



Stakeholder Roundtable 2024

SCUGOG SHORES MUSEUM AND ARCHIVES

Background Information

A Strategic Plan for the Scugog Shores Museum Village and Archives (SSMVA) was completed in 2023 by the Museum Planners Group. This Strategic Plan will inform goals and actions at the Museum to 2028. This document is meant to inform Stakeholders, prior to the Stakeholder Round Table, on goals and objectives identified thus far at the Scugog Shores Museum Village and Archives up to 2028.

Goals and objectives included in the **SSMVA Master Plan** are noted by “**SSMVA Master Plan**” annotation. Secondary goals and objectives identified help inform work at SSMVA.

The goals and objectives identified were guided by a committee consisting of 1 management, 2 Community Services staff, and 2 community members in 2022. This document was further informed by the Museum Planners Group Strategic Plan Report 2022-2023.

The Scugog Shores Museum Village and Archives

The Scugog Shores Museum Village and Archives was formed in 1972 by the Lake Scugog Historical Society (1969) to collect, preserve, and display artifacts from the Scugog area. Since then, the Museum expanded its grounds in 2001 and 2004, and added the Ojibway Heritage Interpretive Lands in 2000.

The museum began operating under the Township of Scugog in 2006, by 2009 it had expanded to be the Scugog Shores Heritage Centre and Archives & Sports Hall of Fame. In 2018 the Heritage Centre and Archives located at the Scugog Arena closed. The Schoolhouse at the Museum Village was renovated in 2022 to accommodate the archives moving back to the Museum Village site. The Museum and Archives now consists of a museum village with eleven heritage buildings and an archive with a public research room.

Governing Statements

Mission

To preserve, research, interpret and exhibit items that will serve to illustrate and promote the history of the Municipality and the Lake Scugog area.

Vision

To provide each resident and visitor with a better understanding of Scugog and rural Ontario history and our First Nation Heritage.

Mandate

To showcase vibrant historical museums, places, and stories that engage our community, preserves our heritage, and educates our visitors.

Statement of Purpose

The Statement of Purpose of the Township of Scugog Museum Village and Archives is to preserve, protect, and enhance local history while creating public education and local community connections which will serve to illustrate and promote the history of the Township of Scugog and the local First Nations.

Governance

The Scugog Shores Museum Village is governed by the elected Municipal Council of the Township of Scugog. The annual Operating and Capital Budgets are approved by Council for the Museum and the budget is monitored through staff to ensure public accountability. The written policies governing the operation of the museum are also approved by council.

The Museum operates within the community services department under the Recreation and Culture Coordinator with one Seasonal Curator (May-November).

Key Initiatives Overview

The following key initiatives have been identified:

1. Preserve, Protect, and Enhance our Heritage
2. Prosperous Heritage Tourism Economy
3. Interactive, Accessible, and Educational Heritage Experience
4. Responsive, Effective Service

Key initiatives Summary

Preserve, Protect, and Enhance our Heritage					
Objectives	Goals	Responsibility	Timeline and Success Indicators	Term	Completion Result
1.1 Encourage improvements and care to museums and archives through planning, protection, design, restoration, or conservation	Input existing collections materials into database	Curator & Volunteers	5% a year (750 collection pieces)	Long Term	
	Construct multipurpose building	Staff and management	Construction by 2028	Long Term	
1.2 Identify sources of funding to enhance municipal funding	Maintain student grant levels	Recreation & Culture Coordinator & Curator	4 grant students a year	Short Term	
	Source infrastructure grants, i.e. Canada Cultural Spaces Fund, Municipal Assistance Program	Staff and management	Apply for one a year	Short Term	

1.3 Plan for the appropriate maintenance and/or restoration of Township Heritage assets	Human Resources review of staffing complement	Management	Ensure staffing needs are met for services offered	Long Term	
	Develop a Museum Master Plan	Management	Master Plan development is underway by 2023	Short Term	
	Prepare Physical Asset Plan (SSMVA Master Plan)	Curator	Review plan annually and develop work plan 2023-2028	Short Term	
	Continue Capital Project planning:				
	<ul style="list-style-type: none"> Barn Restoration Rodman Cabin Foundation Lee House Restoration 	Management	Barn Restoration – 2024 Rodman Cabin Foundation – 2025 Lee House Restoration – 2026	Medium Term	
	Complete condition report of all museum buildings	Staff and management	Complete all reports by 2023	Short Term	
	Revitalize Ojibway Heritage Interpretive Lands (OHIL) lands, wigwam, and interpretation to demonstrate the rich Indigenous history of Scugog	Recreation & Culture Coordinator & Curator	OHIL phase 1 completed by 2024, remainder of OHIL completed by 2028	Medium Term + Long Term	

Prosperous Heritage Tourism Economy

Objectives	Goals	Responsibility	Timeline and Success Indicators	Term	Completion Result
2.1 Stimulate and inspire a sense of discovery to a visitor through heritage initiatives, Museums, and stories	Develop and follow five-year exhibit plan	Curator	One exhibit per year	Medium Term	
	Continue Sports Hall of Fame exhibits	SSHf Volunteer	One per year 2018-2022 Annual Inductees	Short Term	
	Develop new ways to display and share local history	Curator	One per year	Short Term	
2.2 Create a sense of place and appreciation/connection of the community through heritage	Investigate heritage programming during inclement weather with a sheltered space with capacity to support program volume	Staff and management	Constructed by 2028	Long Term	
	Formulate an Interpretive Master Plan that maps out public heritage resources and outlines communication strategies and experience opportunities within, and extending from,	Contracted interpretative design planning specialist. Overseen by Management and Staff	Beginning 2024	Short Term	

	the SSMV (SSMVA Master Plan)				
	Prepare a Site Signage and Wayfinding Plan (SSMVA Master Plan)	Contracted interpretative design planning specialist Overseen by Management and Staff	Beginning 2024-2025	Short term	
	Prepare Revised Marketing Plan (based on approved organizational structure and governance plan) (SSMVA Master Plan)	Contracted museum management/operations and marketing specialists. Overseen by Management and Staff	Beginning 2024-2025	Short term	
	Continue Physical Improvements (SSMVA Master Plan) ex. Ramps, gift shop, and design of a new administrative building started	Staff and Management	Beginning 2024-2025	Short Term	
	Increase BIA and Scugog Chamber of Commerce presence through marketing and outreach	Curator	Increase in “downtown” results through “how did you hear about us” polls when visiting museum	Medium Term	

Interactive, Accessible, and Educational Heritage Experience					
Objectives	Goals	Responsibility	Timeline and Success Indicators	Term	Completion Result
3.1 Grow the Museum's digital experience and presence	Advance the Digital Strategy including the following objectives: -Collect, Preserve, Share -Engage Audiences -Enhance Learning	Staff and management	Succeed in all outputs and meet all deadlines as outlined in the Digital Strategy	Long Term	
3.2 Provide an accessible, educational, and interactive Museum and Archives experience	Complete a physically accessible space, including washroom, to be inclusive of all guests (new multipurpose building and/or retrofitting Church to include ramp and accessible washroom)	Staff and management	Completion of accessible additions and/or inclusion of fully accessible features in new constructions	Medium Term	
	Improve Museum Village accessibility where possible with mobile ramps	Staff and management	1-2 mobile ramps built or purchased for Village buildings, where possible	Short Term Start Long Term Finish	

3.2 Continued	Investigate Digitization Strategy objectives: enhancing accessibility through digital tools	Curator	Outputs for Digitization Strategy objective i.e. 3D tour of buildings with voice over	Medium Term	
	Investigate barn as an interactive exhibit and programming area	Staff and management	Project feasibility examined by 2025	Medium Term	
3.3 Develop a strong Museum and Archive's collection	Continue to develop a strong and informative collection as per the Collections Management Policy	Curator	Ongoing review of current collection and addition of quality accessions		
3.4 Encourage research opportunities and the historic knowledge of our community	Integrate a research request form into the Museum website to streamline requests	IT and Museum Staff	Integrated form functional and clearly visible on website	Short Term	
	Ensure staffing level for year-round research request fulfillment/ archives access	Management	Research requests able to be completed year-round	Medium Term	
	Increase sale of education programs (on and off site) to schools, children's groups, seniors' groups, etc.	Curator	Increase education program revenue each year	Short Term	

3.5 Strengthen and encourage volunteerism at the Museum and Archives	Strengthen volunteer program through training, integration of clear policy and procedure, and communication (SSMVA Master Plan)	Curator	Yearly review of volunteer program for ongoing improvement	Short Term	
	Encourage new volunteers to join the Museum and Archives	Curator	Add a minimum of 5 dedicated volunteers each year	Long Term	
3.6 Preserve, enhance, and support cultural heritage of the community through strong community partnerships	Successfully engage with new and existing community partners (SSMVA Master Plan)	Curator	Strengthen and complete successful events and/or projects with community partners each year	Short Term	
			Provide annual “year-in-review” partner update	Short Term	
	Foster partnership with Lake Scugog Historical Society	Curator	Provide submissions for LSHS newsletters	Short term	

Responsive & Effective Service					
Objectives	Goals	Responsibility	Timeline and Success Indicators	Term	Completion Result
4.1 Foster excellence in responsive customer service in Museum facilities and programs	Provide proactive and responsive communications	Curator	Continued website and social media posts	Short Term	
	Enhance exposure of Museum events and programming through Tourism	Management and Curator	Geo fencing data	Short Term	
	Investigate IT improvements	Curator	Ensure Wi-Fi coverage in all historical buildings	Medium Term	
4.2 Foster excellence in museum staff	Support ongoing training of museum staff to stay relevant within the field	Management	Staff are supported in at least 1 PD opportunity and Professional Conference each year	Short Term	
4.3 Museum is effectively serving the community	Museum Village operating season is expanded	Management	Operating season expanded from end of May-first weekend in September to Thanksgiving weekend	Medium Term	
	Undertake Organizational Structure and Governance Review (SSMVA Master Plan)	Management	Adequate staffing for Museum operations is in place 2024.	Short Term	

	Prepare Revised Operational Plan and Budget (SSMVA Master Plan)	Management	Beginning 2025	Short Term	
	Gather community feedback through surveys in various formats	Curator	Administer community survey every other year	Long Term	
	Strengthen ability to provide quality education programs through addition of Education Instructor positions for quality education program staff year-round on a casual basis	Management	Roster of casual Education Instructors are added	Long Term	