

THE CORPORATION OF THE COUNTY OF DUFFERIN



DCMA 2012 FIRST QUARTER REPORT



To: Chair and Members of the Committee
From: Wayne Townsend, Director/Curator, DCMA
Date: April 17, 2012
Subject: 2012 FIRST QUARTER REPORT

1. PURPOSE

The purpose of this report is to provide Board members with an overview of departmental activities, projects and initiatives over the period from January 1 to March 31, 2012.

2. STATISTICAL OVERVIEW

	JAN1-MAR31 2012	YR TO DATE 2012	JAN 1-MAR31 2011	YR END 2011
Visitors On-site	1614	1614	1323	12434
Visitors Off-site	202	202	369	1980
Website Visits*	3526	3526	4188	17055
Researchers On-site	57	57	86	451
Researchers Off-site	701	701	619	2364
Ed Programs On-site	2	2	2	20
Ed Programs Off-site	8	8	8	26
Volunteer Hours**	1437	1437	1584	7252
Forest Hunt Permits	28	28	29	119
Forest Event Permits	0	0	0	8
Forest Website Visits*	198	198	562	1688

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

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

Selected visitor comments – January 1 to March 31, 2012:

"Splendid museum...every year we come we see another exhibit to talk over. The textiles last year are marvellous for their depth and imagination. Thank you!"

"I think we should be able to climb the white stair case and be able to go in the house rooms."

"This is an excellent museum - you need more room! Sure glad we visited."

"I think you should choose something that you could let kids touch and feel; more access to the house, that would be cool. I think you should have more kid activities."

"Love the new receptionist, very pleasant. Front desk was very hospitable. Very nice place."

"A very well thought out and cleverly displayed collection. We travelled a long way, but it worth it."

"Lovely little museum - way off the beaten path but we were here for a wedding and are quite impressed by the displays and collections. Lovingly done."

"We think this is just a wonderful museum & since our relations have donated things - making it much more interesting."

"A very impressive museum. Beautifully arranged exhibits. Thoughtful, varied, sophisticated."

"Always interesting and informative, wonderful staff!"

"I really enjoy every visit I make. At 74 years it brings back many memories. The thing I most enjoy are the exhibits and how nicely they are laid out and identified."

On-site Visitor Origin – Overview – January 1 to March 31, 2012:

Visitors attended the Museum from within Dufferin County and locations all over Ontario; other provinces: Alberta, Manitoba, Quebec; as well as the UK, USA, Australia and China.

3. FINANCIAL/REVENUE OVERVIEW (unaudited)

	2012 JAN1–MAR31	2012 BUDGET	2011 JAN1-MAR31	2011 YR END	2010 YR END
General Admissions	457	16000	1624	14264	11500
User Fees	1112	7200	872	5721	5182
Programs & Tours	0	10000	1700	10345	7104
Memberships	142	8200	1484	8484	7993
Donations	151	15000	952	22695	19727
Fundraising	212	11500	2024	13136	12655
Gift shop/books	112	6000	1551	4928	10919
Net Consign Sales	254	5625	1512	19841	12599
DCF Hunt Permits	450	4000	510	3660	4081
DCF Use Permits	0	1500	0	3034	2811
DCF Timber Sales	20	50,000	20	77340	102819

Balance of DCMA Trust Fund at March 31, 2012: \$664,159

Balance of County Forest Reserve Fund at March 31, 2012: \$197,060

4. OPERATIONAL OVERVIEW**Collections**

- Statistics:
 - Completed accessions – 74
 - Total number of items within accessions – 131
 - New temporary receipts issued – 37
 - Total number catalogue entries on collections dbase – 29,999
 - Total number catalogue items complete – 29,192
 - Images/photos scanned to date – 22, 520
- Acquisitions:
 - A212-001 Kingshott Creamery Butter Box
 - A212-002 Plaque, Pine River School, Mulmur
 - A212-003 Wooden garage creeper, made at JC Adams, Orangeville, c. 1970
 - A212-005 Six full Coke bottles from Orangeville Bottling Works, c. 1960
 - A212-011 WW II medal, Donald Lewis, Mono
 - A212-017 T. Eaton Co. Beam Scale, John Evans, Mulmur, c. 1902
 - A212-018 Writing Desk, Mrs. Mary Munroe, wife of Dufferin County judge, c. 1900
 - A212-020 Five captains chairs, Relessey LOL, c. 1870
 - A212-031 Broad Axe, Ontario Maker c. 1880s, Bruce family, East Luther
 - A212-033 Stuffed and mounted Kestrel Hawk, Mulmur, c. 2000
- Loans out:
 - Little Claybelt Homesteaders Museum, New Liskeard – Dental Exhibit & Toy Exhibit
- Loans in:
 - Beauty in the Beast Exhibition: Loan of animal art from DCMA Patron; Several additional items from DCMA supporters, members
- Movement of artifacts noted on PastPerfect/Closed Exhibit: 2011 Textiles - More Than Words Can Say; photographed, measured and tidied the paperwork for all items returning to storage. Project still in progress; 902 items completed to date, ready for final proofreading
- Closed Exhibit/2011 Holiday Treasures: photographed, measured and tidied paperwork for all toys from carousel case, and furniture used in exhibit; project still in progress; 36 items completed to date
- Corn Flower Chronicle No 28 issued to Corn Flower Club Members, January 2012

Curatorial

- The installation of the new exhibit “Beauty in the Beast – Animals as Objects and Art” has been the curatorial focus in the first quarter of 2012, including selection and placement of artifacts; research, interpretation and labelling; development of complimentary programs, events and promotions. All loaned artifacts were safely and successfully moved to the DCMA. Exhibit officially opened to the public on April 1st
- Proofreading of the DCMA collections records for accuracy and completeness continues

Archives

- Provided genealogy research in response to a number of inquiries
- Added research to our collection records and to DuffStuff
- Archival staff co-ordinated and built off-site hospital centennial exhibit, a partnership with Headwaters Health; this is the first of series of exhibits that will continue through 2012
- Provided archival and photographic material for new 2012 museum exhibit
- Produced several pieces of copy for the DCMA Museletter publication

Promotions, Media

- Designed and developed content for new DCMA website
- Prepared content for 2012 Coming Events and Museletter publications
- Monthly articles for Orangeville Citizen in February, March 2012
- Quarterly article for Spring edition of Sideroads of Dufferin, 2012
- Beauty in the Beast Article in Spring Edition of In the Hills, 2012
- Beauty in the Beast Article in Spring Edition of Antiques, Collectibles and the Arts
- Eaton’s Furniture article in King Tapestry magazine
- Beauty in the Beast Article in Ontario Historical Society magazine
- Advertisements placed in: In the Hills; Upper Canadian; Antiques, Collectibles and the Arts; Hills of Headwaters Visitor’s Guide; Good Life South Simcoe; On the Bay; King Tapestry
- Facebook – 64 likes; Twitter – 106 followers; Tumblr – 8 followers
- YouTube video produced and posted to promote “Beauty in the Beast”

Fundraising

- Ticket raffle set up at DCMA to support the “Museums and Technology/Duffstuff” project
- Fundraising sub-committee of DCMA public board established to assist with raising funds and awareness of the Museum’s “Duffstuff” project

Volunteers & Students

- The DCMA was pleased to have former Centre Dufferin student at DCMA for a post secondary “practicum” tenure in which the Museum’s educational programs were revised and aligned with the Ontario curriculum
- Applications for grants for summer students have been filed with federal and provincial agencies
- Former Centre Dufferin co-op student placement maintained a regular schedule of volunteer hours, assisting with research, reception and programming
- DCMA volunteers nominated for 2012 Ontario Service Volunteer Awards include: Roger Peterson 15 years, Joyce Fluney 15 years, Eleanor Firth 10 years, Teresa Huntley 5 years, Pille Piegaze 5 years, Cecile Weber 5 years

Exhibits & Art Shows

- Approximately 1500 items on loan for the DCMA’s major 2012 exhibit “Beauty in the Beast: Animals as Objects and Art” were packaged offsite, transported to DCMA, cleaned and conserved, and installed in the Main Gallery and Silo; complete displays within the larger exhibit include: a show of framed animal art posters in the Silo Gallery, a display of fine and rare English painters in the Lodge Gallery, a collection of folk art pieces, and a collection of miniature and other animal artifacts in the “mini museum” copper and glass display cabinet
- “W.J. Hughes Corn Flower: Wedding Memories” exhibit was installed on the Mezzanine Level

Education Programs

- Presented 2 onsite and 8 off-site education programs to 816 participants, consisting of:
 - 5 “First Nation Roadshows” delivered to elementary students at their school
 - 1 “Artifact ID Roadshow” delivered to elementary students at their school
 - 1 senior “reminiscences” program offsite at Lord Dufferin Centre
 - 2 public events (Family Day & Maple Syrup Festival) delivered onsite at DCMA
 - 1 First Nation/Fur Trade program delivered onsite at DCMA
 - 4 of the programs were delivered at the DCMA or within Dufferin, 5 in Peel Region, 1 in Simcoe County
- Family Day program took place at the museum, including a scavenger hunt for large artifact storage room, walking tour through log cabin based on family importance, training of staff and volunteers who participated in event
- Participated in meetings with Stayner library to plan events for unveiling of log cabin and loaned artifacts for a speaker series
- Planned, organized and participated in Maple Festival at DCMA during March Break week
- Attended meetings for Father’s Day event at Island Lake to help organize programming for the event and to seek out other entertainment
- Began to plan summer camps for 2012, featuring an archaeological dig onsite for four days in August, and an animal program for an additional four days in August

Special Events

- Open Family Day in February with planned program and activities
- Maple Syrup Festival held March Break week

Community Use & Major Rentals

- Facility rental - local business meeting
- Site of staff meeting and public meeting to present plans for intended Highway 89 & Airport Road intersection improvements

Community Partnerships and Outreach

- Provided off-site exhibit for Theatre Orangeville
- Developed and provided major offsite exhibit for Headwaters Health Care Centre; it will change three times during 2012
- Archivist spoke at the Hospital Centennial kick-off event at Headwaters
- Partnership discussions between DCMA senior staff and Centre Dufferin District High School
- DCMA senior staff involvement in Regional Museums Association and marketing, education subcommittees

Staff Training & County Committee Work

- Director/Curator attended Senior Management meetings and County Council
- Director/Curator, Archivist and General Manager attended Museum Board and public Operations Board meetings, as well as “MAC Team” meetings (Manager, Archivist, Curator)
- Collections Manager continued to participate in a regional PastPerfect user group
- County Forest Manager continued to participate on County’s Staff Committee, and to serve as member of Core Values steering committee
- General Manager serves on the County’s Job Evaluation Committee and discussions

Special Projects

- **Museums and Technology Fund Project – New Website:** Over the first quarter of 2012, the new DCMA website was carefully designed and developed to accomplish several goals: (i) to represent the Museum’s new brand and logo; (ii) to respond to electronic research requests, charge accordingly/appropriately, and provide the means to handle payment transactions online; (iii) to meaningfully, effectively and successfully use technologies/platforms such as Facebook and Twitter; and (iv) to use the new DCMA website as a primary marketing tool.

- **New Technologies/Databases/Duffstuff:**

	Mar 31, 2012	Jan 28, 2012	Jan 3, 2012	Oct 11, 2011
Veterans	4995	4955	4907	4832
Veteran Photos	346	272	176	105
Articles	128104	120668	119962	117401
Local History Indices	90	50	50	50
Famous People	251	236	236	196

- Number of Veterans quickly approaching 5000
- Newspapers both physical and digital in the process of being sent out to volunteers for mass typing; some OCR and hand-typing work continues onsite
- New priority is "Place Names" under "Resources;" will have a short paragraph on the history of the town, its name, excerpts from relevant historical books and up to three pictures; Archivist is compiling resources to be added
- Famous People clean-up has started; articles being reviewed by staff and volunteers to be handed over to Curator for final review; adding birth and death dates, biographies and photos
- Have begun culling and replacing incorrect and dead e-mails from DCMA members list in preparation for transfer to the new website; this will require our current members to be assigned a username and password so that they can access DuffStuff and website email lists
- Collaboration with a DCMA volunteer who has photographed many of the barns of Dufferin County has begun; adding the barn photographs to the property research entries
- Approaching 130000 articles; list is now being compiled of missing editions and years from the database

Facility & Grounds and Safety

- Change of displays including a major cleaning of all display cases, mezzanine, main level and silo
- Hornings Mills church window framed and installed in the rafters above the Main Gallery
- Capital project - refinishing of church exterior - completed
- Drive shed opened for use during Maple Syrup festival in March Break
- Co-ordination and use of DCMA and rental vehicles for pick-up and transport of "animal" collection on loan, transport of Dufferin Area Hospital exhibit
- Seasonal and regular maintenance activities undertaken per DCMA Maintenance Manual
- Maintenance activities for spring (grounds and facility) discussed
- Monthly checks of fire safety/suppression equipment and quarterly inspection of water quality and system completed
- Regular inspections completed, health and safety committee, elevator contractors, water quality, fire safety, fire extinguishers and first aid kits and defibrillators
- Health & Safety issues and concerns continue to be discussed at bi-weekly staff meetings

Dufferin County Forest – General Operations:

- Conducted site visits prior to issuance of forest conservation by-law permits
- Continuing education: Ontario Forestry Association annual general meeting and conference
- Wrote and presented to DCMAHL Board annual Dufferin County Forest report for 2011 and annual work schedule for 2012
- Distributed emerald ash borer information to local municipalities
- Participated in County's display at the Orangeville Home Show

Dufferin County Forest – Patrol/By-law enforcement:

- Forest conservation by-law permits issued: 10
- Complaints re: forest conservation by-law: 0

RECOMMENDATION:

"THAT the DCMAHL Quarterly Report for the period January 1 to March 31, 2012 be received."