



Town of Newmarket

Minutes

Elman W. Campbell Museum Board of Management

Date: Wednesday, September 25, 2024

Time: 7:00 PM

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

Members Present: Jackie Playter, Chair
Ron Atkins
Billie Locke (7:05 PM to 8:38 PM)
Alexis Gada
Nancy Fish
Councillor Woodhouse (7:04 PM to 8:28 PM)
Dan MacPherson

Members Absent: Krista Rauchenstein

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

The meeting was called to order at 7:00 PM.

Jackie Playter in the Chair.

1. Notice

Jackie Playter advised that members of the public could attend the meeting in person only at the Elman W. Campbell Museum located at 134 Main Street South, Newmarket, Ontario.

2. Additions & Corrections to the Agenda

None.

3. Conflict of Interest Declarations

None.

4. Approval of Minutes

4.1 Elman W. Campbell Museum Board meeting minutes of June 26, 2024

Moved by: Dan MacPherson

Seconded by: Alexis Gada

1. That the Elman W. Campbell Museum Board meeting minutes of June 26, 2024 be approved.

Carried

5. Items

5.1 Strategy Moving Forward

The Director of Recreation and Culture facilitated Strategy Moving Forward including strengths, opportunities, aspirations, results, next steps, reporting information back to the Board, and next steps.

Board Members discussed strengths including location, content and history, programming, local hub, and location; opportunities including programming ideas, partnerships, threats, public relations, taking the Elman W. Campbell Museum out into the community, volunteerism, ageing out, and marketing; aspirations including facility, programming, feelings that are created by patrons; and results including foot traffic, visits, partnerships, number of volunteers, social media, revenue generation, and larger facility, the brand journey, and possible events.

Moved by: Nancy Fish

Seconded by: Dan MacPherson

1. That the presentation by Colin Service, Director of Recreation and Culture Services regarding Strategic Planning Facilitation Session be received.

Carried

5.2 Awning

The Cultural Programmer, History and Heritage provided a verbal update regarding the awning, selection of design, process for selection, examples of awnings.

Board Members queried staff regarding replacing the existing awnings.

Board Members discussed text on the awnings, ice accumulation, cost of awnings, protecting strollers from the elements, size of the awnings, and signage.

Moved by: Dan MacPherson

Seconded by: Billie Locke

1. That the Elman W. Campbell Museum Board express the following criteria for an awning: that it provides protection from elements, keeps people dry is large enough to accommodate patrons with strollers, walkers, wheelchairs or other mobility devices, and it prevents ice formation; and,
2. That this criteria be shared with Facility Services.

Carried

5.3 Elman W. Campbell Museum Monthly Report

The Cultural Programmer provided a verbal update on the Elman W. Campbell Museum Monthly report including branding, marketing, and renovations.

Board Members discussed travelling exhibits, improving relationships with schools, partnerships with Indigenous communities, the current exhibit at the Newmarket Municipal Offices located at 395 Mulock Drive, having the Town facilitate an indigenous component, connecting with the Historical Society, and outreach to Pickering College.

Moved by: Nancy Fish

Seconded by: Billie Locke

1. That the report entitled Museum Monthly Report dated September 25, 2024 be received for information.

Carried

5.4 Museum Reserve and Elman Campbell Reserve Accounts as at August 31, 2024

Moved by: Ron Atkins

Seconded by: Dan MacPherson

1. That the Museum Reserve and Elman Campbell Reserve Accounts as at August 31, 2024 be received.

Carried

6. New Business

6.1 Tip Tap Machine

Billie Locke provided verbal remarks regarding a Tip Tap machine including other locations, donations, and having one at the Elman W. Campbell Museum.

6.2 Roof Work

The Cultural Programmer, History and Heritage provided an update regarding roof works including the status, opening hours, exhibits in the gallery, deck sample, and programming.

Board Members discussed a flat and pitched roofs.

7. Adjournment

Moved by: Nancy Fish

Seconded by: Dan MacPherson

1. That the meeting be adjourned at 8:38 PM.

Carried

Jackie Playter, Chair

Date