



## **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