



## **Dufferin County Museum & Archives Trust Fund/Operating Board**

### **A G E N D A**

Tuesday, February 21, 2012

6:00 PM

Dufferin County Museum & Archives  
936029 Airport Road

1. Notes of last meeting held November 15, 2011 (Attachment provided)
2. Review & Discussion - Board Terms of Reference (Attachment provided)
3. DCMA 2011 Fourth Quarter Report (Attachment provided)
4. Overview & Discussion - 2012 DCMA Exhibits, Events & Programs  
(including highlighting opportunities for involvement)
5. Update on special project - New DCMA web “portal” and DuffStuff  
(including review & discussion of fundraising component)
6. New business

***Please RSVP to:***

Darrell Keenie

705-435-1881, extension 31  
manager@dufferinmuseum.com

**NOTES FROM:  
DUFFERIN COUNTY MUSEUM & ARCHIVES TRUST FUND/OPERATING BOARD**

Tuesday, November 15, 2011

Members Present: Morley Brown  
Debbie Fawcett  
Renato Iozzo  
Catherine Ollerhead De Santis  
Jeff Sedgwick  
Councillor John Oosterhof

Also Present: Councillor Allen Taylor  
Councillor Ken McGhee

Regrets: Lynn Goutouski  
Neil Orford

Staff Present: Sonya Pritchard, Chief Administrative Officer  
Wayne Townsend, Director/Curator, DCMA  
Steve Brown, Archivist, DCMA  
Darrell Keenie, General Manager, DCMA

**1. DCMA Trust Fund/Operating Board – November 15, 2011**  
**Welcome & Introductions**

The Chair of the Museum Board and DCMA Director/Curator welcomed members to the inaugural meeting of the DCMA Trust Fund/Operating Board. Members were asked to introduce themselves, and provide brief background and an overview of their interest in serving on the Board.

**2. DCMA Trust Fund/Operating Board – November 15, 2011**  
**General Orientation & Overview**

For the information and orientation of members, the Director/Curator provided an overview of:

- the DCMA department
- the Board's purpose, structure and lines of reporting
- expectations and responsibilities of the DCMA and Board members
- fundraising activities and major projects on the go, including the Melancthon Log House, "Museums and Technology/DuffStuff" project, and the DCMA's quilt book
- efforts to date to develop a departmental strategic plan

- Board and member administration

A number of documents were distributed for the information and background of members:

- Terms of Reference for the DCMA Trust Fund/Operating Board
- DCMA Third Quarter Report for 2011
- Current DCMA brochures

Morley Brown introduced the issue of the proposed redesign of the Highway 89/Airport Road intersection, and suggested that the DCMA be involved and proactive throughout the project. Staff confirmed that both the County Engineer and DCMA have been circulated with formal notice of the project, and that the County's input and involvement will be co-ordinated.

DCMA staff led members on a tour of the museum and archives facility, exhibits and offices.

### **3. DCMA Trust Fund/Operating Board – November 15, 2011**

#### **Next Meeting**

The timing and location of future Board meetings was discussed. An early evening meeting is preferred by the majority of members. A meeting is planned for January of 2012, with agenda items to include a review of updated Terms of Reference for the Trust Fund/Operating Board.

Next Meeting: ~~Tuesday, January 17, 2012 @ 6:00 pm~~  
Dufferin County Museum & Archives

# **CORPORATION OF THE COUNTY OF DUFFERIN**

## **BY-LAW NUMBER 2011-49**

A BY-LAW TO AMEND BY-LAW #2008-15  
BEING A BY-LAW TO GOVERN THE  
PROCEEDINGS OF COUNCIL AND ITS  
COMMITTEES

(Amends Section 20.21 and Schedule A- Special  
Committees – Dufferin County Museum &  
Archives and Heritage Lands Board and  
Dufferin County Museum & Archives Trust Fund  
Board)

BE IT ENACTED BY THE MUNICIPAL COUNCIL OF THE CORPORATION OF  
THE COUNTY OF DUFFERIN AS FOLLOWS:

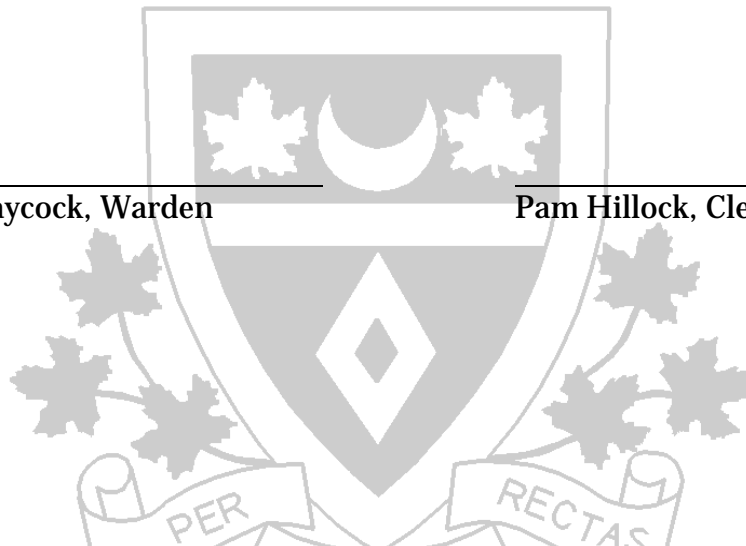
1. THAT By-law 2008-15, a by-law to govern the proceedings of Council and its Committees, be amended as follows:
2. THAT Section 20.21 be amended to replace the composition requirement of the Museum Board to three Members of Council, plus the Warden, with a quorum of three members of Council and the composition of the Museum Trust Fund Board to one member of County Council appointed from the DCMAHL Board, three to nine members of the public
3. THAT Schedule A of By-Law 2008-15 be amended to delete and replace the Terms of Reference and Composition for the Dufferin County Museum & Archives and Heritage Lands Board and the Dufferin County Museum & Archives Trust Fund Board with the wording contained in Schedule A attached to this by-law.

READ a first, second and third time and finally passed this 13th day of October, 2011.

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Warren Maycock, Warden

Pam Hillock, Clerk



## **Dufferin County Museum & Archives and Heritage Lands Board**

Composition:            Three Members of Council  
                                 The Warden (as-of-right)

Quorum:                Three Members of County Council

The overall purpose of the Dufferin County Museum & Archives and Heritage Lands Board is to advise and participate in the affairs and activities of the Museum, Archives and County Forest operations, while promoting community awareness and appreciation of the Museum & Archives and its collections, County Forests and resource management, and the programs and services offered in each of these areas.

The Dufferin County Museum & Archives and Heritage Lands Board shall meet at least semi-annually in conjunction with the Community Development Committee to review budget requests, annual event plans, operational issues, and forest matters.

## **Dufferin County Museum and Archives Trust Fund/Operating Board**

**Composition:** One member of County Council appointed by Council from the DCMAHL Board  
Three to nine members of the public  
Director/Curator of the DCMA (or designate) – Non-voting

Public Members shall be appointed at the beginning of each term of County Council following an application process.

Quorum: Majority of members

### Terms of Reference:

#### **DEFINITIONS:**

“Board” refers to the Dufferin County Museum & Archives Trust Fund/Operating Advisory Board.

“County” refers to the Corporation of the County of Dufferin.

“County Council” refers to the Council of the Corporation of the County of Dufferin.

“DCMA” refers to the Dufferin County Museum & Archives.

“DCMAHL Board” refers to the Dufferin County Museum & Archives and Heritage Lands Board of Dufferin County Council.

“Trust Fund” refers to the Dufferin County Museum & Archives Trust Fund.

### Objects & Purposes:

The purpose of the Board is to advise and make recommendations to the DCMAHL Board and County Council with respect to planning, operations of the museum and the raising and holding of funds for the DCMA through:

- (i) Receipt of property, both real and personal, by way of donation, gift, legacy or otherwise; and to hold and/or convert the same into cash and apply the income or capital in furtherance of the purposes of the Trust Fund;
- (ii) Provision of financial and other assistance to the DCMA for purposes including but not limited to the following:
  - specific capital projects approved by the County
  - special exhibits
  - artifact acquisition and special collections
  - research and publications
  - educational programming
  - specific administrative, including promotional, projects and costs
- (iii) Promotion of the existence, programs and needs of the DCMA within present and potential visitor and supporter communities.

The Board shall meet at least quarterly each year. The Board may establish working groups that meet as required.

The Board shall, at a minimum, designate the following officers: Chairperson, Secretary-Treasurer.

Board Responsibilities:

The Board shall develop an annual fundraising and activities plan for review and ratification of the DCMAHL Board and formulate recommendations to the DCMAHL Board in accordance with the objects and purposes of the Trust Fund and the approved fundraising and activities plan.

In the implementation of its plans and the undertaking of its responsibilities, the Board shall, in accordance with applicable County policies and procedures, have the power to:

- encourage the contribution of funds or other property from any person, corporation, Trust Fund, municipality or government agency which the Board in its discretion deems advisable
- accept donations, gifts, legacies, grants, devises or bequests of real or personal property of every nature and kind; with or without donor conditions or stipulations
- use and distribute such portions of the funds available to the Trust Fund as the Board deems proper and in accordance with the objects and purposes of the Trust Fund and an approved activities and fundraising plan; this includes the forwarding of annual interest earned by money in the possession of the Trust Fund to the County/DCMA for Museum operations
- reject gifts; including donations, legacies, grants and devises; when such gifts or the terms under which they are proposed to be given to the Trust Fund are not consistent with the objects and purposes of the Trust Fund
- in the event that no direction for the use of a gift is provided by its donor, use and apply a gift for purposes as the Board deems proper and consistent with the objects and purposes of the Trust Fund

The Board does not have the power to borrow or to mortgage any of the assets of the Trust Fund under any circumstances.

Administration & Reporting

The offices of the Trust Fund shall be located at:

Dufferin County Museum & Archives  
936000 Airport Road  
Post Office Box 120  
Rosemont, ON CANADA L0N 1R0

The fiscal year of the Trust Fund shall be a calendar year, beginning January 1st and ending December 31st.

The County, through its Treasury Department, shall provide accounting, auditing and investment services to the Trust Fund at no cost. Any interest earned on Trust Fund holdings shall be directed to the Trust Fund.

The County, through its Treasury Department, shall administer the issuance of income tax receipts for donations to and in the name of the Trust Fund.

Financial statements shall be prepared by the Treasury Department for the review of Board members at their meetings. An audited financial statement shall be provided by the Treasury Department for review by the Board at the Board's annual meeting in April.

The DCMAHL Board shall be informed of the Board's plans and activities by way of the DCMAHL Board's review and approval of an annual fundraising and activities plan. In addition, minutes of the meetings of the Board shall be circulated on a regular basis to members of the DCMAHL Board for their review and information. The Director/Curator shall inform the DCMAHL Board of issues, activities and matters relating to the Trust Fund, and provide information as requested by the DCMAHL Board.

In the event the Trust Fund is dissolved, any and all assets formerly received and held by the Trust Fund shall be transferred to the County to be held and used for the purposes for which they were given to the Trust Fund.



# THE CORPORATION OF THE COUNTY OF DUFFERIN



## REPORT TO DCMAHL BOARD



**To:** Chair and Members of the Committee  
**From:** Wayne Townsend, Director/Curator  
**Date:** February 22, 2012  
**Subject:** 2011 FOURTH QUARTER REPORT TO THE DCMAHL BOARD

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### 1. PURPOSE

The purpose of this report is to provide Board members with an overview of departmental activities, projects and initiatives over the period from October 1 to December 31, 2011.

### 2. STATISTICAL OVERVIEW

	OCT1-DEC31/11	YR END 2011	OCT1-DEC31/10	YR END 2010
Visitors On-site	4084	12434	3321	10565
Visitors Off-site	550	1980	213	1551
Website Visits*	3681	17055	3788	16455
Researchers On-site	105	451	92	426
Researchers Off-site	584	2364	579	2361
Ed Programs On-site	3	20	1	15
Ed Programs Off-site	9	26	7	34
Volunteer Hours**	1992	7252	1571	4661
Forest Hunt Permits	41	119	59	161
Forest Event Permits	2	8	2	7
Forest Website Visits*	168	1688	891	2478

\*Web stats platform "Google Analytics" (# of "unique visits")

\*\* Includes work performed onsite at DCMA & offsite at various locations

#### Selected visitor comments – October 1 to December 31, 2011:

"So informative - a great tour back into history"

"It was definitely a great experience, keep building on."

"Nicest museum I have ever seen."

"The quilts are beautiful!"

"History comes alive!"

"Such an important collection."

"Abundant collection of artifacts."

"Amazing textile exhibit!"

"Holiday Treasures - warm, loving, interesting."

"First time here- just lovely!"

#### On-site Visitor Origin – Overview – October 1 to December 31, 2011:

Visitors attended the DCMA from: locations all over Ontario including southern/GTA and central regions; other provinces: Nova Scotia, BC, Alberta, and Manitoba ; the US: California, Nevada, Washington; Europe: England, Ireland, Holland, Slovakia, Ukraine; and Bermuda.

### 3. OPERATIONAL OVERVIEW

#### Collections

- Statistics: Completed accessions – 90 (2011 total: 268)  
Total number of items within accessions – 322 (2011 total: 985)  
Total number of items reviewed/fully proofread: 1362  
New temporary receipts issued – 59  
Total number catalogue entries on collections dbase – 29,586  
Total number catalogue items complete – 28,771  
Images/photos scanned to date – 21,714  
Annual Summary: 235 accessions, 985 artifacts
- Purchases: Purchased at the auction of Morris Stone, Lot 289-290, Con 3 SW, 29 Oct 2011: A211-262 A-B Painted plank benches. Unusual construction. Original from the furnishings of the Melancthon Town Hall, used for public seating. A211-263 Hand-made hat stand from the home of William Stone, Lot 289 and 290, Con 3 SW, Melancthon. He had brought it home from a neighbour at the turn of the century.
- Loans: Canadian service station memorabilia (three private collections)
- Date stone from barn on Lot 1, Con 2 Amaranth secured as donation and brought to DCMA after demolition.
- Focus on preparing material the Virtual War Memorial for DuffStuff and completing the data entry, the ability to be able to list all those veterans killed in action now possible. More than 4900 veterans identified.
- Transcribed the funeral registers of Gamble Funeral Home in Shelburne and entered into DuffStuff.
- All 600+ reference books in the Artifact Reference section are now tagged and included in the catalogues of the Shelburne and Grand Valley public libraries.
- The ceramic, tool and Orange Lodge sections of the small artifact storage room has been reviewed for space and storage requirements.
- Conducted historical research about Stanton hotel property, Lot 6, Con 6, Mulmur
- Prepared material for publications in the "Landmarks and Legacies" section of the Orangeville Banner.
- Accessioned uniform collection of artifacts that belonged to General Sir Charles Loewen (1900-1986) who was Aide-de-Campe to Queen Elizabeth II, and his wife Lady Kathleen (Ross) Loewen (1907-1993). After retirement they lived at the Boyne Mill, Mulmur.
- Commenced review of collections of Canadian Pressed Glass, Canadian Pottery and Corn Flower duplicates with a view to creating 'traveling' exhibit collections.
- Add collection of Native finds from Mulmur:, Musket Ball, 75 caliber Brown Bess Ball, Mulmur ca 1830, and Obsidian Arrowhead, Saugeen Point, Cannon Grapeshot, 1.5 - 2 inch, Mulmur ca 1830.
- Continued to build the DCMA intranet database [ DuffStuff] development project; continued to identify and research Dufferin veterans and uploaded existing index databases from other formats.
- Proofreading the DCMA collections records continues.

#### Volunteers & Students

- Total annual hours performed by DCMA volunteers (2011) 5689
- Volunteers currently active: 66
- December: Nominated Volunteers for Ontario Service Volunteer Awards: Roger Peterson 15 years, Joyce Fluney 15 years, Eleanor Firth 10 years, Teresa Huntley 5 years, Pille Piegaze 5 years, Cecile Weber 5 years
- DCMA hosted a student co-op placement from CDDHS for the fall period. She has performed a variety of tasks and has taken on advanced research, accessioning and school programs.
- DCMA received a new volunteer, who is a local student has just graduated from archaeology and is gaining work experience. She is currently reviewing the native artifact collection.

#### Exhibits & Art Shows

- Silo Gallery: Winter Wishes exhibit, featuring artifacts from the DCMA and private collections.
- Main Gallery: special month-long exhibit of gas station memorabilia and advertising signs.
- Main Gallery: an exhibition of historic quilts from the DCMA collection.
- Planning underway for the 2012 DCMA main exhibition "Beauty In The Beast – Animals as Objects and Art."

### Education Programs

- Presented 2 on-site tours, 1 onsite program and 9 off-site education programs to 900+ participants, consisting of:
  - 8 "Roadshows," delivered to elementary schools at their site
  - 2 adult programs, 2 community events
  - 7 elementary level programs - 2 delivered to classes from Dufferin, 1 from Wellington, 4 from Peel
- Gathered pioneer farm and cooking implements to present at Dufferin County Farm Tour for an artifact identification exhibit; attended/presented in period costume; many of the items were photographed by "Farm" a local farm paper and will be featured as a "what is it?" item; the first item appeared in the December 2011-volume 34, #12 edition.
- Represented DCMA at grand opening of a log cabin in Creemore; engaged by Creemore Public Library; conducted ribbon cutting and provided interpretive tours of the cabin in period costume; We also set up a pioneer display to promote the DCMA.
- Rewrote scavenger hunt for large artifact room and main floor exhibit.
- Supplied a period cooking article for the Creemore Library to help showcase their log cabin; was featured in a special Christmas edition of the local paper.
- Instructed intern student on preservation and conservation techniques for taking care of antique shoes, baskets and crockery; coached intern on speaking in public; intern participated in the presentation of several First Nations Road Shows (in costume).
- Sent letters to 6<sup>th</sup> and 7<sup>th</sup> grade teachers highlighting our First Nation and Fur Trade programs. Sent letters to Upper Grand, Dufferin-Peel Catholic, Simcoe, Simcoe-Muskoka Catholic and Peel School Boards.

### Special Events

- Annual DCMA Fall Bus Tour in October with lunch event held at South Luther school.
- Annual fall Dufferin Circle of Storytellers event held in Corbetton Church.
- Queen Victoria presentation by costumed interpreters and tea at Victoria United Church in Honeywood.
- Veterans' Day presentation was held in Corbetton Church; topics presented included Vimy Ridge and Victoria Cross recipients from the area.
- DCMA hosted the 8<sup>th</sup> annual "Holiday Treasures" art and craft sale, which featured an opening night reception.
- DCMA's annual Christmas Concert was held in Corbetton Church in December; community groups performed.

### Community Use & Major Rentals

- Hosted Annual High County Power Club Meeting
- Hosted 5 bus/coach tours and 3 group tours
- Hosted County First Aid training sessions
- Hosted Dufferin County Accessibility Committee
- Hosted Centre Dufferin District High School Parent Information Night relating to the proposed European Battlefields Tour
- Hosted meeting of the Past Perfect User Group
- Hosted Dufferin Circle of Storytellers Fall storytelling event in Corbetton Church
- Hosted annual Hills of Headwaters Tourism Association award night
- Hosted provincial Green Party election night headquarters and media centre
- Hosted auction sale of CocaCola memorabilia on Dec 30
- Hosted annual meeting of the Canadian Gas Station Collectors Society
- 2 weddings, 2 concerts, 1 memorial service were held in Corbetton Church

### Community Partnerships and Outreach

- Participated in, and provided offsite exhibit for, the Greater Dufferin Area Chamber of Commerce's Home & Lifestyle Show
- Provided offsite exhibit for Theatre Orangeville
- Curator represented DCMA at Regional Museums Group
- County Forest Manager continued to participate on the *Land Stewardship Network*
- Curator acted as Master of Ceremonies for Headwaters Tourism Awards of Excellence
- Provided support, research and planning for a series of exhibits installed at Headwaters Health Care Centre to celebrate one hundred years of health care in Dufferin County
- Curator was speaker at anniversary service at Mansfield Presbyterian Church
- DCMA participated in the Dufferin Farm Tour by providing an interpretive display at Luther Marsh
- Curator was guest speaker and master of ceremonies at the Community Remembrance Day Concert in Grand Valley
- DCMA loaned decommissioned microfilm reader to Mount Forest Archives

### Staff Training & County Committee Work

- Director/Curator attended Senior Management meetings and County Council
- Director/Curator served as member of the Headwaters Tourism Board
- County Forest Manager continued to participate on County's Staff Committee
- County Forest Manager continued to participate on *Dufferin South Simcoe Land Stewardship Council*

### Special Projects

- **Museums & Technology Fund Project/DuffStuff/Virtual War Memorial:**

Progress in this general area is steady and an average growth of ten to twelve articles a week (excluding military articles). The steadiest growth lies in the Virtual War Memorial where we are approaching 5000 veterans. We doubled the number of photographs in November and December alone. A major advance is the use of OCR or Optical Character Recognizing software which has proven very useful in the digitizing of articles published after about 1950. Articles before this date are generally printed in a very decorative font with many spelling errors on paper that has severely yellowed. These articles continue to be entered most effectively by typing them into the computer. We project that once staff and volunteers are trained on OCR digitization that article entry rate will double or triple.

	Veterans	Articles	Veteran Photos	Famous People
October 11 2011	4832	117401	105	196
January 3 2012	4907	119962	376	238

- **Social Media:**

Over the fall period, the DCMA's involvement in social media platforms for the purposes of communication and promotion has grown. The Museum's Twitter account has become fully active and since committing to daily posting and the sharing of newspaper ads and articles of educational, humorous or practical value growth has increased. We now see an average increase on Twitter of 1 follower a day. The decision to include newspaper articles gives added motivation to the digitizing of articles for DuffStuff builds excitement for the release of the project and allows these two initiatives to feed off each other. The next initiative for social media is to engage followers through Twitter and Facebook in trivia questions and contests.

### Facility & Grounds and Safety

- Seasonal and regular maintenance activities undertaken per DCMA Maintenance Manual.
- Grounds and gardens prepared for winter season.
- Driveshed temporarily enclosed for the winter months to protect and secure large artifacts.
- Monthly checks of fire safety/suppression equipment, first aid stations, defibrillator, elevators. Quarterly inspection of water quality and system completed.
- Capital project to prepare and repaint exterior of Historic Corbetton Church completed.
- Facility inspections performed: County of Dufferin Joint Health & Safety Committee, Wellington-Dufferin-Guelph Health Unit.
- Section of dry stone fence was constructed by Eric Landman of Grand Valley. It is a tribute to Keldon United Church which closed in 2010.

**Dufferin County Forest – General Operations:**

- placed ads in local newspapers and posted (and removed) signs at Forest Tracts to inform users of two five-day periods of deer shotgun hunt (Nov 7-11 & Dec 5-9) and fall wild turkey hunt (Oct 11-23)
- monitored two forest harvesting operations in the Main Tract
- attended training sessions related to forest health, red oak management, invasive plants, first aid

**Dufferin County Forest – Patrol/By-law enforcement:**

- Off-duty OPP patrols in Main Tract continued to December 4
- Forest Conservation By-law permits issued between October 1 & December 31, 2011: 9
- Forest Conservation By-law complaints received: 0
- County Forest Manager monitored for illegal activity during visits to the forest tracts

**RECOMMENDATION:**

***“THAT the DCMAHL Quarterly Report for the period October 1 to December 31, 2011 be received.”***