



Town of Newmarket

Minutes

Elman W. Campbell Museum Board of Management

Date: Wednesday, March 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
Elaine Adam

Staff Present: C. Service, Director Recreation and Culture
S. Ernst, Supervisor Culture Services
S. Granat, Legislative Coordinator
J. Charpentier, Curatorial Assistant
T. Kargl, Museum Instructor

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 were encouraged to attend an electronic Advisory Committee or Board Meeting by joining through the ZOOM information provided with the agenda.

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 February 26, 2025

Moved by: Billie Locke

Seconded by: Nancy Fish

1. That the Elman W. Campbell Museum Board Meeting Minutes of February 26, 2025 be approved.

Carried

5. Items

5.1 Museum Branding

The Director of Recreation and Culture and Supervisor Culture Services spoke to Museum Branding including a telephone survey for the community, questions for the telephone survey, approaches to understand responses, the number of responses needed for the survey and the Town of Newmarket's engagement and branding process.

Members of the Board queried staff regarding the order of the questions, avoiding repetition, whether the questions would be asked by a live attendant or automated system, surveyor language, the polling company location, adding open ended questions, social media versus telephone surveys, whether cell phone lines are included in the survey, polling company caller identification, the end point of the branding process,

Members of the Board discussed amending the survey questions, using a Likert Scale, enhancing definitiveness of responses, having responses ranked, and reordering questions.

5.2 Elman W. Campbell Museum Monthly Report

The Curatorial Assistant spoke to the Elman W. Campbell Museum Monthly Report including preparing a Friends of the Museum exhibit for volunteer week and invitations.

Members of the Board queried staff regarding public elementary schools attendance and outreach to Catholic schools.

Moved by: Nancy Fish

Seconded by: Councillor Woodhouse

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

Carried

5.3 Museum Reserve and Elman Campbell Reserve Accounts

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

Members of the Board queried regarding funding for the Legislative Display.

Moved by: Ron Atkins

Seconded by: Billie Locke

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

Carried

5.4 Accessible Parking Report Back

The Legislative Coordinator provided an update from staff regarding the Accessible Parking Spot Report back including options available to the Board.

Members of the Board discussed moving the accessible parking spot across Main Street South from the Museum to directly across from the Museum because of the slope of the hill, speaking with the Christian Baptist Church, availability of parking nearby, the food truck parking South

of the Museum, grease, and exhaust, the Museum driveway, and staff to follow up regarding the food truck.

6. New Business

6.1 Welcome Elaine Adam

Jackie Playter welcomed Elaine Adam to the Elman W. Campbell Museum Board as the new appointee from the Heritage Newmarket Advisory Committee.

6.2 Job Posting

Ron Atkins queried staff regarding the job posting to fill the former Cultural Programmer, History and Heritage job including internal postings, the posting on the website, the job posting title, and curatorial experience for the position.

Staff noted an approximate number of applications, and curatorial experience is needed.

6.3 South of Davis Study Area Study

Nancy Fish spoke regarding the South of Davis Study Area Study and participation.

7. Adjournment

Moved by: Nancy Fish

Seconded by: Ron Atkins

1. That the meeting be adjourned at 7:43 PM.

Carried

Jackie Playter, Chair

Date

