



Town of Newmarket

Minutes

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

Members Present: Jackie Playter, Chair
Ron Atkins
Billie Locke
Alexis Gada
Nancy Fish
Councillor Woodhouse
Krista Rauchenstein

Members Absent: Dan MacPherson

Staff Present: S. Granat, Legislative Coordinator
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 can attend the meeting in person only at 134 Main Street South.

2. Additions & Corrections to the Agenda

The Legislative Coordinator noted that Sarah Ernst, Supervisor Culture Services would speak to item 5.1 - Strategic Planning.

3. Conflict of Interest Declarations

None.

4. Approval of Minutes

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

Moved by: Billie Locke

Seconded by: Nancy Fish

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

Carried

5. Items

5.1 Strategic Planning

The Supervisor Culture Services spoke to Strategic Planning including branding, mission and values statements, core values, Town branding strategy, and a branding exercise.

Board Members discussed the branding exercise, imagining the impact a different brand would have on the Museum, how Board Members see the Museum, outreach to the community, current brand, museum building and location, collaboration with schools, visibility, a connection point to the community, safe and fun place for children, partnerships with local businesses, and next steps.

5.2 Elman W. Campbell Museum Monthly Report

The Supervisor Culture Services and the Curatorial Assistant provided a verbal summary regarding the Elman W. Campbell Museum Monthly Report including a staffing and recruitment update.

Board Members queried staff regarding the Office Specialty Exhibit Proposal.

Moved by: Ron Atkins

Seconded by: Billie Locke

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

Carried

5.3 Museum Reserve and Elman Campbell Reserve Accounts

Jackie Playter provided a verbal summary of the Museum Reserve and Elman Campbell Reserve Accounts.

Board Members queried staff regarding the Museum Reserve and the Exhibit Reserve fund and roof repair.

Moved by: Councillor Woodhouse

Seconded by: Nancy Fish

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

Carried

5.4 Friends of the Museum Report

Billie Locke spoke to the Friends of the Museum Report including the suspension of activity, a potential future museum exhibit about the Friends of the Museum and removal of this standing item.

Board members thanked the Friends of the Museum.

6. Closed Session

The Elman W. Campbell Museum Board did not enter Closed Session.

7. New Business

7.1 Accessible Parking Spot

Ron Atkins spoke to Accessible Parking Spot including a potential location.

Moved by: Ron Atkins

Seconded by: Billie Locke

1. That the Elman W. Campbell Museum Board recommend an accessible parking spot out front of the Museum that is safe and convenient, including a location immediately opposite the entry of the Museum (approximately 135 Main Street South).

Carried

7.2 Another Space for the Museum

Ron Atkins spoke to Another Space for the Museum including potentially striking a sub-committee.

Members of the Board discussed engaging first in the branding exercise, considerations for potential alternative locations, and the need for a new space.

7.3 New Board Member

The Legislative Coordinator provided a New Board Member Update regarding Elaine Adam being appointed to the Elman W. Campbell Museum Board as the representative from the Newmarket Heritage Advisory Committee.

8. Adjournment

Moved by: Billie Locke

Seconded by: Ron Atkins

That the meeting be adjourned at 8:19 PM.

Carried

Jackie Playter, Chair

Date