

CALLANDER BAY HERITAGE MUSEUM

STRATEGIC PLAN

2020—2022



*The Callander Museum, 2017

OUR MISSION STATEMENT

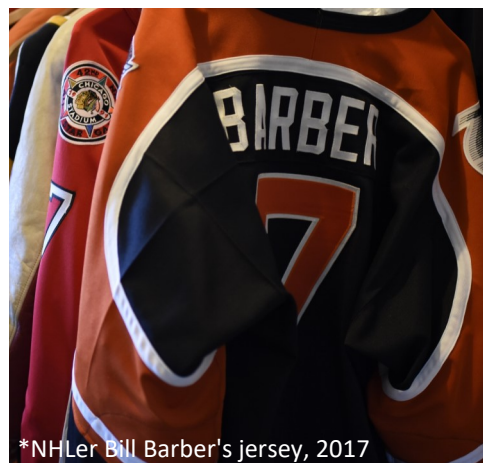


The Callander Bay Heritage Museum (CBHM) is a non-profit institution, exempt from federal and provincial income tax, existing on a permanent and regular basis. It has been established to tell the cultural and natural heritage of the settlement and development of the Municipality of Callander (previously known as the Township of North Himsworth until 2003), and the immediate area from 1875. The CBHM shall be concerned in the efforts to continue the gathering of current archival information for its future generations. The Culture and Heritage Group will ensure the governing body (being the Corp. of the Municipality of Callander) and the community that it shall;

- Collect, and continue to enrich the collection. It will ensure that the majority of artifacts be the property of the CBHM. It shall safeguard and hold the collection and archival material in trust on behalf of society.
- Ensure the conservation and maintenance of its collection using the standard methods set out by the Ministry of Culture and practices of the Canadian Conservation Institute.
- Exhibits will be selected to help people understand, study, enjoy, and experience the past. Exhibitions shall be displayed without any limitation arising from the nature of the governing body or its territorial character.
- Analyze, interpret and relate its collection to reflect diverse views, yet allows for the sensitivity of the populace.
- Ensure the proper maintenance of its collection by supporting personnel through Museology research, education and training.
- Ensure ongoing research and the dissemination of the researched material. Seek and allocate financial resources sufficient to operate the museum effectively.
- Authorize, on Board approval, the community's non-profit organizations access to the museum's facilities to display their complementary activities and events.



Petit Noel reception, 2018



*NHLer Bill Barber's jersey, 2017



Historic Walking Tour, 2017

OUR STATEMENT OF COMMEMORATIVE INTEGRITY



Callander, Ontario, in which the CBHM is located, is a place of national and international significance due to the birth of the Dionne Quintuplets and their physician, Dr. Allan Roy Dafoe.

The CBHM's Committee of Council Directors will be devoted to spreading the significant tale of the Dionne quintuplet phenomenon of its time by instructing:

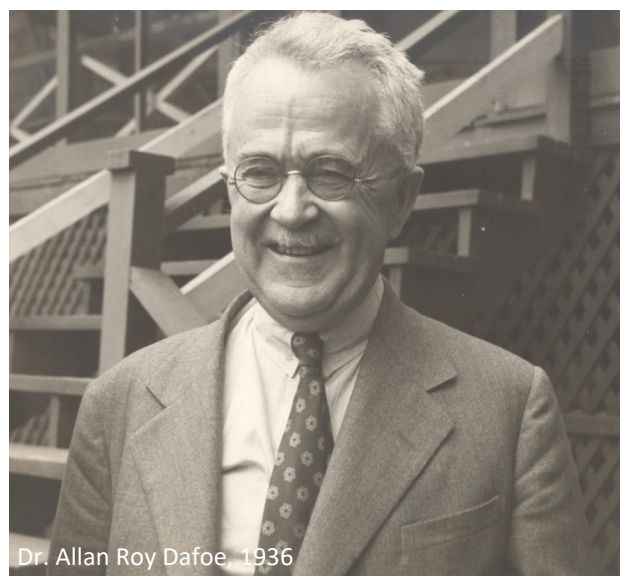
- As many Canadians, Americans (and other nationalities abroad) as possible to know that Callander and the Museum are of national historic significance because of its importance politically and socially during the 1930's.
- As many Canadians, Americans (and other nationalities abroad) as possible to know that the museum is the former home and practice of Dr. A.R. Dafoe; that it is in its original location, and that the building is, and will be, maintained in its original architectural state.

The CBHM's Committee of Council Directors and staff are dedicated to:

- The continual research of local historical events and the promotion of this information to the residents of Callander and its surrounding areas.



The world-famous Dionne quintuplets, 1936



Dr. Allan Roy Dafoe, 1936

OUR VISION



The CBHM is a welcoming, trustworthy and inclusive space for people to connect with and learn from the past.



Upstairs Railway and School exhibits, 2019



*Opening of the 1992 time capsule, July 1, 2019



Toddler drop-ins, 2019

STRATEGIC GOAL 1:

ENHANCE OUR AWARENESS, ACCESSIBILITY AND COMMUNITY REACH



Objectives:

- Use the virtual tour to connect to new audiences outside of the immediate area through our new website
- Improve the accessibility of our upstairs exhibits for all guests through the availability of the virtual tour within the museum
- Create new signage (incorporating the new logo) around the municipality of Callander that enhances the museum as a feature destination
- Explore new advertising options such as radio, magazines, Ontario parks advertising and other print sources Attend more community events in the towns around Callander, such as the North Bay Christmas Walk, fall fairs, and other trade shows
- Develop better promotional materials to take outside the museum such as banners
- Maintain a strong social media presence and explore other social media formats
- Develop a new rack card and increase distribution numbers by at least three times as many
- Develop a marketing strategy that re-introduces the local community to the museum
- Maintain our print newsletter and explore making it available to the public rather than just members Explore making the newsletter available quarterly rather than twice a year
- Continue to digitize the artefact collection to make available for online research
- Create programming and events surrounding the 40th anniversary of the museum and 15th anniversary of the gallery in 2021
- Ensure that all of our exhibits are bilingual



*Barber Shop exhibit, 2017



*Original sign for the doctor's home, 2017

STRATEGIC GOAL 2:

NURTURE AND MAINTAIN STRONG RELATIONSHIPS WITH PARTNERS IN THE COMMUNITY



Objectives:

- Collaborate on more outreach opportunities with local museums
- Continue to attend the Ontario Museum Association conference every other year
- Develop relationships with area elementary, secondary and post-secondary schools
- Develop programming for local schools to participate in, both in-class and at the museum
- Seek opportunities for event collaboration with groups in the community
- Create a museum banner



*Dionne quintuplets exhibit, 2017



"Diversity" Opening reception, 2018



Funfest, 2018

STRATEGIC GOAL 3:

*ENSURE OUR HERITAGE COLLECTION IS EXTENSIVE,
DIVERSE AND FOSTERS LEARNING FROM OUR PAST*



Objectives:

- Complete a full inventory and appraisal of the collection
- Continue to accept donations applicable to our collecting mandate
- Seek solutions to, and upgrade, the current shelving in the collection's storage room
- Develop programming using items in our collection that focuses on learning new skills from the past (e.g. leather tanning, basket-weaving, etc.)
- Ensure the Dionne quintuplet story continues to be shared in an unbiased and learningful manner



Alex Dufresne Gallery, 2018



Barber Shop exhibit, 2018



Callander Rocks exhibit, 2018



Historic Walking Tours, 2017

STRATEGIC GOAL 4:

MANAGE OUR OPERATIONS AND FACILITIES IN A SUSTAINABLY FEASIBLE WAY



Objectives:

- Switch our current lighting for more energy efficient lighting
- Make a conscious effort for sustainable choices during events such as using re-useable or environmentally friendly materials, food and other goods
- Run more environmentally friendly crafts during programming
- Weatherproof existing doors and windows
- Conduct an anergy audit



The CBHM as the home of Dr. Allan Roy Dafoe, c. 1920s