, Southampton

July 31 - Lakeview Vendors Market - Wiarton

Programming

July 3, 10, 17, 24, and 31 - Wonderful Wildlife

The July Wonderful Wildlife program was a resounding success, attracting a strong attendance. 2 of the shows sold out, demonstrating the program's popularity and community

interest. The Museum featured exceptional groups like Sciensational Snakes, Scales Nature Park, Hands-on-Exotics, and Wild Ontario. Each organization brought unique and captivating wildlife presentations, enriching the audience's understanding and appreciation of various species. The positive feedback and high attendance underscore the success of this program, making it a highlight of the Museum's summer offerings.



July 3 - August 29 Summer Tours and Pop-up Crafting

The Museum is featuring free public tours during the summer on Mondays, Thursdays, and Saturdays at 1:30pm and crafting in the exhibit hall on select Thursdays.

July 16- Flight of the Monarchs

The Flight of the Monarchs event welcomed a strong attendance and enthusiastic participation from the community. In collaboration with the Southport Horticultural Society and Saugeen Ojibway Nation member, author Dorothy Ladd, the event featured a free screening of the documentary "Flight of the Monarchs" and a captivating reading circle led by Dorothy Ladd. Attendees were delighted by the live butterfly display in the lobby and received free swamp milkweed plants to take home and support monarch habitats. The event also included themed crafts for all ages. The positive feedback and high turnout highlighted the community's interest in conservation and Indigenous storytelling.



July 10- Cultural Demonstration: White Fish Talk

As a part of the summer Cultural Demonstrations the Museum welcomed Parks Canada where they provided a free talk about white fish and the importance they play to Indigenous culture. The event was attended by 26 guests, who ranged in age from 5 and up.

Upcoming Programming

Aug 10- Summer Symphony

This August, the Museum welcomes back Music on the Bruce for an unforgettable afternoon of classical music. Indulge in the beauty of classical pieces from the old masters and immerse yourself in the rich history and tradition of classical music.

[Summer Symphony - Bruce Museum CA](#)

Aug 28 -Cultural Demonstration Day

Join the Museum for a special day full of cultural demonstrations:

Chef Zach Keeshig will offer demonstrations throughout the day, showcasing how he processes locally harvested duck from forest to plate. Sample his creations and take home a piece of local flavor.

Parks Canada will be on site to teach about turtles, including fun facts about their biology, their conservation, and the cultural significance they hold for Saugeen Ojibway Nation (SON) peoples.

Local Indigenous Elder, Shirley John will share Elder teachings in the Anishnaabwe Endaat Gallery.

Enjoy a special reading by author Dorothy Ladd from her book Memengwaa, the Monarch Butterfly and see a special butterfly tagging demonstration with Patti Byers of the Monarch Teacher Network.

Proudly presented by Bruce Power.

[Demonstration Day - Bruce Museum CA](#)

Revenue Development

Confirmed Funding Requests

Enbridge - Confirmed funding request of \$7,500 in support of the 2024 Indian Day School exhibit.



Veterans Affairs Canada (Commemorative Partnership Program) - Confirmed funding request of \$5,000 in support of the 2024 Play Hard Fight Hard exhibit.



Government
of Canada

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du Canada

Pending Funding Requests

A sponsorship request is still pending from one organization at a \$13,500 value in support of 2025 programming costs for Family Day, PA Maker Days, and the summer feature exhibit, Disheveling.

Memberships

Membership numbers have increased this month thanks to the busy summer event schedule as well as our membership drive. We are currently sitting at 642 active membership households. The membership drive is actively running from July to end of August for an opportunity to win a “Taste of Southampton” package featuring gift certificates to local restaurants valued at \$250.

October 24- Speakers Event

Early bird tickets are available for the third annual Speakers event taking place on Thursday, October 24, 2024, featuring Dr. Brian Goldman. Tickets are available for an early bird rate of \$65 until August 31. 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. To date, 89 tickets have been sold to the event.

Tickets can be purchased at the link below.

[An Evening with Dr. Brian Goldman - Bruce Museum CA](https://www.brucemuseum.ca/tickets)

**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
A NOVEL
BY BRIAN GOLDMAN

Thursday, October 24, 2024
UNIFOR Family Education Centre, Port Elgin

[brucemuseum.ca](https://www.brucemuseum.ca)

BRUCE COUNTY
museum & cultural centre

Financial/Staffing/Legal/IT Considerations:

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

Interdepartmental Consultation:

There has been no interdepartmental consultation.

Link to Strategic Goals and Objectives:

Community and Partnerships - Enhance and grow partnerships

Community and Partnerships - Build a strong and inclusive community.

Link to Departmental Plan Goals and Objectives, if any:

Pilar 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.

Pilar 2. Building affinity across the county

Objective 2.2 Deepen relationships with communities across the County.

Report Author:

Lauren Beer, Education / Outreach Coordinator

Renata Bell, Development Officer

Jessica Pridham, Business Services Manager

Shauna Taylor, Curatorial Assistant

Lelya Top, Marketing Coordinator

Evan Vatri, Program Coordinator

Departmental Approval:

Cathy McGirr, Director, Museum & Cultural Services

Approved for Submission:

Christine MacDonald, Chief Administrative Officer