



GOULBOURN MUSEUM ANNUAL REPORT 2022



A MUSEUM ON UNCEDED LAND

Goulbourn Museum is located on the traditional unceded territory of the Algonquin Anishinàbeg. The Algonquin peoples have lived on and cared for this land for generations. We deeply appreciate their contributions in shaping and strengthening this community, as well as the contributions of the Métis, Inuit and other First Nations peoples. We acknowledge the purposeful exclusion of Indigenous peoples and their culture throughout recorded Canadian history and are committed to decolonizing our narratives by using Indigenous perspectives where appropriate to depict accurate representations of local history.



MANDATE

Goulbourn Museum preserves and interprets material significant to the Goulbourn Township area, before, during, and after its incorporation, to share local history in a meaningful and accessible way that strengthens community connections.

VISION

Our vision is a community where all members feel connected to local history.

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COLLECTIONS AND RESEARCH

In 2022 the collections department started working on Strategic Plan Goal 1: **Discover and Activate our Stories.**

Strategic Plan 1.1

"Gather more inclusive narratives for our reference collection in order to present a more accurate and inclusive understanding of our community."

With employment support from Young Canada Works, staff inventoried the reference collection's 960 volumes. Staff assessed the collection, noted author background, perspectives available on research objectives, and removed 520 publications. Remaining volumes form the new public Reference Library. The Library will grow during the 2022-2027 Strategic Plan with a budget to build a more accurate and inclusive understanding of our community.



The Museum's existing reference library was sorted and collated to ensure all materials being transferred to the new research library were accurate and mandate driven.



Collections staff managed to digitize and transcribe large physical vital statistics records to digital databases.

Strategic Plan 1.2

"Evaluate new and existing artefacts to ensure they have interpretive value"

The collections team implemented a research and oral history program to develop interpretation for new and existing artefacts. The limitations of our on-site storage has stressed the importance of ensuring interpretive value for each artefact in the collection. Staff secured professional audio recording and photography equipment to record donor interviews and digitally capture support materials like photographs, journals, letters, and family heirlooms.

Strategic Plan 1.3

"Develop a public digitization station to support the preservation and sharing of community history"

Staff engaged a craftsman for the design, fabrication and installation of research library shelving and a workspace for the digitization station. With the consultation complete, construction was able to begin at the end of 2022.



Goulbourn Middle School students took part in the Museum's inaugural *Growing Goulbourn* educational program in 2022.

PROGRAMMING AND EVENTS

The Education Department initiated a gradual return to in-person programming and events in 2022. The *Summer Speaker Series* took place virtually, and we invited adult audiences to learn and discuss a variety of gardening topics from three different community speakers. This program saw a significant decrease in participation compared to previous years, demonstrating the community's desire to return to in-person programming at the Museum.

Children and family programming was another large focus and included the development of three new modules of the popular *Summer Seekers* program. This educational program encourages children to explore how people lived and played in the former Goulbourn Township throughout history. The program

began as an online initiative in 2020 and transitioned to in-person activities in 2022. This change from online to in-person saw participation increase by 83.5%. This year also saw the return of many outreach events and community initiatives. For the first time since 2019, the Museum attended offsite events including a local Canada Day celebration, Richmond Fair and Munster Harvest Fest. In addition, many popular in-person events were reintroduced on-site, including *Family Craft Days* and the *Old-Fashioned Christmas & Outdoor Artisan Market*.

In addition to the return of regular programming initiatives, the Museum introduced *Growing Goulbourn*. This new educational program brought Grade 6 students from Goulbourn Middle School to the Museum's Heritage Garden where they engaged in hands-on learning by preparing, planting, and maintaining vegetables and native plants over the course of three months.



In 2022 a partnership was formed with the Stittsville Fire Department for the ongoing installation of “Poppies of Goulbourn.”

EXHIBITIONS

July 2022 marked the re-opening of the Museum’s physical site and regular open hours.

Having been closed to the public since March 2020, the Museum’s exhibitions required a lot of attention. Artefacts which were packed away, were reinstalled and outdated or damaged interactive displays were refreshed or removed.

The Museum’s newest physical exhibition titled *SCORCHED – The Great Fire of 1870*, which opened to the public three days before the 2020 COVID



Exhibits finally re-opened in 2022.

closure, was finally able to be viewed by the public.

Continuing our strong partnership with Hazeldean Gardens Retirement Home, staff developed an exhibit for the lobby of the five-storey home. The installation was completed by summer students giving them a wonderful, hands-on learning experience.



Summer students took the lead on creating and installing an exhibit at Hazeldean Gardens Retirement Home.

The *Poppies of Goulbourn* display was once again mounted on the exterior of the Museum building. Due to overwhelming support from the community, we received a large quantity of handmade poppies making this year’s display too big for staff to install by themselves. As a result, an ongoing partnership was formed with the Stittsville Fire Department to aid in the installation and removal of the display going forward.

MANAGEMENT

2022 was the first year employing the Museum's new 2022-2027 strategic plan. Each department was tasked with reviewing and implementing the plan's four key goals; Discover and Activate Our Stories, Enhance Visitor Experiences, Build Capacity, and Expand Our Role in the Community.

Ongoing yearly objectives from the plan include gathering more inclusive narratives for our reference, building partnerships with local organizations and institutions, and encouraging staff and directors to attend relevant workshops and webinars to stay up to date with museum best practices.

CHALLENGES

There were many unforeseen challenges over the course of the year. Damage to the grounds, resulting from the wind storm in May, delayed the Museum's planned re-opening until July. Significant work was needed to prepare the site for the safe return of staff and visitors. This work also postponed the installation of a visible land acknowledgment.

The departure of the Museum's long-serving bookkeeper contributed to multiple setbacks throughout the year. Transitioning to a new bookkeeper required an unexpected level of administrative support from the Manager.



ACHIEVEMENTS

The Museum saw great success from its grant writing in 2022. Applications to the Museum Assistance Program Grants for Recovery, and Digital Access to Heritage Grants were both approved.

The Digital Access to Heritage grant allowed the Museum to hire a Digitization Strategy Coordinator to undertake the creation of a digital strategy for 2023.

The Ontario Business Relief Fund, Canada Summer Jobs, and Young Canada Works supported the hiring of summer students and interns which provided much needed help in 2022.

Adding to 2022's list of successes, the Museum proudly launched a brand new website with an improved aesthetic, increased functionality and third-party software integration.

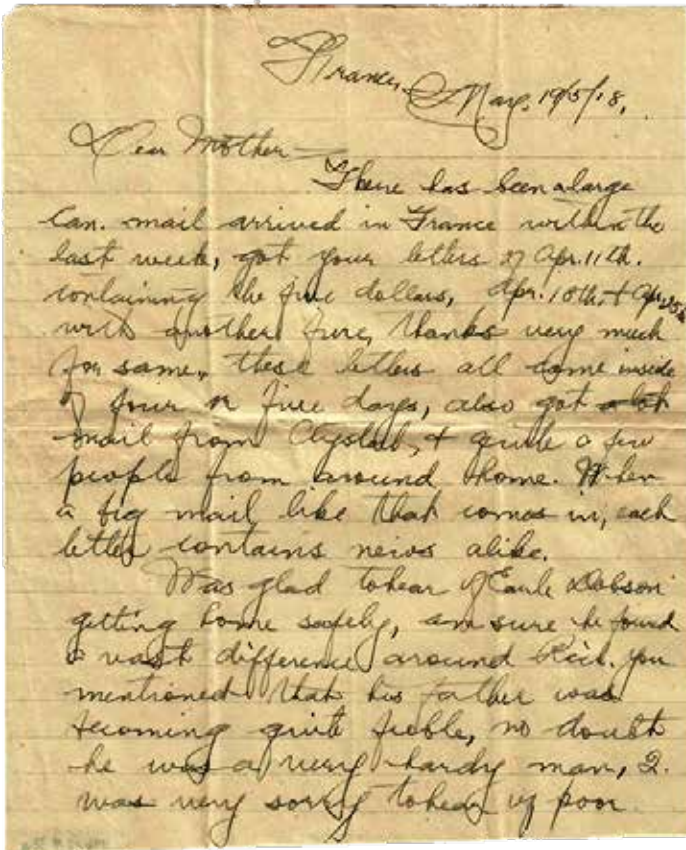
2022 HIGHLIGHTS



The Museum expanded its community engagement and outreach initiatives by creating a partnership with Foodsharing Ottawa. This ensured produce grown in the heritage garden did not go to waste.



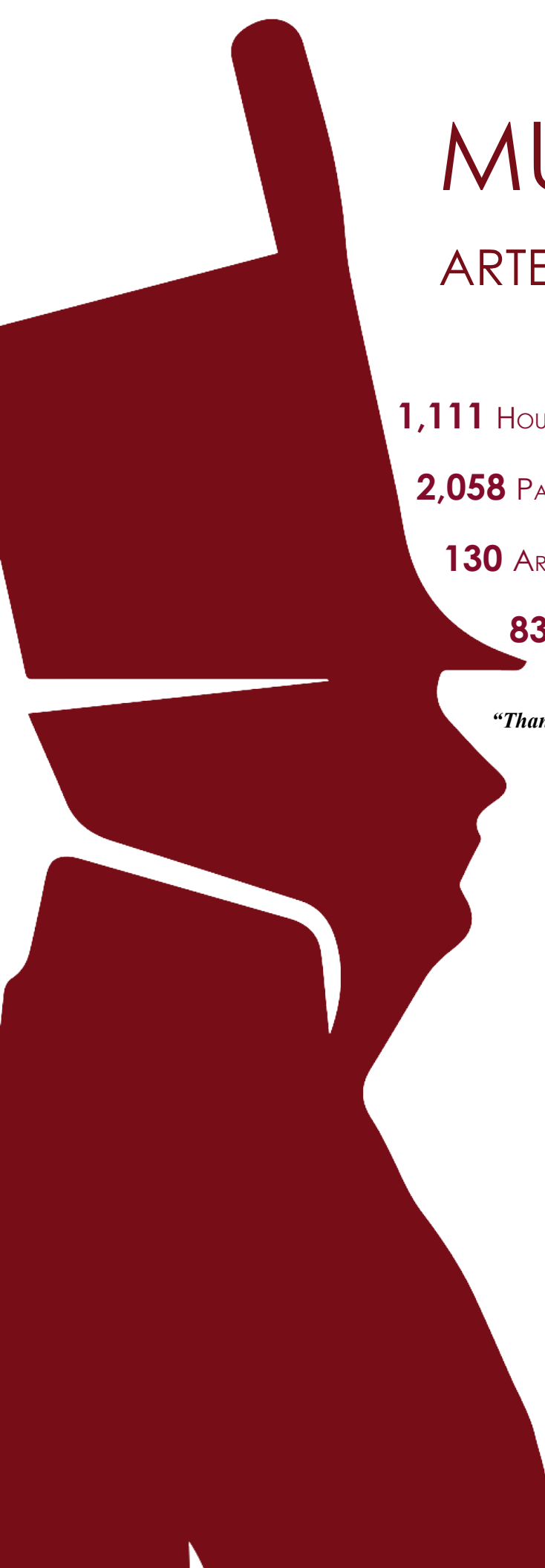
Summer Seekers, a series of children's educational programs featuring digital, in-person and hybrid elements was developed to ease the transition from purely digital to an in-person focus.



Our digital exhibition, *With Love to All*, featured the release of letters written home by Sefton Stewart of Richmond during the First World War. The letters were transcribed by volunteers and published on the day they were written by the young soldier in 1917.



2022 saw the return of the Museum's most popular event, the *Old-Fashioned Christmas and Outdoor Artisan Market*.



MUSEUM ARTEFACTS

1,111 HOURS DEDICATED TO COLLECTIONS DIGITIZATION

2,058 PAGES OF REFERENCE MATERIALS SCANNED

130 ARTEFACTS ADDED TO ONLINE PORTAL

83.5% INCREASE IN PARTICIPATION OF SUMMER SEEKERS
EDUCATIONAL PROGRAMS

“Thank you for providing these stories. They are the perfect length and provide such wonderful, memorable details about our history.”

~ JudyMouland

Feedback on the #WhatsItWednesday social media campaign

“You guys are awesome. I love your (Facebook) page. Especially as I’m overseas!”

~ Janet Tubman, UK

“Stunning and very informative tour from Stefan this morning – thank you!”

~ Deborah & Susan (via CanadaHelps.Org)

“Goulbourn Museum outdid themselves...”

~ Lena Hamilton

Comment online describing the Old-Fashioned Christmas event

“This is only the second camp I have attended, and again I am completely impressed with the calibre of the programming.

Your volunteers went above and beyond to make sure that all the kids felt included and felt special...

Your pricing was so inclusive that any kid was given the opportunity to participate.”

~ Nadia Amimi

re: Summer Seekers educational program

THANK YOU TO OUR SUPPORTERS



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