



Fundraising Committee for the North Huron Museum Relocation Capital Project

Terms of Reference

1. Preamble

The North Huron Museum was located at 273 Josephine Street, Wingham (commonly known as the Old Post Office). It was closed in 2018.

On October 16, 2017, the Council of the Township of North Huron received a Facility Condition Assessment Report indicating that the museum building requires \$3.8 million in repairs and renovations to meet the AODA (Accessibility for Ontarians with Disabilities Act, 2005) requirements and public museum standards. At this meeting, staff were directed to review future options for the facility and bring report back to Council.

At the April 3, 2018 meeting, Council received a follow-up report and subsequently adopted a motion declaring that the museum remain closed and directed staff to prepare a further report outlining steps for the artifacts, museum programing and the building itself.

On July 9, 2018, Council heard a presentation outlining museum options for programing, location, space requirements and estimated costs. Council directed staff to prepare a report outlining the process and costs involved with moving the artifacts and programing to the former train station in Wingham.

On August 13, 2018, a follow-up presentation was made to Council. Staff identified programing requirements, a staffing plan and moving expenses related to the options of closing the museum or creating a joint museum and tourism center in the former train station. Council adopted a motion to authorize staff to continue discussions regarding the development of a joint museum/tourism facility at the train station.

Due to the fact that a municipal election was held in October of 2018 and the Council of the day was bound by the limitations of a 'Lame Duck' period, the project was not discussed again until January 21, 2019. At this meeting, staff provided the 2018-2022 North Huron Council with a summary of the decisions made by the previous Council with regards to the museum project.

At the January 21, 2019 Council meeting, a staff report indicated that a revised proposal had been received from the owners of the former train station property. The revised proposal was set out in detail in the staff report presented at the meeting.

At the February 4, 2019 Council Meeting, a delegation of supportive residents presented a proposal to provide volunteer assistance and fundraising efforts towards the museum relocation to the former train station in Wingham. Resulting from this presentation, Council adopted a motion supporting the development of a Terms of Reference for a North Huron Museum Committee (of Council) for consideration at a future meeting.

On May 21, 2019, a Terms of Reference for a North Huron Museum Committee was adopted by Council through By-law No. 51-2019. The Terms of Reference required the Committee to develop a proposal, including a work plan that included a Project Plan, Operational Plan and

Fundraising Plan to be used to facilitate a Council decision on the relocation of the museum to the former train station.

A formal solicitation process was undertaken by the Township of North Huron to recruit members of the public to the North Huron Museum Committee and Committee Member appointments were enacted by Council on July 15, 2019. The Committee met over the course of fifteen (15) meetings from August 22, 2019 to June 10, 2021.

On October 18, 2021, Council received a presentation of the Final Report/Proposal (containing the Project Plan, Operational Plan and Fundraising Plan) from the North Huron Museum Committee, for information purposes. At the November 10, 2021 Special Council meeting, Council adopted a motion accepting the proposal of the North Huron Museum Committee for the relocation of the museum to the former train station and directing staff to proceed with next steps in the process.

The next step in the process for the relocation of the museum to the former train station is to establish a Fundraising Committee (of Council) for the North Huron Museum Relocation Capital Project.

2. Mandate

The Fundraising Committee for the North Huron Museum Relocation Capital Project will be responsible for the raising of funds necessary to support the capital and relocation expenditures required to prepare the former train station facility for operation as a North Huron Museum. The purpose of the Committee is to plan, coordinate, implement, and evaluate fundraising activities in support of the project.

The goal of the Fundraising Committee will be to raise **\$420,000** in funds to support the capital and relocation costs identified in the North Huron Museum Committee Final Report/Proposal accepted by Council on November 10, 2021 and included as Schedule "C" to these Terms of Reference. This fundraising goal has been increased from the original \$338,075 noted in the Final Report/Proposal to align with the increase in materials and construction costs.

In addition to the expenditures noted in the Final Report/Proposal, the initial \$20,000 of the funds raised will be specifically earmarked for advertising, mailouts, and promotional initiatives of the Fundraising Committee. The remaining \$400,000 raised will fund the capital and relocation costs.

The Fundraising Committee is an Ad Hoc Committee that reports directly to Council. As part of its mandate, the Fundraising Committee shall develop a Fundraising and Donorship Recognition Strategy that aims to raise \$420,000 within the Township of North Huron and potentially the larger Huron County area. The Fundraising and Donorship Strategy shall explain how the Committee plans to: coordinate, implement, and evaluate fundraising activities in support of the project as well as recognize and acknowledge donors to the project. The Fundraising and Donorship Strategy shall be presented to Council for approval prior to any fundraising activities commencing.

3. Committee Composition

The Fundraising Committee shall be comprised of no fewer than five (5) members, including one (1) representative of the North Huron Council. The representative of the North Huron

Council shall not be directly involved in the implementation of fundraising activities and will primarily serve as a liaison between the Committee and Council.

The Chairperson shall be chosen from the members at the Inaugural Meeting of the Committee. The role of the Chairperson is set out in the Township of North Huron Procedure By-law.

The Reeve is an “Ex Officio” member of the Committee. The Reeve will not be considered part of quorum and is able to participate fully in any meeting, without restriction, including voting (Section 9.2 of the North Huron Procedure By-law).

4. Appointment Process

Selection Criteria has been developed and is contained in Schedule “A” of these Terms of Reference. Interested residents of the Township of North Huron will be invited to complete and submit an application to become a part of the Fundraising Committee. Committee membership opportunities shall be advertised in accordance with the North Huron Committee Appointment Policy (By-law No. 54-2015).

Volunteer Committee members shall be appointed to the Fundraising Committee in accordance with the North Huron Committee Appointment Policy (By-law No. 54-2015). As per the policy, the appointment process is as follows:

- i. An evaluation of applications will be conducted by a Staff Review Team consisting of the Township Clerk, Chief Administrative Officer and/or relevant Department Head. Council shall be provided with copies of all applications (Schedule “B” of the Terms of Reference) received and a summary of the Staff Review Team evaluation in a closed session meeting.
- ii. The evaluation will be based on the Selection Criteria (Schedule “A” of the Terms of Reference). The Staff Review Team shall prepare selection criteria based on the specific expertise needed by the committee and the need to reflect the community.
- iii. Council, at their discretion, may request that the applicants attend an interview. If requested by Council, the Staff Review Team shall prepare questions to be asked of each applicant.
- iv. The Township Clerk and/or Chief Administrative Officer will provide support to Council with the interview process.
- v. Council shall be responsible for the selection of preferred candidates for the Committee.
- vi. A By-law appointing members to the Committee shall be presented in open session of Council.
- vii. Vacancies occurring during the term will be replaced at the discretion of Council.
- viii. Where a lack of suitable candidates express an interest in volunteering for the Committee, the Township may actively recruit specific individuals to fill available positions.

5. Remuneration

No compensation shall be provided to Volunteer Committee Members of the Fundraising Committee for their participation.

6. Term of Office

In accordance with the North Huron Procedure By-law and the Committee Appointment Policy, an Ad Hoc Committee means a committee formed for a specific task or objective, and dissolved after completion of the task or achievement of the objective. Council shall dissolve the Fundraising Committee, by resolution, when the mandate has been met or at any other time that Council deems it appropriate.

Due to the 2022 municipal election, the Fundraising Committee shall automatically dissolve at the end of the term of the 2018-2022 term of Council (November 14, 2022). Should the fundraising goal of the project not be met by that date, it will be at the discretion of the 2022-2026 Council as to whether the Fundraising Committee is re-appointed.

7. Township Resources Available to Committee

Staff Support:

- The Director of Finance/Treasurer is responsible for providing support, advice and expertise to the Committee.
- The Director of Finance/Treasurer continues to take direction from the Chief Administrative Officer and/or Council and is available to direct the Committee to existing or known sources of information.
- The Director of Finance/Treasurer shall liaison with experts, Provincial and Federal Ministries and any other operational resource as deemed necessary.
- The Director of Finance/Treasurer shall administer funds and will issue tax receipts for donations above twenty-five dollars (\$25).
- The Director of Finance/Treasurer shall be responsible for any reporting requirements associated with the raising of funds as per North Huron by-laws, policies, and any other applicable legislation. All funds will be identified in any monthly/quarterly financial analysis reporting on a “to-date” basis.
- The Director of Finance/Treasurer shall ensure that all recommendations of the Committee to Council, are brought forward in a timely fashion for Council's consideration.
- The Township's Clerk will select the appropriate Recording Secretary for the Committee.
- The Recording Secretary support will include:
 - In consultation with the Director and the Chair, provide public notice of a meeting, preparation of the agenda, distribution of meeting material, reports and follow-up;

- Taking of minutes; and
 - Other actions required to administer the Committee as directed by the Director of Finance/Treasurer, the CAO and/or Council.
- The Director of Finance/Treasurer along with the Recording Secretary shall facilitate clear communication of information between Council and the Committee.

Financial Resources:

- Other than providing staff resources to the Committee, no other public funds have been allocated to the Fundraising Committee.
- The Director of Finance/Treasurer shall bring any financial resource requirements to the attention of Council for consideration.

8. Meeting Procedures

- The North Huron Procedure By-law, with necessary modifications, shall be observed in all proceedings of the Committee.
- Committee meetings will be held on an as-needed basis. The day of the week and time of the meetings will be decided by the Committee (by resolution) at their first meeting.
- Committee meetings will be held at the Township of North Huron Council Chambers, unless an alternative location is authorized by resolution of Council.
- Committee meetings are open to the public.
- Quorum for meeting shall be determined by the Chair and in compliance with the North Huron Procedure By-law. The Recording Secretary shall assist the Chair in this regard.
- Committee meetings, where possible, will be video recorded and posted on the Township of North Huron website and/or live streamed.
- Draft minutes of a meeting shall be circulated to the Committee via the next Committee Agenda. Approved minutes shall also be circulated to Council as part of a Council Agenda package. Council shall receive the approved minutes for information purposes only, as any specific recommendations shall be brought forward in the form of a Staff Report from the Director of Finance/Treasurer.
- The Recording Secretary shall ensure that the Notice of Meeting is posted on the North Huron website by 4:30pm on the Friday prior to the meeting.
- In the interest of supporting the North Huron Accountability and Transparency Policy, should any member like to bring forward an item of business for a Committee Agenda, they must contact the Recording Secretary in advance, so that the item can be placed on the published Agenda.

- All Committee meetings shall take place in Open Session unless an item of business otherwise qualifies for Closed Session under Section 239 of the Municipal Act, S.O. 2001, as amended.

9. Requirement to Follow North Huron Policies and Procedures

The Fundraising Committee for the North Huron Museum Relocation Capital Project is an Ad Hoc Committee that reports directly to Council. The Committee and its members are governed by all applicable municipal by-laws & policies and provincial legislation and regulation, including but not limited to:

- North Huron Code of Conduct
- North Huron Procedure By-law
- North Huron Accountability and Transparency Policy
- North Huron Procurement Policy
- Ontario Municipal Act
- Ontario Municipal Conflict of Interest Act
- Municipal Freedom of Information and Protection of Privacy Act
- Accessibility for Ontarians with Disabilities Act and Regulations

Schedule A: Committee Member Selection Criteria

The Fundraising Committee shall be comprised of no fewer than five (5) members, including one (1) representative of the North Huron Council. The representative of the North Huron Council shall not be directly involved in the implementation of fundraising activities and will primarily serve as a liaison between the Committee and Council.

Residents of the Township of North Huron, who express interest in filling the Volunteer Committee Member positions on the Committee, will be invited to submit an application identifying their skills and the interest they have in the Fundraising Committee.

The following criteria will be used to assist Council in selecting the Volunteer Committee Members on the Fundraising Committee for the North Huron Museum Relocation Capital Project:

1. Commitment by the volunteer member to adhere to the Terms of Reference for the Fundraising Committee for the North Huron Museum Relocation Capital Project.
2. Volunteer/career experience and/or skills in the following areas:
 - a. Project Management
 - b. Demonstrated expertise in fundraising
 - c. Demonstrated understanding of working within a regulatory framework
 - d. Strong motivator/team player/leadership experience
 - e. Communication and social media skills
 - f. Creative thinking
 - g. Ability to develop professional relationships
 - h. Connection/contact with large scale enterprises
 - i. Grant Writing Experience
3. Ability to allocate sufficient time during the day for participation in regularly scheduled meetings and fundraising activities/efforts established by the Committee.
4. Ability to allocate sufficient time to review the agenda, minutes and applicable documentation in advance of each regularly scheduled meeting.
5. Commitment by the Applicant to identify any real or perceived Conflict of Interest in the North Huron Museum Relocation Capital Project.
6. Commitment by the Applicant to review, understand and sign-off on any corporate policy, by-law, guideline, provincial legislation.
7. Resident and eligible elector in the Township of North Huron. Preference will be given to candidates that would allow for equal ward representation from on the Committee.
8. Commitment by the Applicant to review and understand the scope of the capital and relocation expenditures required to prepare the former train station facility for operation as a North Huron Museum (as established in the North Huron Museum Committee Final Report/Proposal).

Schedule B: Application for Appointments to the Fundraising Committee

Please complete this Application in its entirety. Should this Application not be fully completed, the Township reserves the right to reject the Application. In addition, the provision of any false or misleading information on this Application will be sufficient reason for the Township to reject the Application or terminate an appointment.

Please send the completed Application by **Friday, January 28, 2022 at 4:30pm** to:

Township of North Huron
Attention: Carson Lamb, Municipal Clerk
P.O. Box 90, 274 Josephine Street,
Wingham, ON N0G 2W0
Email: clamb@northhuron.ca

If you require this Application in an alternate format, please contact the Clerk's Office.

Eligibility:

Volunteer Committee Member appointees to the Fundraising Committee must be at least 18 years or older, a resident of the Township of North Huron and an eligible elector. Appointees must maintain residence in the Township of North Huron for the duration of their term.

Do you meet the qualification (noted above) for the Fundraising Committee?

YES NO

Contact Information:

Name:	
Mailing Address:	
Email Address:	
Home Telephone Number:	
Mobile Telephone Number:	

Application Details:

Are you currently serving the Township of North Huron as an appointee to a Township Committee, Board or Agency? YES NO

If yes, which one:

Are you an employee of the Township of North Huron? YES NO

Please tell the Council of the Township of North Huron about yourself. Include relative information such as career, expertise, education, community services, volunteer activities which may illustrate the interest, skills or abilities you may contribute. Please make note of any previous experience directly or indirectly related to the Fundraising Committee's mandate. Please attach a current resume, if available.

Please explain why you would like to serve on the Fundraising Committee for the North Huron Museum Relocation Capital Project:

Note:

Applicants may be requested to attend an interview with Council if additional information is required. All appointments to Committees are made at the discretion of Council. Please be aware that the application process is not complete until an appointing by-law is adopted at an official meeting of the Council of the Township of North Huron. Township of North Huron meeting dates and agendas are available online at the following location: <https://www.northhuron.ca/en/municipal-government/agendas-minutes.aspx>

Notice of Collection and Signature:

Personal information collected on this Application is gathered in accordance with the Municipal Act, for use when making appointments to Township Committees. The information on this Application will be provided to Council for selection of members to serve on the Fundraising Committee for the North Huron Museum Relocation Capital Project. The information contained on this Application may be subject to disclosure under the Municipal Freedom of Information and Protection of Privacy Act if circumstances warrant. Inquiries about the Act may be directed to Carson Lamb, Municipal Clerk, at clamb@northhuron.ca.

By checking YES in the box below, I am attesting that the information provided in this Application is true and correct.

YES NO

I acknowledge, that if appointed to the Fundraising Committee for the North Huron Museum Relocation Capital Project, I am governed by all applicable legislation, Township by-laws and policies for the conduct of meetings and activities, including but not limited to:

- North Huron Code of Conduct
- North Huron Procedure By-law
- North Huron Accountability and Transparency Policy
- North Huron Procurement Policy
- Ontario Municipal Act
- Ontario Municipal Conflict of Interest Act
- Municipal Freedom of Information and Protection of Privacy Act
- Accessibility for Ontarians with Disabilities Act and Regulations

I have read the Fundraising Committee for the North Huron Museum Relocation Capital Project Terms of Reference.

Signature of Applicant

Date

Schedule C: North Huron Museum Committee Final Report/Proposal

North Huron Museum Committee Report



*Proposal to relocate and reopen the North Museum
in the Historic CNR Train Station
with a Visitor Information Centre*



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North Huron Museum Committee Members

Dixie Lee Arbuckle	Wingham & District Horticultural Society
Lou Cullen	East Wawanosh Rep
Bill Farnell	Former Friends of the Museum
Paul Heffer	Chairperson & Council Rep
Doug Kuyvenhoven	Wingham BIA
Verna Steffler	Alice Munro Festival
Joan van der Meer	Wingham Rep
Brock Vodden	Blyth Rep
Dave Wall	The Barndance Historical Society
Amanda Piskorski	Secretary
Vicky Luttenberger	Director of Recreation & Community Services

History of the Museum

North Huron Museum Establishment of Museum Board and Volunteers

To help Council understand the formation of this museum, the following is background on when the museum was established. Below is the history of the inception and changes in museum programming over time.

In 1976 the Town of Wingham adopted By Law 1586 to establish a Board of Management to operate a museum. The Regulation was made under the Ministry of Colleges and Universities Act 1971 Grants for museums, authorizing a Board of Management to operate a museum on its behalf.

In 2001 the Town of Wingham amalgamated to become the Township of North Huron. A North Huron By-Law 31-2001 was adopted to appoint a Board of Management to operate a Museum in the Township of North Huron. At this time the museum building main floor, basement and yard was used to operate a Nursery School, and the museum was in the upstairs of the building.

In December 2002 the basement of the museum was leased to the Barn Dance Museum. This lease was most recently renewed with By-Law 28-2015 and ends on April 20th, 2020.

In 2003, North Huron adopted by-law 23-2003, that adjusted the composition of the Board and at this point in time, the Nursery School had moved out of the main floor, basement and yard. The museum had expanded to the entire building and the basement was rented by the Barn Dance Museum.

In 2007 North Huron council adopted By Law 06-2007 repealing by-law 23-2003 as a result of the disbandment of the North Huron Museum Board. The operations of the museum were downsized from having a full-time curator to operating as a seasonal museum with a summer student.

Since 2007, the Museum Program has operated under the Clerk's department for the Township of North Huron. An active group of volunteers were involved in the programming, however in 2017 that group of volunteers disbanded. At times and since this group's disbandment, volunteers have assisted with operations, but not as a formal group. There continue to be two active volunteers assisting with cataloging of artifacts and archives. (Pat Newson report to Council 19/03/2018, Page 9)

At the April 3, 2018 meeting, Council received a follow-up report and subsequently adopted a motion declaring that the museum remain closed and directed staff to prepare a further report outlining steps for the artifacts, museum programming and the building itself.

Why the Museum is Important

North Huron has a wealth of history, personalities, artifacts and stories that we must preserve, celebrate, and share with the next generations, and the world.

The mission of the North Huron Museum is to be a vibrant community museum dedicated to preserving, interpreting and celebrating our stories, artifacts, culture and heritage.

Alice Munro



Author Alice Munro was born and raised in Lower Town and attended school in Wingham. Her multi-award winning short stories depict small town Ontario life. Although she doesn't name specific places, readers familiar with the North Huron area are able to recognize some locations and settings. Her work has been studied and celebrated internationally, and when she won the Nobel Prize for Literature in 2013 the museum welcomed visitors from across Canada, the United States and beyond. The museum is home to numerous artifacts donated by Alice.

CKNX Radio & Television



Doc Cruikshank pioneered local radio in 1926 and helped start Wingham's recognition as "the Radio and Television Town of Canada." North Huron Museum has an extensive collection of artifacts featuring Doc and the early years of CKNX.

Earl Heywood



Celebrated as "Canada's Number One Cowboy Singer," [Earl Heywood](#) was a pioneering force in the development of Canadian country music. He joined CKNX, Wingham, Ontario, in 1942 and remained with that station (and its later TV and FM affiliates) as a singer and announcer for more than 40 years, performing for almost 20 years on the weekly [CKNX Barn Dance](#). In all, he wrote and recorded some 300 songs.

Inducted into the Canadian Country Music Hall of Fame in 1989, [Heywood](#) also co-founded the Wingham-based Barn Dance Museum and Entertainment Society.

George Agnew Reid



George Agnew Reid was born in East Wawanosh in 1860. He became an internationally recognized painter, architect and educator. He studied art in the United States and France and won international art competitions. An Ontario Heritage plaque is currently mounted at the North Huron townhall honouring his artistic accomplishments.

Harry Boyle



Harry Boyle, well known Canadian broadcaster and author was born in St. Augustine in 1915 and attended school as a boarder in Wingham. In 1936 he began working in the news department of CKNX and quickly became a broadcaster with CBC. He finished his working years with the CRTC. Two of his novels were awarded the Stephen Leacock Medal for Humor, "Homebrew and Patches" (1964) and "Luck of the Irish" (1976). His novel "Mostly In Clover" was adapted for the stage by the Blyth Festival Theatre for its

first season in 1975.

Military



North Huron Museum possesses many military records from both world wars. The Archives Room houses the original attestation papers for the 21st Field Regiment, RCA for World War II including documents of the 99th field Battery, Wingham. In 2004 the Wingham Legion donated the very rare and historically important flight log of Cadet Pilot C. McLean of the Wingham area who joined the newly formed RAF in England.

Josephine Street Businesses



An ongoing project started under curator Jodi Jerome tracks the history of every business and building on our main street. Past museum volunteers continued this project regularly updating files as new businesses emerged.

Industrial History



The museum houses a large collection of artifacts and papers featuring early industries some of which are still active such as:

- Guerney Glove Works (1903)
- Western Foundry Co. Ltd. (1902)
- Gunn-Son-Ola Ltd. (1921, making pianos, organs, gramophones and other musical instruments)
- Lloyd Doors (1889)
- Fry & Blackhall Ltd. (1920, furniture)

New exhibits would feature current industries and their influences on the area.

Economic Impact of Museums

- A museum gives a community a presence in the wider world through an interactive website and distance advertising.
- 85% of North American tourists who travelled to Ontario sought an arts or cultural activity and 44% said culture was their main reason for visiting.
- The economic ripple effect continues when you look at the money museums bring to their communities. Every dollar of revenue created at a museum generates \$2.20 in other areas of the economy

See Appendix 1 for details.

North Huron Strategic Plan

A Visitor Information Centre would be incorporated into the reception area of the relocated North Huron Museum. The historic train station will be an attractive, visible, accessible location on the main street with ample visitor parking. Creation of a Visitor Information Centre will achieve item 1.6 of North Huron's Strategic Plan that was adopted by the Township of North Huron Council as follows:

Action: Establish a visitor information centre at a physical location/kiosk

Intended Outcome: To inform visitors of the many different tourist opportunities available in North Huron

Advantages of locating tourism kiosk in the former train station:

- Highly visible historic building with the LED lawn sign is a draw for tourists
- Encourages tourists to visit museum
 - *Travelers who visit museums spend 60 percent more on average than other leisure travelers.* ~ Cultural and Heritage Traveler Report, Mandala Research, 2013.
- Heritage Tourism Enthusiasts who visit the museum have immediate access to information on other tourism products and services.
- Location of museum and tourism kiosk together will *"have direct impacts upon the economic, social and recreational well-being of the region."* ~ Canadian Tourism Commission

A Great Opportunity

The Township of North Huron has before it a great opportunity.

The historic CNR train station was saved from destruction and restored and used by The Town and Country Homemakers in the 1980s. Town and Country Homemakers eventually merged into One Care Support Services who sold to and then leased the building from the current owner.

The current owner has offered to donate the train station building and property to the township with the stipulation that the township relocate the museum to the train station and operate it as a museum and tourist information centre until at least 2040.

A recent real estate estimate valued the building and property at \$425,000.

Advantages of Relocating North Huron Museum to Train Station

The relocation of the North Huron Museum to the train station offers the following innovative features while upholding the museum's heritage importance.

- Accessible floor plan
- Temperature controlled environment
- Accessible, viewable storage
- Located in an architecturally important and historic building
- Highly visible location
- Abundant parking
- Close to walking trails and parks
- Emphasis on interpretive, interactive, and digital experiential activities
- More temporary and rotating exhibits
- Available for archival research
- Includes up to date technologies
- Appeals to a broader cross-section of the community
- Usable outdoor space

First Impressions Community Exchange

In 2016, through OMAFRA, the Wingham BIA completed a FICE (First Impressions Community Exchange) with the Walkerton BIA.

Each BIA sent "mystery shoppers" to the other BIA's town. The main focus was on the retail sector, but also included the town hall, community centre, signage, etc.

The mystery shoppers were given training, completed an online survey about their first impressions, and took photos of what they saw.

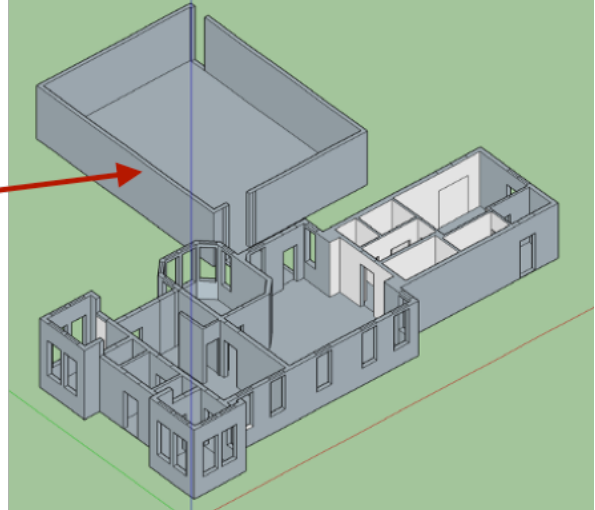
One interesting point from the Walkerton BIA's report was the North Huron Museum... they called it ***"the hidden jewel of Wingham"*** giving the museum high praise

Can we fit the Artifacts in the Train Station?

The committee's proposal includes adding a 1200 square foot climate-controlled addition to the north side of the train station and equipping it with moveable shelves that run on tracks in the floor. These shelves are designed for storing artifacts and can store the artifacts of the current North Huron Museum with room to spare.



30' x 40' building at rear of the property to be moved and connected to the train station and used for storing artifacts on specially designed moveable shelving.



Committee Background

The North Huron Museum located at 273 Josephine Street, Wingham (commonly known as the Old Post Office) was closed in 2018 because the museum building would require \$3.8M in repairs and renovations to meet the AODA (Accessibility for Ontarians with Disabilities Act, 2005) requirements and public museum standards.

In 2019 a delegation of supportive residents presented a proposal to provide volunteer assistance and fundraising efforts towards the museum relocation to the former train station in Wingham.

Subsequently, council created the North Huron Museum Committee (of Council).

See Appendix 7 for full details.

Committee Mandate

Council approved the following mandate for the North Huron Museum Committee:

The North Huron Museum Committee shall facilitate the relocation of the museum to the former train station by reducing project costs through the provision of volunteer resources and undertaking fundraising initiatives.

The committee's role would be to develop and seek Council approval of the following Plans:

1. **WORK PLAN** – Develop a Work Plan (including an estimated timeline) indicating how the Committee will undertake the development of three Plans (Project Plan, Museum Operation Plan and Fundraising Plan).
2. **PROJECT PLAN** – Develop a Project Plan indicating how the relocation and establishment of a museum at the former train station in Wingham will be undertaken. The Project Plan will identify the objectives, approach, timeline and estimated costs for each stage of the Project.
3. **MUSEUM OPERATION PLAN** – Develop a Museum Operation Plan which will include a governance model, funding model, details and guiding principles for the day-to-day operation of the Museum after relocation.
4. **FUNDRAISING PLAN** - Develop a Fundraising Plan which will outline the approach and timing for raising the funds to undertake the activities and ongoing operation of the Museum, as outlined in the Project Plan and Museum Operation Plan.

Workplan

Project Plan

Develop a Project Plan indicating how the relocation and establishment of a museum at the former train station in Wingham will be undertaken. The Project Plan will identify the objectives, approach, timeline and estimated costs for each stage of the Project.

	Amounts
Building Addition - 30'x40' Structure	
Building Permit	\$2,000
Architect/Engineer	\$8,000
Excavation	\$3,000
Concrete Footings & Walls	\$9,000
Backfill & Compaction including gravel	\$7,000
Concrete Floor including wire mesh	\$6,000
Move 30x40 building onto Foundation (3 man crew - 1 day prep, 1 day move and set, 1 day misc Labour, plus crane rental)	\$5,000
Electrical (existing panel, add lights, receptacles, etc.)	\$5,000
Heating/Air Conditioning	\$15,000
Additional Framing, Joining to Train Station Exterior Siding	\$25,000
Insulation for walls & ceiling	\$5,000
Windows for Hallway joining to the train station	\$5,000
Drywall supply, install & finish w/volunteers	\$5,000
Paint - supply, painting by volunteers	\$1,000
Topsoil, seed, final grading	\$3,000
Constuction contingency	\$12,000
Building Addition Total	\$116,000
Archives Shelving - Quote from SpaceSaver	\$75,000
Train Station Upgrades	
UV protection film for window in display areas	\$3,000
Furniture, displays, office equipment to be moved from the current museum	\$0
New displays	\$20,000
New display room lighting	\$5,000
New reception Desk, File Cabinet, Shelving, etc.	\$5,000
Misc	\$10,000
Train Station Upgrades Total	\$43,000
LED Sign at the road - 2 sided	\$50,000
Project Contingency	\$16,000
Total Costs to Prepare Train Station for NH Museum	\$300,000

Museum Operation Plan

Develop a Museum Operation Plan which will include a governance model, funding model, details and guiding principles for the day-to-day operation of the Museum after relocation.

Museum Governance

A Board of Management reporting to Council and consisting of six to nine members of the community plus one Council member, should be established to oversee the operation of the museum on behalf of the Council.

The Board's mandate will be clearly defined by Council.

Staff, reporting regularly to the Board, will manage the day-to-day operations, including overseeing volunteers.

Further refinement of all aspects of a Board of Management to oversee the museum will be developed after Council's decision to move forward on the proposal to move and reopen the museum.

Staffing, Volunteers, & Hours

Volunteers will assist staff in delivering programs and operating the museum. The township will provide an average of one day a week of staff support. The staff person's office will be located in the museum/tourist information centre, while they continue to fulfill their existing job description.

The museum hours will be seasonal. Open from mid March to mid December, Tuesday to Saturday, 10 AM to 4:00 PM, with flexibility to allow additional hours for special events such as the Alice Munro Festival.

Operating Budget

The estimated annual operating expense for the museum is \$44,370. This covers program expenses, staff, and building maintenance and is to be included in the Township's budget. See Appendix 2 for details.

As a comparison, the annual operating budget for the Strathroy Caradoc Museum, a similar community operated museum, is \$180,787 of which \$165,199 is covered through general taxation. See Appendix 3.

Vision, Mission & Goals

Vision

To encourage the discovery of our heritage and culture

Mission

The North Huron Museum is a vibrant community museum dedicated to preserving, interpreting and celebrating our stories, artifacts, culture and heritage.

Goals

1. Activities reflect the new and dynamic direction of the museum
2. Connect with audiences beyond the physical site
3. Create exhibits that generate interest and awareness
4. Increase the strength of the North Huron Museum brand
5. Seek out partnerships to share skills, resources and ideas
6. Build support with funders, sponsors, and advocates to ensure long term financial sustainability
7. Ensure sufficient staffing and volunteer levels to maintain energy and support

Promotional Activities

North Huron Museum Mission Statement

The North Huron Museum will be recognized as a vibrant community museum dedicated to preserving, interpreting and celebrating our stories, artifacts and cultural heritage.

To achieve our mission statement our promotional activities need to reflect the new and dynamic direction we see for the future of the museum.

North Huron Museum Promotional Activities

- Create and maintain a museum website (with links to North Huron website, local businesses and tourist attractions).
- Create and maintain a Facebook page.
- Provide regular updates in municipal newsletters.
- Develop partnerships with:
 - local media
 - BIA groups
 - area schools
 - local community/service, sport and cultural groups, churches, theatres, libraries, retirement centers and Legions
 - all areas of North Huron through mobile exhibits
 - Community Connectors, Blyth Repository and other local collections
 - professional museum organizations (notably Huron County Museum staff), and
 - Alice Munro Festival of the Short Story.
- Develop contacts with local and regional tourist information centres, B&Bs, motels, hotels, bus companies, Day Tripper, Stops Along the Way.
- Advertise in local media (print and digital) – Rural Voice, Focus, local newspapers.

Programming

North Huron Museum Programming

Moving the museum means transitioning from the former static visitor experience to a more vibrant, interactive engaging one.

Programs developed by the North Huron Museum will “tell our own stories”, both current and past, in ways that will engage and educate visitors. Programs will also allow visitors to interpret, experience and interact with the collection in both virtual and “hands on” activities.

The exhibits and programs created in the North Huron Museum will focus on:

- Permanent and temporary displays and programs
- Open shelving for most of the collection viewable by the public
- Programs for all ages and abilities (diversity and inclusion are part of the vision)
- Guided and self-guided tours with digital links
- “Hands on” displays and activities
- Hosting special events, speakers, workshops

The exhibits and programs created in the North Huron Museum will focus on:

- Archives available for public research
- Possible partnerships with other local groups e.g. Wingham Community Trail, art club

Specific Programs Under Consideration

- Grand re-opening with special events
- Alice Munro Tearoom
- Summer music series (outdoor, weather permitting)
- Remembrance Week activities (Legion participation)
- Guided walks (Alice Munro self-guided walking tour, Wingham Community Trail)



This room overlooking the Wingham Community Trail will become home to the “Alice Munro” display.

Possible Permanent Exhibits

- Alice Munro
- CKNX
- (see note below)
- George Agnew Reid
- History of the train station
- Harry Boyle
- George Allen (a founding member of the museum & collector/artist)
- Barndance Historical Society

Note: *The Barn Dance Historical Society has not met since the beginning of Covid. Prior to that, they were attempting to return all items possible to owners/donors. They are willing to donate display cabinets, plaques, and photos to the museum. Final decisions will be made once they can meet in person. See Letter – Appendix 10*

Possible Temporary Exhibits

- Local art show
- Local businesses and industries
- Current museum collections (clothing, medical instruments, local memorabilia)
- Holiday themed displays
- Sports events and figures
- Military history
- Celebrating local individuals and their accomplishments or collections (i.e. Edward Farley, first settler in Wingham)
- Wingham's original motor car
- Major historical, cultural or natural events (fires, floods, reunions)
- Displays from or about Blyth Festival Theatre, Wingham Town Hall Theatre, Blyth Repository, Huron Pioneer Thresher & Hobby Association

Fundraising Plan

Develop a Fundraising Plan which will outline the approach and timing for raising the funds to undertake the activities and ongoing operation of the Museum, as outlined in the Project Plan and Museum Operation Plan.

The estimate budget for preparing the train station is \$300,000.

This covers the cost of a 30' x 40' addition to the train station, moveable commercial shelving inside the addition for storing the artifacts, preparing the train station to house and display museum artifacts, display lighting, and a two-sided LED sign at the entrance. See Project Plan earlier in this report for details.

If the museum was permanently closed the estimated budget for deaccessioning the artifacts is \$139,175 and would be the responsibility of the township. See Appendix 4.

The estimated budget for moving the artifacts to the train station, organizing, and cataloging where they are stored is \$177,250. See Appendix 5.

The NH Museum committee would add \$38,075, the difference between moving vs deaccessioning, to the estimated budget of \$300,000 for preparing the train station.

The total fundraising goal will be $\$300,000 + \$38,075 = \$338,075$.

The committee will be responsible for fundraising and would raise the funds through:

- Grant applications
- Businesses
- Individuals
- Fund Raising Events
- Donations in Kind

The committee expects it will take 12 to 18 months to reach the fundraising goal.

Appendix 1 - Economic Impact of Museums

1. Source: The Effects of the Nobel Prize on Tourism Report, Feb 2015

- Communities that draw cultural tourists experience an additional boost of economic activity.
- A vibrant arts community not only keeps residents and their discretionary spending close to home but it also attracts visitors who spend money and help local businesses to thrive.
- A 2012 Ontario Arts Council study found cultural tourists spend more and stay longer: twice as much as typical tourists, \$667 versus \$347.
- 85% of North American tourists who travelled to Ontario sought an arts or cultural activity and 44% said culture was their main reason for visiting.

2. Source: The Alice Munro Festival Final Report, Dec 2014

- A museum adds value to a community by using local businesses as suppliers; developing a website Visitors Page highlighting local retailers, restaurants, motels and B & B's with links to their websites; developing a printable map of Alice Munro sites that features local businesses.
- A museum gives a community a presence in the wider world through an interactive website and distance advertising.

3. Source: *Business for the Arts*, (Ontario not-for-profit dedicated to investing in the arts), 2014 national survey

- 80% of the general public and 88% of business respondents believe that participation in arts and culture has a positive impact on health and well-being while 75% and 86% respectively, believe it makes for more integrated and healthier communities.
- When asked what type of events they'd prefer to attend, 34% of respondents chose arts while 29% chose sports.

4. Source: 2016 Culture for Competitiveness Study

- Based on a survey of 500 skilled workers and 508 Ontario businesses, the study reveals that a vibrant arts and culture scene can be a major driver for communities to attract and retain employees; detailed findings reveal that 65% of businesses and skilled workers agree that a thriving arts and culture scene is a driving factor when considering relocation.

5. Source: Indiana Historical Society Blog, June 2019

- This economic ripple effect continues when you look at the money museums bring to their communities. Every dollar of revenue created at a museum generates \$2.20 in other areas of the economy.

Appendices

Appendix 2 - Operating Budget

North Huron Museum Operating Budget	2016	2016	2022
	Budget	Actuals	Budget
MUSEUM PROGRAM BUDGET			
Revenue			
7810 5110 Donations	\$ 50.00	\$ 50.00	\$ 500.00
7810 5120 Misc Revenue/Gift Shop	\$ 200.00	\$ 883.90	\$ 500.00
7810 5200 Admissions	\$ 4,000.00	\$ 4,779.35	\$ 2,000.00
7810 5210 Memberships/Pass			
7810 5255 Fundraising Revenue			\$ 500.00
Exhibit Sponsorships			
Research Requests & Archives			\$ 100.00
Outreach Program @ \$100/session			\$ 200.00
7810 5280 Grants/Levies	\$ 700.00	\$ 1,576.00	
Total Revenue	\$ 4,950.00	\$ 7,289.25	\$ 3,800.00
Expenditures			
7810 6100 Salaries - Full Time			
7810 6110 Salaries - Part Time*	\$ 6,200.00	\$ 6,522.76	\$ 10,770.00
7810 6120 Benefits - Part Time*	\$ 900.00	\$ 749.65	\$ 3,125.00
7810 6210 Subscriptions/Memberships			\$ 275.00
7810 6240 Marketing/Promotion	\$ 1,200.00	\$ 742.00	\$ 1,200.00
7810 6250 Office Supplies			\$ 200.00
7810 6260 Phone/Fax/Internet	\$ 400.00	\$ 325.88	\$ 800.00
7810 6270 Insurance		\$ 754.64	\$ 1,200.00
7810 6290 Materials/Supplies	\$ 1,500.00	\$ 1,308.67	\$ 1,500.00
7810 6760 Fundraising Expense	\$ 500.00	\$ 2,014.15	\$ 250.00
Equipment Maintenance and Upgrades			\$ 500.00
7810 6768 Gift Shop	\$ 200.00		\$ 200.00
Total Expenditures	\$ 10,900.00	\$ 12,417.75	\$ 20,020.00
MUSEUM BUILDING BUDGET - Building Expense			
7815 6100 Salaries - Full Time**	\$ 5,749.00	\$ 4,733.72	\$ 4,000.00
7815 6110 Salaries - Part Time	\$ 1,684.00	\$ 76.74	\$ -
7815 6120 Benefits - Full Time	\$ 1,839.00	\$ 841.68	\$ 1,200.00
7815 6270 Insurance	\$ 1,668.00	\$ 1,667.75	\$ 1,800.00
7815 6295 Transfer to Reserve			\$ 2,500.00
7815 6300 Bldg Repair/Maintenance	\$ 6,600.00	\$ 533.53	\$ 750.00
7815 6320 Janitorial Supplies	\$ 300.00	\$ 208.61	\$ 300.00
7815 6330 Inspections/Contracts***	\$ 660.00	\$ 519.50	\$ 8,200.00
7815 6350 Electricity	\$ 3,885.00	\$ 4,396.28	\$ 4,800.00
7815 6360 Water/Sewer	\$ 1,080.00	\$ 1,027.32	\$ 1,100.00
7815 6370 Natural Gas/Heat	\$ 4,500.00	\$ 2,377.49	\$ 3,000.00
7815 6380 Waste Disposal	\$ 486.00	\$ 476.74	\$ 500.00
Total Expenditures	\$ 28,451.00	\$ 16,859.36	\$ 28,150.00
Total Expenditures (Operating + Building Expense)	\$ 39,351.00	\$ 29,277.11	\$ 48,170.00
Net Operating (Expenditures minus Revenue)	\$ 34,401.00	\$ 21,987.86	\$ 44,370.00
*Based on NH staff working full- at the Museum location with 8 hours weekly allocated to Museum			
**Amount charged by Public Works for snow removal, lawn care and building maintenance.			
*** The Inspections/Contracts line is for the cleaning contract, fire/sprinkler system inspections.			
The current costs for services to the Alice Munro Library were used to estimate costs for the Museum.			

Appendix 3 - Strathroy Caradoc Museum Budget

Strathroy-Caradoc Museum	
Museum Operating Budget 2020	
	BUDGET
OPERATING REVENUE:	
MUSEUM - GENERAL TAXATION	\$ 165,199.00
MUSEUM - GOVERNMENT GRANTS & CMOG	\$ 14,238.00
MUSEUM - ADMISSION & EDUCATION PROGRAMS	\$ 500.00
MUSEUM - RESEARCH FEES	\$ 50.00
MUSEUM - CURRIE TRAVELLING EXHIBIT	\$ 800.00
MUSEUM - GIFT SHOP REVENUE	
Total Revenues	\$ 180,787.00
OPERATING EXPENSES:	
MUSEUM - WAGES F/T	\$ 118,453.00
MUSEUM - WAGES OT	
MUSEUM - PAYROLL BENEFITS	\$ 34,401.00
MUSEUM - MEMBERSHIP DUES	\$ 550.00
MUSEUM - TRAVEL EXPENSES	\$ 800.00
MUSEUM - BANK CHARGES	
MUSEUM - TRANSFER TO RESERVES	
MUSEUM - OFFICE SUPPLIES	\$ 250.00
MUSEUM - PRINTING, COPYING	\$ 500.00
MUSEUM - PROPERTY INSURANCE	\$ 3,858.00
MUSEUM - INTERPRETATION & EDUCATION	\$ 2,000.00
MUSEUM - EXHIBITION EXPENSES	\$ 5,500.00
MUSEUM - CONSERVATION EXPENSES	\$ 1,500.00
MUSEUM - OTHER EXPENSES (GRANTS)	
MUSEUM - EQUIPMENT MAINTENANCE	\$ 1,500.00
MUSEUM - PROPERTY MAINTENANCE	\$ 4,000.00
MUSEUM - CONFERENCES & CONVENTIONS	\$ 1,800.00
MUSEUM - MARKETING & PUBLIC RELATIONS	\$ 4,000.00
MUSEUM - ARTIFACT ACQUISITION	\$ 500.00
MUSEUM - CURRIE TRAVELING EXHIBIT	\$ 500.00
MUSEUM - ADVISORY COMMITTEE RENUMERATION	
MUSEUM - RESEARCH FEES, BOOKS, PERIODICALS	\$ 100.00
MUSEUM - GIFT SHOP EXPENSES	\$ 500.00
MUSEUM - POSTAGE/ COURIER	\$ 75.00
Total Expenses	\$ 180,787.00

Appendices

Appendix 4 - Deaccessioning Artifacts Estimate

North Huron Museum		
Estimated Budget for Deaccessioning the Collection		
Contracted Curator/professional to oversee process (18 months)	12 mos	6mos
Based on current Ontario curators' wage scale	\$ 60,000.00	\$ 30,000.00
Moving	\$ 10,000.00	
Movers		
Van rental from Huron County Museum		
Moving equipment rental		
Supplies	\$ 4,950.00	
cartons		
masks		
packing tape		
labels		
markers		
bubble wrap		
acid free tissue		
cotton or nitrile gloves		
supports / cushioning		
polythene sheeting		
Dumping/disposal charges	\$ 1,000.00	
Appraisal Fees	\$ 1,000.00	
Administration Expenses		
Telephone	\$ 350.00	\$ 175.00
upgrade computer, update computer software, buy laptop	\$ 1,500.00	
Internet	\$ 800.00	\$ 400.00
Postage, shipping costs	\$ 500.00	
Operations/Property Management		
Utilities, heat, caretaking, cleaning, insurance (\$1719)	\$ 11,000.00	\$ 5,500.00
Contingency	\$ 12,000.00	
Subtotals	\$ 103,100.00	\$ 36,075.00
Total Estimated Budget for Deaccessioning	\$	139,175.00

Appendices

Appendix 5 - Moving Artifacts Estimate

North Huron Museum		
Estimated Budget for Relocating the Museum		
Contracted Curator/professional to oversee process (24 months)	12 mos	12 mos
Based on current Ontario curators' wage scale	\$ 60,000.00	\$ 60,000.00
Moving	\$ 10,000.00	
Movers		
Van rental from Huron County Museum		
Moving equipment rental		
Supplies	\$ 4,950.00	
cartons		
masks		
packing tape		
labels		
markers		
bubble wrap		
acid free tissue		
cotton or nitrile gloves		
supports / cushioning		
polythene sheeting		
Dumping/disposal charges	\$ 1,000.00	
Administration Expenses		
Telephone	\$ 350.00	\$ 350.00
upgrade computer, update computer software, laptop	\$ 1,500.00	
Internet	\$ 800.00	\$ 800.00
Postage, shipping costs	\$ 500.00	
Operations/Property Management		
Utilities, heat, caretaking, cleaning, insurance (\$1719)	\$ 11,000.00	\$ 11,000.00
Contingency	\$ 15,000.00	
Subtotals	\$ 105,100.00	\$ 72,150.00
Total Estimated Budget for Relocating the Museum	\$	177,250.00

Appendix 6 - Fees Schedule

North Huron Museum Fee Schedule	
Admissions Fees	
Adult	\$ 5.00
Senior/Youth	\$ 4.00
Child 5-12	\$ 3.00
Child under 5	FREE
Family	\$ 12.00
Annual Membership Fees	
Individual \$35	\$ 35.00
Senior \$25	\$ 25.00
Family \$50	\$ 50.00
Education Fees	
Per student	\$ 3.50
Tours	
Guided groups of 10-19 \$75	\$ 75.00
Groups of 15+	
Adult	\$ 3.25
Youth	\$ 3.00
Outreach Programs	
Per session	\$ 100.00
In-house Programs	
Less than 15 people	\$ 50.00

Appendix 7 - Museum Committee Terms of Reference

Preamble

The North Huron Museum was located at 273 Josephine Street, Wingham (commonly known as the Old Post Office). It was closed in 2018.

On October 16, 2017, the Council of the Township of North Huron received a Facility Condition Assessment Report indicating that the museum building requires \$3.8M in repairs and renovations to meet the AODA (Accessibility for Ontarians with Disabilities Act, 2005) requirements and public museum standards. At this meeting, staff were directed to review future options for the facility and bring report back to Council.

At the April 3, 2018 meeting, Council received a follow-up report and subsequently adopted a motion declaring that the museum remain closed and directed staff to prepare a further report outlining steps for the artifacts, museum programming and the building itself.

On July 9, 2018, Council heard a presentation outlining museum options for programming, location, space requirements and estimated costs. Council directed staff to prepare a report outlining the process and costs involved with moving the artifacts and programming to the former train station in Wingham.

On August 13, 2018, a follow-up presentation was made to Council. Staff identified programming requirements, a staffing plan and moving expenses related to the options of closing the museum or creating a joint museum & tourism centre in the former train station. Council adopted a motion to authorize staff to continue discussions regarding the development of a joint museum/tourism facility at the train station.

Due to the fact that a municipal election was held in October 2018 and the Council of the day was bound by the limitations of a 'Lame Duck' period, the project was not discussed again until January 21, 2019. At this meeting, staff provided the 2019-2022 North Huron Council with a summary of the decisions made by the previous Council with regards to the museum project.

The January 21, 2019 report indicated that a revised proposal had been received from the owners of the former train station property. The revised proposal was set out in detail in the staff report presented at the meeting.

At the February 4, 2019 Council Meeting, a delegation of supportive residents presented a proposal to provide volunteer assistance and fundraising efforts towards the museum relocation to the former train station in Wingham. Resulting from this presentation, Council adopted a motion supporting the development of a Terms of Reference for a North Huron Museum Committee (of Council) for consideration at a future meeting.

Appendices

Appendix 8 - Letters of Support

Wingham Lions Club

Lions Club of Wingham

Secretary: Lion Earl Dolmage
P.O. Box 751, Wingham, ON, N0G 2W0
519-357-2519
edolmage@sympatico.ca



Club Web Site:
<http://e-clubhouse.org/sites/wingham>
Like us on Facebook:
Lions Club of Wingham, ON

WE SERVE

WE SERVE

TO: North Huron Town Council
FROM: The Lions Club of Wingham

The Lions Club of Wingham is very supportive about discussions to move The North Huron Museum to the former Wingham Train Station.

We feel it has been too long that the former train station has remained vacant since it is one of the most historic and beautiful buildings of the community. With its significant historical value, it would be the perfect home for the North Huron Museum, and a wonderful opportunity for North Huron to showcase itself to the outside world, as well as giving our own residents a source of pride.

The former Train Station would be an effective venue for exhibits about Alice Munro, recipient of the Nobel Prize for Literature, as well as telling the world the story of one of the best kept secrets in Ontario, from the development of Westcast into becoming an international company to CKNX television/radio and in between. This can only encourage tourism and business in North Huron.

The Lions Club of Wingham also has its own story represented in the museum, and recently uncovered archives of the Club would also be sent there, as well as artifacts from the Club, including our ornately finished cutter used annually at the Wingham Lions Santa Claus Parade.

So, we definitely encourage any decisions which would move our museum into the former Train Station.

In service,

Richard D. Hall,
President,
The Lions Club of Wingham
519-357-9583

Wingham & District Horticultural Society

Wingham and District Horticultural Society

North Huron Township Council
Wingham Town Hall
Wingham, Ontario
N0G 2W0

Dear Council Members;

Re: North Huron Museum Relocation

This letter is strongly in support of relocating the North Huron Museum from its current location to the former Train Station on Josephine Street, Wingham.

We believe a re-imagined, interactive museum will be an asset to the community and the local economy. Due to the Nobel prize awarded to famed Canadian writer, Alice Munro, we enjoy an unprecedented international profile. In addition to sharing our story beyond our borders, the museum features and celebrates the unique history, heritage and culture of the area.

The WDHS has been in partnership with the North Huron Museum for a number of years with the Alice Munro Garden located beside the former museum. We helped to design this garden and have taken care of it since its inception; we have covered the costs of replacing and upgrading the plants in this garden. We also take part in the Annual Alice Munro Festival by supplying floral decorations for the tea room at that event.

Last summer, on different occasions, two sets of visitors arrived at the Alice Munro Garden as I was tending it. They were Alice Munro fans and were hoping that there would be a display/information about Ms Munro in the museum. They were quite disappointed to find it closed. These folks were from Burlington and eastern Ontario. I was able to give them the brochure about Ms Munro and the other places in the area to which she is connected but it does seem a shame that there is no museum in our town that houses a display for a Nobel prize winning native of Wingham.

If the present location of the Alice Munro Garden is sold (with the building that houses the former museum), we would be looking for a place to move the garden to. We would be happy to relocate the AMG to the grounds of the new location of the North Huron Museum.

In the area beside the proposed relocation site for the museum, the WDHS has paid for all the planters and plants on the Mary Lloyd Trail; we update and tend the trail each year, using the funds left to the society by Mary Lloyd's estate.

Our town has much unique history as there is no other town that can say it has a Nobel prize winning author and a pioneer in the Radio and Television Industry and there should be a place to celebrate these people and the many others who have made our town what it is today – it is important not to lose our history for future generations.

Yours truly,

Wayne Elston, President of the WDHS
welston_1@sympatico.ca or 519-357-3855

Alice Munro Festival of the Short Story

Alice Munro Festival of the Short Story

April 7, 2021

To Whom It May Concern

Re: North Huron Museum Relocation

It is with great pleasure that the Steering Committee of the Alice Munro Festival of the Short Story, write in support of the initiative to relocate the North Huron Museum from its current location to the former Train Station on Josephine Street, Wingham.

The museum is an important part of our cultural and historical heritage. It provides a home for documents, objects and artifacts that tell important stories while providing a sense of community and place by celebrating our collective heritage.

We believe the plans for a re-imagined, interactive Museum will prove it to become a significant asset to both the community and the local economy. We've already seen increased interest from visitors from near and from afar as a consequence of Alice Munro winning the Nobel Prize for Literature in 2013. Regarded as one of the world's foremost writers of fiction, Alice's appeal garners unprecedented international attention for our community and our stories.

We look forward to renewing a partnership with the North Huron Museum. By working together again through initiatives that advance interest in and of our community, and by creating special events that attract cultural tourists while also involving local citizens we'll stimulate a deeper understanding of and appreciation for our home in North Huron.

Regards



Karen Stewart
Steering Committee

% Huron County Cultural Services, 77722B London Road, Hwy 4 South, RR#5 Clinton, Ontario. NOM 1L0
www.alicemunrofestival.ca

Appendices

Wingham Community Connectors

Township Council of North Huron
Town Hall
Josephine Street
Wingham, Ontario
N0G 2W0

Councillors,

The Wingham Community Connectors are writing to show their support for relocating the North Huron Museum from the former Post Office location to the former train station.

We understand that the train station would be donated for this purpose, with only ongoing maintenance costs to be covered by the Township, which hopefully admissions and donations could cover. There is already going to be a cost for decommissioning the existing museum items, so moving them should not add any further cost.

Also, we feel that a museum at the north end of Josephine Street has the potential to draw visitors through the main business area of Wingham, hopefully to the benefit of the business community overall.

There are not many small towns that can boast of being the home of a Nobel Prize winner, Alice Munro, or the nearby birth place of a great Canadian artist, George Agnew Reid. We also have the rich heritage of once being known as “the biggest little radio and television town in Canada”. And our radio/tv station went on to create the Barn Dance that has its very own history to share. This is just a small sampling of what could be showcased. And in a smaller venue, exhibits could be rotated, drawing people back for multiple visits.

Of course we are aware that Council must be fiscally responsible, especially during these difficult times, but we feel that we have so much local history that needs to be honoured and shared, and this could be a huge new draw for visitors to our Township.

Thank you for your consideration.

Wingham Community Connectors

March 26, 2021

Wingham Legion

Lions Club of Wingham

Secretary: Lion Earl Dolmage
P.O. Box 751, Wingham, ON, N0G 2W0
519-357-2519
edolmage@sympatico.ca



Club Web Site:
<http://e-clubhouse.org/sites/wingham>
Like us on Facebook:
Lions Club of Wingham, ON

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TO: North Huron Town Council
FROM: The Lions Club of Wingham

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The former Train Station would be an effective venue for exhibits about Alice Munro, recipient of the Noble Prize for Literature, as well as telling the world the story of one of the best kept secrets in Ontario, from the development of Westcast into becoming an international company to CKNX television/radio and in between. This can only encourage tourism and business in North Huron.

The Lions Club of Wingham also has its own story represented in the museum, and recently uncovered archives of the Club would also be sent there, as well as artifacts from the Club, including our ornately finished cutter used annually at the Wingham Lions Santa Claus Parade.

So, we definitely encourage any decisions which would move our museum into the former Train Station.

In service,

Richard D. Hall,
President,
The Lions Club of Wingham
519-357-9583

Appendices

Wingham BIA



Museum Committee
c/o Doug Kuyvenhoven

April 5, 2021

This letter is to show support, in principle, of the Wingham BIA Board for moving the Wingham Museum from its past location, at the original post office, to the former train station on Josephine St. While we realize the cost of this move has not been entirely calculated, we believe this project deserves strong consideration by North Huron Council.

The reasons are many:

- 1) Wingham is home to one of only 27 Canadian Nobel Prize winners since the awards were started in 1901. To be a small town with this credential is tremendous and Alice Munro, 2013 winner for Literature, should be showcased on a permanent basis.
 - a. Wingham is also home to Canadian artist George Agnew Reid and science journalist Bob McDonald along with some national and international athletes.
- 2) Wingham was once known as "the biggest little radio and television town in Canada". The history of this should not be lost. CKNX also created the Barn Dance that entertained throughout South Western Ontario and has a history all its own.
- 3) The train station has been offered, to our knowledge, free of charge with only ongoing maintenance as a cost to the Township.
 - a. The building itself has a history
 - b. There is good parking availability for visitors. (Possibly a good location for more charging stations as well)
 - c. It is, or can be easily upgraded, for accessibility.
 - d. There may be a possibility for some revenue generation with a combination of donations, admission, sales of Alice Munro books or of Museum Musings by John Pattison. The latter provides an interesting history of Wingham's early settlers and business operations.
- 4) A museum is not seasonal and will attract visitors year round. Being a smaller space than the post office museum, displays can be rotated, bringing visitors back to view new exhibits.

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- 5) The train station would also be an excellent location for a tourist information office. Having a combined museum and tourist office in the same building will draw traffic north from the highway intersection, along Josephine St through the business core of Wingham.
 - a. We see this as a tremendous benefit to the Wingham business community.
- 6) There are many cultural and tourism grants available that we expect the Museum Committee plans to try and take advantage of.
 - a. The Town Hall Theatre has had a major overhaul that was completed through volunteer work and donations with no cost to North Huron taxpayers. The same opportunity could be granted to the Museum Committee.

The BIA Board feels that a Museum in Wingham would benefit the economy of both North Huron and Wingham through attracting visitors on a year round basis and at the same time commemorating our past.

Thank you for your consideration,



Dave Tiffin
Chair, Wingham BIA

Blyth BIA



Blyth Business Improvement Area
PO Box 269 - Blyth ON - N0M 1H0
www.blythnow.ca www.facebook.com/BlythNow.ca

North Huron Museum Committee
Attn: Doug Kuyvenhoven

29 March 2021

Doug,

Subject: Museum Relocation

The Blyth BIA acknowledges the importance of preserving our heritage through the Blyth Repository of History and the North Huron Museum. We understand there is a generous offer to relocate the North Huron Museum to a new venue. We support this initiative, with the only caveat being that this not result in additional costs to the municipality which would in turn have to come from other programs or services, or through higher taxes.

Thanks to you and your committee for all of your hard work.

Regards,

A handwritten signature in black ink, appearing to read "David Sparling".

David Sparling
Chair - Blyth Business Improvement Area
B: 519-357-3550 ext.150
C: 519-955-2283
chair@blythnow.ca

Huron County Historical Society

The Huron County Historical Society
P O Box 3
Goderich Ontario N7A 3Y5

E: hchs1965@gmail.com W: huroncountyhistoricalsociety.ca



March 10, 2021

Municipal Council
Municipality of North Huron
P.O. Box 90 274 Josephine Street
Wingham, ON N0G 2W0

Dear Members of Council

The Huron County Historical Society has been following the dilemma facing the Municipality of North Huron concerning your Museum.

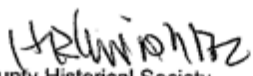
Experience suggests there is draw to history by both residents and visitors alike. North Huron has a rich historical legacy, which adds greatly to the immediate community and beyond. Museums have the power to create unity on both a social and political level, but also on a local one. Local museums are able to provide a sense of community and place by celebrating a collective heritage, offering a great way to get to know the history of a particular area.

A re-imagined, interactive Museum is an asset to the community and the local economy. Due to the Nobel prize awarded to famed Canadian writer, Alice Munro, and the wealth of early CKNX material, this museum has a wonderful history truly unique to this area. It would be beneficial to the community to build and enhance this collection and offer it as a strong element of your community.

Museums are just as important to the future as the future is to museums. Not only can our museums bring history to life, but they can also shine a light on both our present and our future – a light which can be hard to find elsewhere.

We support North Huron council's endeavors to preserve and open this wonderful collection to the community. Sometimes we have to step out of our comfort zone and make a stand for adding richness to our community.

Respectfully,


per: Huron County Historical Society
Ralph Laviolette, acting chair

Huron County Museum & Historic Gaol



110 North Street
Goderich, ON N7A 2T8
P. 519-524-2686
www.huroncountymuseum.ca

Attn. North Huron Museum Committee
c/o Joan van der Meer and Lou Call

March 12, 2021

Museums, Cultural institutions and Libraries hold valuable places as locations providing a sense of community by celebrating local heritage and offering a concrete way to get to know the history of a particular area. The collections held by Museums support the conservation, interpretation, exhibition, and preservation of local stories through the artifacts within the collections.

The collection of items held under North Huron Municipal and Museum ownership varies from archival items & photographs, textiles, household items, and larger three dimensional items. Recorded provenance of these items shows the connections to the local community. Access to these collections either through physical access or digital access would be important to the success of a future museum. The future of museums is not one of static display but increasingly requires active storytelling, engagement, and participatory activity.

The Huron County Museum & Historic Gaol and Huron County Cultural Services, supports the maintenance of these significant collections with local provenance, importance and connection as part of Huron County's history within the local communities. It is understood that proper planning and consultation is necessary to the success of these efforts.

Please feel free to contact me if I can be of any further assistance or have further questions regarding our Museum Policies and Standard Operating Procedures.

E. French-Gibson

Elizabeth French-Gibson
Acting Director of Cultural Services & County Librarian, County of Huron
519-524-2686 ext.2207
efrench@huroncounty.ca

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Huron Country Threshers & Hobby Association



BOX 239 BLYTH, ONTARIO N0M 1H0

May 07, 2021

Attn: Betty Lou Cull

Dear Betty Lou:

The Executive Board of the Huron Pioneer Threshers & Hobby Association Inc. has unanimously agreed to support the proposed relocation of the North Huron Museum from its current location to the former Train Station located on Josephine Street, Wingham. The Board agreed the Museum is an asset to the community.

Below is a copy of the motion made and carried.

HURON PIONEER THRESHERS & HOBBY ASSOCIATION INC.

Directors Meeting . March 09, 2021 . 7 pm . Teleconference

Keith Moffatt made a motion to support the relocation of the North Huron Museum from its current location to the former train station at Josephine Street, Wingham and send a letter of support.

Seconded: Doug McCann

Carried

I trust you will find same in order.

Regards,
Huron Pioneer Threshers & Hobby Association Inc.

Jackie Lantinga, Secretary

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Ontario Genealogical Society – Huron County Branch

Re: North Huron Museum Relocation
21 March 2021

This letter is in support of relocating the North Huron Museum from its current location to the former Train Station on Josephine Street, Wingham.

The goals of the Huron County Branch of the Ontario Genealogical Society include...

- promote, encourage, and foster the study of genealogy and original genealogical research in the Branch's geographical area and the Huron Tract.
- collect and preserve information, books, manuscripts, charts, maps, photographs, microfilms, and related material relevant to genealogical study.
- support "organizations" external to The Society and within the Branch's geographical area which have a shared interest in genealogy and family history.



We believe a re-imagined, interactive Museum is an asset to the community and the local economy. Due to the Nobel prize awarded to famed Canadian writer, Alice Munro, we enjoy an unprecedented international profile. In addition to sharing our story beyond our borders, the Museum features and celebrates the unique history, heritage, and culture of the area.

We have over 200 members, the majority of whom live outside of our county. When they come to research, they are looking for sources of family history throughout the county. Having a museum that focuses on Wingham and area in an accessible, historic building on Josephine Street is ideal. Having many sites of historical and genealogical interest does draw people to "return to their roots."

We look forward to renewing our partnership with the North Huron Museum as part of the Huron Heritage group and will feature them as one of the important heritage links on our website <https://huron.ogs.on.ca>.

Deb McAuslan
Chair, Huron County Branch, Ontario Genealogical Society
huronchair@ogs.on.ca
613-376-3319

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Appendix 9

North Huron Museum Report – March 2018 – Prepared by Pat Newson



TOWNSHIP OF NORTH HURON

REPORT

Item No.

REPORT TO: Reeve Vincent and Members of Council
PREPARED BY: Pat Newson, Director of Recreation and Facilities
DATE: 19/03/2018
SUBJECT: North Huron Museum
ATTACHMENTS: North Huron slide deck, Huron County Museum slide deck, Correspondence from Friends of the Museum, Blyth Lions, and Barn Dance Museum, Building Facility Condition Report.

RECOMMENDATION:

THAT the Council of the Township of North Huron hereby receives the report from the Director of Recreation and Facilities, dated April 3, 2018 regarding the North Huron Museum for information purposes,

AND FURTHER, THAT the Council of the Township of North Huron hereby directs staff on next steps for the North Huron Museum building and program.

EXECUTIVE SUMMARY

This report is a collection of information available to staff regarding the North Huron Museum. The report provides an overview of the available information and seeks Council direction on next steps for the North Huron Museum. Through Council's decision making process, future staff reports will be provided to assist with Council's selected path for action.

At the April 3, 2018 meeting, staff will be making a presentation to Council on the information contained in this report. Staff have also invited Elizabeth French-Gibson, Senior Curator, Huron County Museum & Historic Gaol, to present information regarding trends and programming needs for Ontario museums.

DISCUSSION

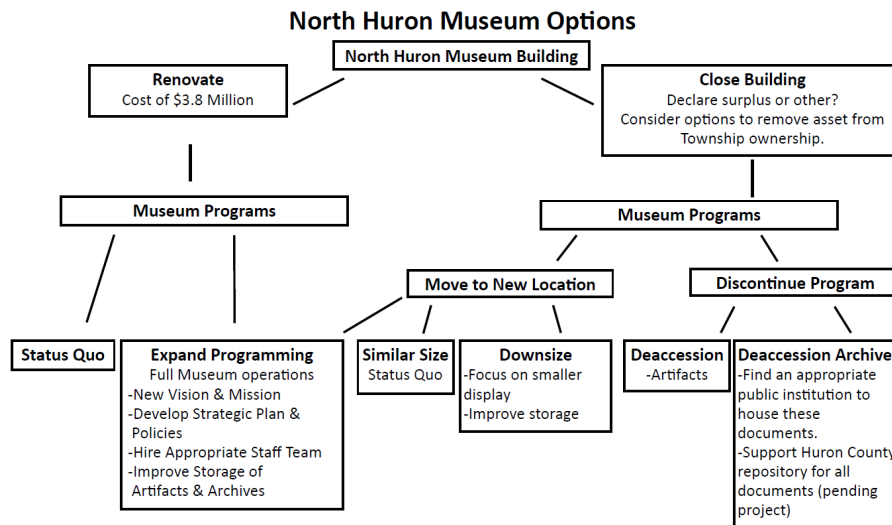
At the North Huron Council budget meeting held on February 8, 2018, Council passed a motion to direct staff to discontinue museum programming and close the building for 2018. Council also requested staff evaluate the use of the building and museum programming, and report back to Council prior to the end of this year. Staff suggest there are four components of the museum to be considered:

1. the building;
2. programming, artifacts, archives;
3. Barn Dance Museum; and
4. Alice Munro artifacts and garden.

This report provides background information and evaluates each of these four components in great details. The components can be addressed separately or grouped. A flow chart suggesting Council's decision making process is provided below for ease of reference and consideration. As the chart suggests, Council's first decision is whether to invest \$3.8 million to renovate the existing North Huron Museum building.

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The Building

As Council is aware, the Township engaged the services of Allan Avis Architects to perform a Facility Condition Assessment on the North Huron Museum building. The report provides conceptual and preliminary cost estimates to renovate the building for public museum purposes. Cost estimates provide a generalized estimate of the work to be completed and are not intended to be all encompassing and comprehensive.

The consultant's report identifies serious inadequacies in the areas of mechanical, electrical, accessibility, and building structure. To continue operating the building as a public museum, the study concludes that a renovation budget of \$3,870,500 is required to meet the standards for public buildings under the Building Code, and HVAC standards for a museum. This works out to an estimated cost of \$405/square foot. While this cost may seem high, it is not unreasonable estimate in today's construction market. In his report, the consultant suggests this level of investment can be rationalized if the building is going to be highly utilized. Staff suggest Council needs to consider whether attendance/visitors records justify this expense and if not, are there other public uses for this building that could rationalize this level of investment? Staff also suggest Council needs to consider whether this building serves a greater public use than the \$500,000 Council invested in Blyth Memorial Hall? A copy of the Architect Building Facility Condition Assessment is attached to this report for Council's consideration.

During a recent museum tour, artifact professionals noted that a number of the artifacts currently in storage are not properly stored. For example, textiles and clothing are stored in boxes, and should be stored in containers which minimize exposure to deterioration agents such as humidity, pests, pollutants and light. Proper artifact storage also requires space with climate control and sufficient space to minimize

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possible damage to artifacts, and high risk artifacts (e.g. sharp objects) should be in proper storage containment.

As noted above, temperature and humidity are two deterioration agents. Both of these factors need to be controlled to ensure the conservation of artifacts. The North Huron Museum building does not have an air handling system and therefore, no air conditioning or mechanical ventilation in the building. Vintage buildings, such as this former Post Office, have to be carefully studied and properly understood prior to installing air conditioning (AC). AC would not only improve building comfort for occupants, it would also assist in the control of indoor humidity. At the present time, the only way to control indoor humidity is by standalone portable de-humidifiers and window air conditioners. The Barn Dance Museum, located in the basement, is particularly susceptible to high humidity and has invested in this type of control system. Staff suggest standalone portable de-humidifiers and window air conditioners are not ideal and require ongoing staff attention.

If Council decides to continue with the display and storage of artifacts, an improved building environment is needed. In addition to an improved building environment, a number of artifacts require better storage containers. The Canadian Conservation Institute provides guidelines and standards for the storage of artifacts. This would be an additional expense should Council decide to renovate the North Huron Museum building and/or continue with the display and storage of artifacts.

Heritage Designation

Another consideration of the building is its heritage designation.

The Old Post Office and Customs Building was constructed 1904-07. In 1914, the clock tower was extended upward to accommodate the clock mechanism and the clock. The building operated as a post office until 1968. In 1972 the property and building were acquired by the Town of Wingham. In speaking with the Ontario Heritage Outreach Consultant from the Ministry of Tourism, Culture and Sport, the Town of Wingham designated The Old Post Office as being of architectural and historical value or interest in By-Law 1683-81, dated July 5, 1981. The Ministry's Outreach Consultant also advised the heritage designation does not preclude North Huron from selling or altering the building in the future. Council also has the option of commencing a prescribed provincial process to remove the heritage designation from the building. Depending on Council's selected path of action, a future staff report can be provided regarding Council's heritage designation options for this building.

Building Repairs

As noted above, the building was acquired by the Town of Wingham 46 years ago. Without continual investment, buildings generally reach their life expectancy in 40 years. Since 2003, the Township's investment in the building has been limited to keeping the building safe and operational. Such repairs have included repairing a leaking roof; replacing the oil heating boilers; and improvements to meet the fire code. The level of investment in the building over the last few years has led to the current condition of the building. Few improvements have been made beyond what was necessary.

Programming, Artifacts and Archives

Council's decision regarding future plans for building have a direct impact on museum programming, and the display of artifacts and archives. If Council decides to invest \$3.8 million to renovate the building, museum programming could continue to be provided out of the building; artifacts could continue to be

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displayed; and archiving could continue after the building renovation. Additional costs on top of the actual renovation would include moving and storing the artifacts in another suitable location during the renovation. After the renovation, continued investment in the building and an asset management reserve account would be required to extend and prepare for the building's life cycle in the future.

If Council decides not to invest in the building, future museum programming, the artifacts, and the future location of the archives would need to be considered. Possible options include moving the museum programming to another building, and relocating, downsizing, and/or distributing the artifacts and archives to other museums/locations. If Council decided to relocate the existing museum contents to another building/location, similar square footage would be required. Below is a summary of the square footage of the current building.

The next section of this report speaks to how the artifacts and archives would be addressed should Council decide to downsize or distribute the artifacts and/or archives to other museums/locations.

Current Museum Size and Use

Floor Level	Approximate Gross Floor Area (sq.ft.)	Use
Third (Attic) Floor	2,100	Museum archive and storage. The bell mechanism is located in the tower, on its own floor level, above the attic ceiling.
Second Floor	2,700	Museum exhibits, archive and one single-occupant unisex washroom.
First (Main) Floor	2,700	Museum exhibits, office, meeting room, one single-occupant unisex washroom, one barrier-free washroom and storage.
Basement	2,050	Museum exhibits, one single-occupant unisex washroom, building services and storage.
Total	9,550	

Artifacts, Archives and Deaccessioning Policies and Procedures

Museums are a service of a community's heritage. As history has shown, they are not a source of revenue and the collection cannot be listed as a municipal asset. To protect their value, a museum must maintain a well-organized, managed and documented collection. Storage and display standards must be met to properly preserve the artifacts.

The following is a summary of the items in the North Huron Museum collection:

1108 Accessions (groups of items donated at the same time)
Objects 6,455
Photos 2,238
Library 30
Archives 3,207
Total items 11,930

The Ministry of Tourism, Culture and Sport has advised that the deaccessioning of artifacts needs to follow a municipally approved policy. Once an artifact is donated to a museum, it becomes part of the public

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collection and is in the care and control of the museum operator. If items in the museum are on-loan for display, they would be returned to their rightful owner and not become part of deaccessioning process.

North Huron has no deaccessioning policy. If Council was to decide to close the building and downsize or distribute the artifacts to other museums or suitable institutions, a policy and procedure for the deaccessioning of the artifacts would need to be prepared and adopted by Council. The policy and procedure document would be developed by staff, in consultation with the Ontario Ministry of Tourism, Culture and Sport, and the Huron County Museum. The policy and procedure document would be used by staff to deaccession the artifacts. Council's role in the process would be to authorize the deaccessioning of the artifacts, and approve the policy as By-law. Questions regarding items not addressed in the policy would be brought to Council for review and a decision. The process to work through the 11,930 items in the North Huron Collection will take a significant amount of staff time. An additional staff resource will be required on a temporary basis (estimate 1 year) to manage the deaccessioning process.

Stakeholders

There are four key stakeholders in the museum, and each will be discussed in greater detail:

- The Barn Dance Museum
- Alice Munro Artifacts and Garden
- The Friends of the Museum
- Township/Community

Barn Dance Museum

The Barn Dance Museum moved to the North Huron Museum basement in 2003 as part of a lease agreement. Prior to this it was located in the Wingham Armories municipal facility. The Barn Dance Museum operates separate from the North Huron Museum and if the building was closed on a permanent basis, the Barn Dance Board would need decide how their artifacts and program would be handled.

The Barn Dance Board is aware of Council's decision to not open the facility in 2018. Staff met with the Chairpersons of the Barn Dance Society Board, and this group was invited to share their thoughts as an attachment to this report.

The Barn Dance Jamboree / Campout Weekend is a very well attended camping event held annually at the Blyth Campground. One of the objectives of this event is to raise funds to support the Barn Dance Museum and the collection. Rent is paid annually to the Museum for use of space in the basement. The rent presently paid is \$4,357 which represents 68% of the 2017 museum revenue budget. Rent for the museum space is collected on July 1 of each year. Since the building is not opening in 2018, it is suggested Council consider reducing or waiving the rent until direction for the North Huron Museum building is provided.

When the museum building has been staffed, visitors have been invited to view the Barn Dance Board's collection. During their Campout fundraising event, the museum is open to visitors. In 2018 the Barn Dance is celebrating 21 years of success as a Campout event. This year's Barn Dance Campout and Jamboree weekend is being held May 24-27, 2018. The Barn Dance Museum will be open on May 25, 2018 for four hours and staffed by Barn Dance Museum volunteers.

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Comments from the Barn Dance Historical Society Museum and Jamboree/Campout Board of Directors are attached to this report for Council's consideration. The Blyth Lions have also submitted a letter of support for the Barn Dance Jamboree/Campout. The Blyth Lions letter is also attached to this report for Council's consideration.

Alice Munro Artifacts

In recent times, a report titled "Alice Munro Feasibility Study: Final Report" was written as part of the Alice Munro Partnership Group. The report suggested a standalone facility for an Alice Munro Museum was unwise because of capital and operating costs that would be imposed. There is a small space in the North Huron Museum dedicated to Alice Munro. If Council decides not to invest \$3.8 million in the building, it is suggested Council direct staff to consult with the Alice Munro Festival committee for ideas on future plans for the Alice Munro artifacts.

Alice Munro Garden

The Alice Munro Garden is located on the south side of the North Huron Museum building property. If Council decided not to invest in the building, future discussions would be needed regarding the Alice Munro garden. One option would be for the garden to be severed from the museum property to maintain its status at its current location. A second option is to move the garden to another location.

Friends of the Museum Volunteers

This group of volunteers was formed in 2009 and disbanded in 2017. They were an active group supporting the museum programming with staff support. As a past museum stakeholder, this group has submitted comments for Council's consideration. The comments are attached to this report for Council's review.

The Township/Community

North Huron Museum as a Tool for Economic Development - Tourism

It is often stated that community museums are an economic development driver for municipalities. Staff agree that community museums can be a tourism draw and build economic development opportunities. However, the North Huron Museum has been operating as a seasonal service with minimal marketing and programming activities. Staff have learned through the preparation of this report that museums of today are interactive, and offer temporary exhibits to draw repeat visitors. They offer special events and programming to draw regular visitors to the museum.

North Huron's museum programming has been minimal compared to other museums in the area. Examples include the Huron County Museum and the Strathroy-Caradoc Museum. The Strathroy-Caradoc and North Huron Museums are categorized as a small museums while the Huron County Museum is categorized as a medium sized museum.

Below is a table outlining the attendance records of the North Huron Museum in 2017. The museum was open to the public from May to August (4 months) and staffed by one summer student. Also below are the visitation numbers and staffing for the Strathroy-Caradoc Museum and the Huron County Museum. Both the Strathroy-Caradoc and the Huron County Museum offer interactive and roving themed displays, outreach programs and special events and programming to attract regular visitors.

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North Huron Museum Attendance Records (May to August, 2017)

- One Summer Student

	Total
Adults	260
Kids	32
Volunteers	29
Barn Dance Volunteers	9
Alice Munro Volunteers	28

Grand Total: 358

Strathroy-Caradoc Museum

- Full time permanent staff – 2

Strathroy-Caradoc Museum Museum Visits	18,687
Total volunteer hours	764
Tours and Special Events	42
Exhibits and Displays	28

Huron County Museum Attendance Records (January to December, 2017)

- Full time permanent staff – 8
- Part time, permanent staff – 2
- Students – full time, summer students – 5 or 6 depending on funding
- Students – part time, summer students – 2
- Students – part time (winter) - 3

Huron County Museum	22,146
Huron Historic Gaol	14,844

Museum Programming

A well operated museum has strengths and strategies in the areas of visitor service, marketing and communications, membership, volunteer management, event planning, and sponsorships. To attract a significant number of regular visitors to the North Huron Museum, these areas would require a significant investment of staff and volunteers. The 2012 Strategic Plan Report from Huron County Museum states that the industry standard for staff costs is between 50%-60% of the total operating budget. For Huron County the staffing cost in 2012 was \$535,116 which represented 45% of the overall

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operating expenditure budget of \$1,183,356. Staff suggest the commitment to programming and staffing at the North Huron Museum is reflective of the number of visits.

Provincial Funding

In Ontario, Museums operate under the authority of the Ontario Ministry of Tourism, Culture and Sport. Community museums in Ontario are custodians and interpreters of the provinces' irreplaceable heritage collections. There are approximately 185 community museums in Ontario which receive provincial operating grants. To maintain their eligibility for the grants, the community museums must satisfy criteria established in Regulation 877 "Grants for Museums".

The North Huron museum does not satisfy the criteria established in Regulation 877 and for this reason, has not received provincial funding for the past 10 years. In order for the museum to receive operating funding, the standards for community museums in Ontario must be met. To meet these standards, North Huron would need to develop a set of standards, planning, policies, operating standards, and guidelines for the museum. This would require additional operating funds to acquire the necessary staff and resources to meet the criteria. It is also noteworthy that at the present time the province is not accepting new applications for the Community Museum Operating Grant Program. For this reason, if the North Huron Museum did satisfy the criteria established in Regulation 877, there would be no guarantee North Huron would receive provincial funding.

Huron County operates a well-staffed, well organized, strategically planned museum program and facilities for all of Huron County. The mission of the Huron County Museum and Historic Gaol is to engage the Huron County community in preserving, sharing and celebrating Huron County culture. The North Huron Museum operates independent of the Huron County Museum, however, the Huron County Museum does provide some support in the form of managing the artifact cataloging software. In speaking with the Huron County Museum staff, they are not interested in taking over or operating the North Huron Museum program or building for North Huron.

Municipally operated museums are part of the larger municipal task of improving the lives of local citizens. The challenge for museums, in a municipal governance structure, is that they provide a non-legislated "soft" service that competes with "hard" and legally mandated municipal tasks. Over time, the North Huron Museum building and programming has deteriorated as a result of increased demands of limited financial resources. Past Councils have been forced to make difficult financial decisions with respect to the North Huron museum building and operations. To reverse this pattern, a significant commitment of financial and staff resources on an ongoing basis would be required. As a result of the recent facility assessment, Council needs to make some decisions regarding the future of the building and the program. The building is operable now, but most of the infrastructure of the building is at its life cycle end, and a major renovation is needed in order to maintain status quo for the programming. A significant programming and operating investment is also required to meet Ontario Standards for operating a museum and there is no guarantee North Huron would receive grants or create the economic benefit as a tourism draw for the community.

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North Huron Museum Establishment of Museum Board and Volunteers

To help Council understand the formation of this museum, the following is background on when the museum was established. Below is the history of the inception and changes in museum programming over time.

In 1976 the Town of Wingham adopted By Law 1586 to establish a Board of Management to operate a museum. The Regulation was made under the Ministry of Colleges and Universities Act 1971 Grants for museums, authorizing a Board of Management to operate a museum on its behalf.

In 2001 the Town of Wingham amalgamated to become the Township of North Huron. A North Huron By-Law 31-2001 was adopted to appoint a Board of Management to operate a Museum in the Township of North Huron. At this time the museum building main floor, basement and yard was used to operate a Nursery School, and the museum was in the upstairs of the building.

In December 2002 the basement of the museum was leased to the Barn Dance Museum. This lease was most recently renewed with By-Law 28-2015 and ends on April 20th, 2020.

In 2003, North Huron adopted by-law 23-2003, that adjusted the composition of the Board and at this point in time, the Nursery School had moved out of the main floor, basement and yard. The museum had expanded to the entire building and the basement was rented by the Barn Dance Museum.

In 2007 North Huron council adopted By Law 06-2007 repealing by-law 23-2003 as a result of the disbandment of the North Huron Museum Board. The operations of the museum were downsized from having a full time curator to operating as a seasonal museum with a summer student.

Since 2007, the Museum Program has operated under the Clerk's department for the Township of North Huron. An active group of volunteers were involved in the programming, however in 2017 that group of volunteers disbanded. At times and since this group's disbandment, volunteers have assisted with operations, but not as a formal group. There continue to be two active volunteers assisting with cataloging of artifacts and archives.

FINANCIAL IMPACT

The Building

At the start of 2017 there was \$16,300 in North Huron Working Reserves Funds allocated to the North Huron Museum. In the 2017 budget \$15,000 of this was allocated toward the facility condition assessment. The expense to date for Part A of the study was \$7,892.15. This leaves approximately \$8,400 in museum reserves for further studies or for a renovation project.

The cost to renovate the Museum Building is estimated at \$3,870,500. This would equate to a \$265,000 debt repayment annually for the municipality over 20 years.

Moving the program to another location and upgrading the programming to meet the standards for community museums in Ontario, and to establish the museum as a tourist destination making an impact on economic development would require additional expenses.

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- If moving - purchase or rent of 9,000 SF facility (for similar size operation)
- If moving – cost of moving artifacts and set up of displays in new location.
- Staffing for full time operation, meeting standards for provincial funding, and drawing tourism to impact economic development. (Huron County budget for staffing in 2012 was \$535,116.)
- Improved storage containment of artifacts
- Improved climate control for stored artifacts/archives
- Programming, marketing, and volunteer support budget
- Facility costs including utilities, cleaning, maintenance, service contracts etc.

North Huron Museum Operating Budget

<u>Item</u>	<u>2016 Actual</u>	<u>2017 Actual</u>
Revenue	7,289.25	6,387.52
Operating Expenses	12,417.75	9,240.30
Building Expenses	20,912.79	23,178.29
Museum Deficit	(26,041.29)	(26,031.07)

This operating budget does not include the building facility condition assessment study or depreciation.

If Council were to decide to close the museum permanently; dispose of the asset; and discontinue programming, there would potentially be a cost savings of approximately \$30,000 annually on the municipal budget, beginning in 2020.

FUTURE CONSIDERATIONS

Staff are seeking Council direction for next steps. The first decision for Council is whether the building will be renovated, making it viable to operate as a museum. This decision impacts the future of the programming which could be discontinued, or moved to a location of similar size with appropriate accessibility and HVAC requirements, or downsized to a smaller location with appropriate accessibility and HVAC requirements. There currently is no municipal building available to move the program. Moving the program would require purchasing or renting new space. To make an impact on economic development and to operate a successful museum by Ontario Museum standards, a significant investment in staffing and programming budget is required.

Summary of decisions for Council under the four components outlined at the start of this presentation, and the approximate order for making these decisions:

1. The Building;
 - Decision to renovate the building at a cost of \$3.8M
2. Programming, Artifacts, Archives:
 - Decision whether to discontinue the programming or move to a new location
 - Decision whether to invest in programming staffing and resources
 - Create and approve a deaccessioning policy
 - Decision whether to deaccession the artifacts and archives
 - Decision whether to keep artifacts and improve storage conditions
 -

Appendices

3. Barn Dance Museum:
 - Decision to waive or reduce rent until Council has clear direction for the Museum
 - Decision whether to discontinue the lease agreement permanently
4. Alice Munro artifacts and garden.
 - Decision on future of the Alice Munro exhibit
 - Decision on whether to sever or relocate the Alice Munro garden

RELATIONSHIP TO STRATEGIC PLAN

Our administration is fiscally responsible and strives for operational excellence.



Pat Newson, Director of Recreation and
Facilities



Dwayne Evans, CAO

Appendix 10

Barn Dance Historical Society - Letter



Barn Dance Historical Society

P. O. Box 68,
Wingham, Ontario N0G 2W0
Phone: (519) 530-8000
web site: www.thebardance.ca

June 7, 2021

Joan Van der Meer
Wingham Museum Committee

It is our understanding that the North Huron Museum Committee is still considering the move of the North Huron Museum to the former train station. We fully support this move.

The Barn Dance Historical Society has not met since the beginning of COVID 19. Prior to that, we were attempting to return museum items that were on loan to their original owners.

The artifacts located in the Barn Dance Museum that belong to the Barn Dance Historical Society could be donated to the North Huron Museum once the Board of Directors can meet and approve of such a transition.

We would be willing to donate the display cabinets to the North Huron Museum for display of the Barn Dance Historical Society artifacts. Any surplus display cabinets could be used by the North Huron Museum.

Final decisions will be made on the transition once Council approves the move of the museum.

Yours truly

A handwritten signature in cursive script, appearing to read "R. Baxter".

Ruth Baxter
President