



# Town of Newmarket Agenda

## Elman W. Campbell Museum Board of Management

Date: Wednesday, February 26, 2025  
Time: 7:00 PM  
Location: Elman W. Campbell Museum  
134 Main Street South  
Newmarket, ON

Pages

### 1. Notice

This meeting will be held in person only at the Elman W. Campbell Museum (134 Main Street South).

### 2. Additions & Corrections to the Agenda

### 3. Conflict of Interest Declarations

### 4. Approval of Minutes

4.1 Elman W. Campbell Meeting Minutes of January 22, 2025 1

1. That the Elman W. Campbell Meeting Minutes of January 22, 2025 be approved.

### 5. Items

5.1 Strategic Planning

**Note:** Colin Service will speak to this matter.

5.2 Elman W. Campbell Museum Monthly Report 5

1. That the report entitled Museum Monthly Report dated February 26, 2025, be received for information.

5.3 Museum Reserve and Elman Campbell Reserve Accounts 11

1. That the Museum Reserve and Elman Campbell Reserve Accounts be received.

5.4 Friends of the Museum Report

**Note:** Billie Locke will speak to this matter.

6. **Closed Session**
7. **New Business**
8. **Adjournment**



## Town of Newmarket

### Minutes

### Elman W. Campbell Museum Board of Management

Date: Wednesday, January 22, 2025

Time: 6:00 PM

Location: Elman W. Campbell Museum  
134 Main Street South  
Newmarket, ON

Members Present: Jackie Playter, Chair  
Ron Atkins  
Billie Locke (6:09 PM to 7:15 PM)  
Alexis Gada  
Nancy Fish  
Councillor Woodhouse  
Krista Rauchenstein

Members Absent: Dan MacPherson

Staff Present: C. Service, Director of Recreation and Culture Services  
S. Ernst, Supervisor Culture Programs  
W. Broydell, Cultural Programmer - History and Heritage  
J. Charpentier, Curatorial Assistant  
Simon Granat

The meeting was called to order at 6:00 PM.

Jackie Playter in the Chair

#### 1. Notice

Jackie Playter advised that members of the public can attend the meeting in person at the Elman W. Campbell Museum, 134 Main Street South.

#### 2. Additions & Corrections to the Agenda

None.

### **3. Conflict of Interest Declarations**

None.

### **4. Approval of Minutes**

#### **4.1 Elman W. Campbell Museum Board of Management meeting minutes of November 27, 2024**

Moved by: Nancy Fish

Seconded by: Alexis Gada

1. That the Elman W. Campbell Museum Board of Management meeting minutes of November 27, 2024 be approved.

**Carried**

### **5. Items**

#### **5.1 Strategic Planning Follow-Up**

The Director of Recreation and Culture provided an update regarding the Strategic Planning Follow-up including a summary of the Board Strategic Planning Session on November 27, 2024, strategic priorities: develop a collection management strategy including digitization that supports and enhances the Museum experience, develop a brand strategy that incorporates a naming that includes Newmarket, establishes a look and feel on collateral material and creates a presence in the community; create and execute a robust and dynamic volunteer recruitment strategy that shows the value of volunteering at the Museum; and focus on the creation of a series of adult focused programs that connects more adults with the rich history of the community, and next steps.

Members of the Board discussed focus areas for strategic priorities including: promoting the Museum, branding, the Museum's name, program diversification, adult programming / events, a larger Museum space, volunteers, the term of the strategic plan and the next Term of Council and Board appointments; day-time and night-time programming, adult programming committee, surveys for programming, parking, partnering with places such as seniors homes, taking the Museum into the community, brochures to advertise the Museum, and proceeding with staff

or a brand consultant, next steps, programming ideas, and establishing sub-committees.

## **5.2 Museum Reserve and Elman Campbell Reserve Accounts**

Moved by: Nancy Fish

Seconded by: Councillor Woodhouse

1. That the Museum Reserve and Elman Campbell Reserve Accounts update be received.

**Carried**

## **5.3 Elman W. Campbell Museum Year End 2024 Report**

The Cultural Programmer History and Heritage provided a verbal update regarding the Elman W. Campbell Museum Year End 2024 Report including exhibitions, programming, and special events.

Board Members queried Staff regarding attendance changes due to the Museum closure, and timing of Museum closures.

Moved by: Ron Atkins

Seconded by: Krista Rauchenstein

1. That the Elman W. Campbell Museum Year End 2024 Report be received.

**Carried**

## **5.4 Friends of the Museum Report**

Billie Locke provided a verbal report regarding the Friends of the Museum Report including the loss of volunteers, changes to the Friends of the Museum, and a display in the Museum in tribute to the Friends of the Museum.

## **6. New Business**

### **6.1 Printing Agenda Items**

Ron Atkins queried staff regarding the availability of printed agenda items.

**6.2 Accessible Parking Spot**

Ron Atkins queried regarding accessible parking spaces near the Elman W. Campbell Museum.

**6.3 Tip Tap Fundraising Machine**

Jackie Playter provided an update regarding a Tip Tap Fundraising Machine update including costs.

Board Members discussed financial feasibility, alternatives, ability to accept cash free payment, and a point of sale system.

**7. Adjournment**

Moved by: Councillor Woodhouse

Seconded by: Alexis Gada

1. That the meeting be adjourned at 7:15 PM.

**Carried**

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Jackie Playter, Chair

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Date



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## Elman W. Campbell Museum Monthly Report

Report Number: MUS-2025-02

Department(s): Recreation and Culture

Author(s): Whitney Broydell, Cultural Programmer – History and Heritage

Meeting Date: February 26, 2025

### Recommendations

1. That the report entitled Museum Monthly Report dated February 26, 2025, be received for information.

### Purpose

This report highlights the proactive measures being taken by the Elman W. Campbell Museum staff to engage the community, preserve local history, and enhance programming for the month of January and February 2025.

### Background

The following includes a point form summary of the main activities of the Elman W. Campbell Museum for January to February 2025. The following report summarizes the key activities and ongoing projects at the Elman W. Campbell Museum.

1. Black History Month Exhibit (February 2025)
  - Museum staff have been finalizing details for the upcoming Black History Month exhibit scheduled for February 2025.
  - Scheduling school bookings.
  - Providing docent tours with the schools (14 class visits)
  - Obtaining necessary permission requests for the use of certain photographs featured in the exhibit.
  - Preparing scavenger hunt/mini-biography, word search and colouring booklet for local schools attending.
  - Purchase of display items/loan of sculpture pieces to enhance the exhibit's offerings.

## 2. Travelling Exhibit for Black History Month

- The display boards utilized during the 2024 Black History Month exhibit have been incorporated into a Travelling Exhibit.
- Details of the BHM Travelling Exhibit are now available on the museum's website. The display is being showcased at Southlake throughout the month of February.

## 3. Museum Exhibit Outline for 2025

- An outline for upcoming exhibits have been planned for 2025, laying groundwork for 2025 projects and displays.

## 4. Office Specialty Exhibit Proposal

- A proposal for an exhibit focusing on the history of Office Specialty has been prepared and submitted as part of the Community Exhibit initiative at the Legislative Assembly of Ontario.

## 5. Accessioning Donations

- Ongoing efforts are being made to accession donations related to Office Specialty, ensuring that all artifacts are appropriately catalogued and preserved.

## 6. Spring Program Development

- Spring programs have been developed and input online. Registration opens on February 19.

## 7. Curriculum-Based Scavenger Hunt

- A scavenger hunt specifically designed to align with the Grade 6 curriculum has been created, aiming to provide educational and interactive experiences for students.

## 8. Training and Development

- Museum staff have been participating in professional development training sessions focused on enhancing their skills in Excel and PowerPoint.

## 9. Children's Programs

- Wee Fun Wednesday attendance has been a bit low. This is common once the weather turns bitterly cold. I have been in touch with Communications for a social media push.
- Visitors have expressed their appreciation to us for acknowledging and providing something small on display and activities in recognition of the Lunar New Year.



## Discussion

### Calendar of Upcoming Events:

#### Current Exhibitions:

1. Black History Month Exhibit will be on view until mid-March.
2. Lanterns, Teapots and Quilts; Off the Grid Living. On display until September 2025.
3. Love is in the Details is on view at the Newmarket Seniors' Meeting Place.



4. History of Dixon Pencil Factory is on view at the municipal office.
5. Promotion has begun for the LEGO Heritage Building Contest and display.



## **Winter Programming (January and February)**

### 1. Wee Fun ages 1-4 and caregivers.

January 8	February 5
Wee Fun Winter Animals	Wee Fun Space Day
January 15	February 12
Wee Fun Winter Snowflakes	Wee Fun Valentines
January 22	February 19
Wee Fun Winter Scene	Wee Fun Polar Bears
January 29	February 26
Wee Fun Chinese New Year: Year of the Snake	Wee Fun Trains

### 2. Family Fun Scavenger Hunt, All Ages

- January 11, Quilt Scavenger Hunt
- February 15, To Newmarket with Love

### 3. Saturday Fun Day Workshops (Ages 4-10)

- January 18, Salty Fun Snowflakes
- January 25, Paper Chain Snakes
- February 8, Valentine Animal Art
- February 22, Polar Bear Adventure

### 4. School Bookings:

- January 10, Maple Leaf PS (20), Grade 5/6, Curriculum based scavenger hunt
- January 15, Pickering College (11), Curriculum based scavenger hunt
- January 29, Pickering College (20), Tour of the Lanterns, Teapots and Quilts;  
Off the Grid Living
- February 5, Bogart PS, BHM
- February 19, Maple Leaf PS, 2 groups, BHM
- February 20, Poplar Bank, BHM
- February 21, Wellington PS, BHM
- February 21, Jersey PS, BHM
- February 26, Maple Leaf, BHM
- February 26, Mazo, BHM
- February 27, Stuart Scott, 2 groups
- February 28, Newmarket High School

Total Attendance for January = 216 visitors.

## **Maintenance**

1. A new lock has been installed on the south doors as the doors were not catching and closing properly.
2. The east side of the museum was without heat between January 24-28. The heat has been controlled by a computer system for several years. Town staff and Miracom worked on fixing the problem.
3. There have been a couple of days where the driveway was not shovelled out due to vehicles parked in the driveway overnight. Communication has been sent to Old Flame about clearing the driveway of vehicles in snow emergencies.

## **New Donations:**

- A selection of children's books and Wee Wisdom Magazines c1960s. These will be used as working artifacts.

## **Coming Up:**

March Break Fun, March 11-14.

## **Business Plan and Strategic Plan Linkages**

## **Attachments**

"None."

## **Approval**

Sarah Ernst, Supervisor, Culture Services, Recreation and Culture

## **Contact**

Whitney Broydell

Cultural Programmer, History and Heritage, Elman W. Campbell Museum



**MUSEUM RESERVE AND ELMAN CAMPBELL RESERVE ACCOUNTS  
As At November 30, 2024**

<b>Reserve./Trust Description</b>	<b>Balance @ Jan. 1</b>	<b>Monthly Interest</b>	<b>YTD Interest</b>	<b>Contributions</b>	<b>Expenditures</b>	<b>Month-End Balance</b>
Museum Reserve	322,815.28	451.55	7,424.72	-	-	330,240.00
Conservation Reserve	13,622.33	19.05	313.32	-	-	13,935.65
Exhibit Reserve	10,998.32	15.38	252.96	-	-	11,251.28
Elman Campbell Trust	-	-	-	-	-	-
RBC Investment - GIC	-	-	-	-	-	-
<b>Total</b>	<b>347,435.93</b>	<b>485.98</b>	<b>7,991.00</b>	<b>-</b>	<b>-</b>	<b>355,426.93</b>

<b>Details of Contributions</b>		<b>Museum Reserve</b>	<b>Conservation Reserve</b>	<b>Exhibit Reserve</b>	<b>Elman Campbell Trust</b>	<b>Total Contributions</b>
						-
						-
						-
						-
						-
						-
<b>Total</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

<b>Details of Expenditures</b>		<b>Museum Reserve</b>	<b>Conservation Reserve</b>	<b>Exhibit Reserve</b>	<b>Elman Campbell Trust</b>	<b>Total Expenditures</b>
						-
						-
						-
						-
<b>Total</b>		<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>