



# 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**

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Jackie Playter, Chair

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Date