



***Executive Director Annual Report
2019-20***

**Presented to the
Community Museums Association of Prince Edward Island Members
in June 2020
by Johanne Vigneault**

Charlottetown, March 31, 2020

*The Community Museums Association of Prince Edward Island
wants to acknowledge the support of the Prince Edward Island
Department of Economic Growth, Tourism and Culture
and of the Department of Canadian Heritage
in the realization of its programs and activities.*

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MEMBERSHIP & GENERAL ANNUAL MEETING

Membership

During the year, CMA-PEI increased its institutional membership (46 sites - 9 in Kings County, 15 in Queens County and 22 in Prince County). The individual membership counted 15 persons for a total of 61 members.

Annual General Meeting

The 2019 Annual General Meeting was held in Miscouche at the Acadian Museum on May 25th. Participants visited St. John the Baptist Roman Catholic Church after Linda Berko's talk on the conservation of its side altar. They also enjoyed a presentation by Gordy McCarville on Island soft drink bottles and PEI tobacco-related items. Two new Board members were elected: Heather Panton and Natalie Munn.



The Willie Elliot Research Award was presented to Gordon J.A. 'Gordy' McCarville for his book "Ginger Beer, Soda Water & Soft Drink Bottlers of Prince Edward Island since 1852".



The Award of Merit was presented to Douglas Sobey.

ACTIVITIES & SERVICES

Site Visits

From June to September, the direction of CMA-PEI visited 54 museums and heritage sites on the Island. The majority were members but we took the opportunity to introduce the Association to 22 non-members. It was a way to acquire an updated knowledge of the sites' offers, wishes and difficulties. CMA-PEI also emailed each of them after hurricane Dorian's passage to check if and how their site was damaged.



Artefact Loan Insurance Grant

Starting this year, 3,000 \$ will be funded annually to the Community Museums Association of PEI from the province (through the PEI Museum and Heritage Foundation) in order to provide funds to Island museums to cover cost of insurance for artefact loans from the Province Collection used in temporary exhibits.

CMA-PEI defined the criteria and application process. Information on this new grant along with the application form were provided to members through emails and during the *Best Practices for Incoming and Outgoing Loans* workshop.

Museum Development Grant (MDG)

An amount of 26,000 \$ was attributed this year to ten institutions. For the first time, CMA-PEI had to extend the application deadline in order to receive a sufficient amount of applications. As the adjudicator of the grant, the Association is considering an earlier deadline for the next years and had reviewed the process and criteria for this grant.

Heritage Passport

The 2019 edition presented a new format and bilingual content. CMA-PEI got sponsorships from the PEI Museum & Heritage Foundation, Maritime Electric and TechnoMedia in order to produce the document. Most of the 5,000 copies were distributed at heritage institutions, Visitor Information Centres, the Maritime Electric Charlottetown office along with to some lodging facilities. Few copies were kept for the UPEI Volunteer Fairs and public relations.



Volunteer & Community Engagement Strategy

CMA-PEI is well aware of the difficulty for its members to develop a succession plan for staff and volunteers. That is why the initial Youth Volunteer Strategy has been broadened to a Volunteer and Community Engagement Strategy. The final document will contain information and tools related to the following themes:

- the social role of museum;
- the advantages to reach out to your community;
- the different kinds of engagement;
- the threats to engagement and ways to destroy them.

In addition to research in publications, meetings and conference calls with community groups and organizations enriched the project. Some of these encounters established the base for future partnerships with CMA-PEI and its members. The Strategy will be available by mid-May (in English and French).

In order to make the population more aware of our field's needs, CMA-PEI had a table at UPEI Volunteer Fair on September 11th. Eight institutions needed 50 volunteers in 17 different positions from gardener to virtual exhibit designer. CMA-PEI also had a table at the TIAPEI Tourism Job Fair held at the Delta on March 7th. It promoted 20 student positions and 5 adult ones for 8 sites.

On March 12th, CMA-PEI did a presentation on the museum field to the *Choose Tourism Passport to Employment Program* which is planned by TIAPEI and Skills PEI. Participation to these three events will become a tradition.

While promoting various positions in museums and heritage sites, the Association reached:

- 120 persons at the UPEI Volunteer Fair and
- 250 persons at the TIAPEI Tourism Job Fair.



Best Practices for Collections Management Recordkeeping

The money received from the Museum Assistance Program of the Department of Canadian Heritage allows CMA-PEI to offer training workshops to staff and volunteers of museum and heritage sites. Approximately 20 percent of the Organizational Operational Funding received from the province is used to finance these workshops.

A 2-days study tour in Nova Scotia and New Brunswick with behind-the-scene tour at the Nova Scotia Museum and visits at the Museum of Natural History in Halifax, at the Colchester Historeum in Truro and at the Resurgo Place in Moncton was scheduled but cancelled due to the coronavirus. The workshop on *Best Practices for Collections Photography and Digitization* will occur later; difficulty to set a date with a presenter delayed this activity.

CMA-PEI makes sure that the workshops are held in the three counties of the Island. It usually has an average of 8 participants.

Workshop	Participants Provenance			Workshop Location		
	Prince	Queens	Kings	Prince	Queens	Kings
<i>Best Practices for Creating and Updating Your Collection Policy</i>	2	3	4			
<i>Best Practices for Researching Your Collection</i>	0	4	3			
<i>Best Practices for Accessioning and Deaccessioning Objects</i>	6	2	2			
<i>Best Practices for Cataloguing Artefacts</i>	9	1	1			
<i>Best Practices for Incoming and Outgoing Loans</i>	2	4	0			



PARTNERSHIPS

The Community Museums Association of Prince Edward Island had developed relationships with the Canadian and the Provincial and Territorial Museums Associations. It participated to conference calls; contributed to surveys and forwarded useful information and tools to our members.

CMA-PEI is a member of the Provincial Heritage Fair Planning Committee. It also is a Board member of Creative PEI. A letter of support for the establishment of a Provincial Museum was sent to Minister MacKay and to the Premier.

It participated to:

- the Dotgain Creative Conference held at Holland College
- the Conference Centre of the Arts Discussion for use of South Pavilion
- the inauguration of Montgomery Park in Cavendish
- a Lucy Maud Montgomery Marketing & Networking Session in Cavendish
- the Atlantic Canada Oral History Symposium held at UPEI



MEDIA COVERAGE

“Community Museums Association of P.E.I. presents awards at annual general meeting” in *The Journal Pioneer* website, 2019/06/19

“Community Museums Association of P.E.I. presents awards at annual general meeting” in *The Guardian* website, 2019/06/19

“A Grant and Award from the P.E.I. Community Museums Association” in *Bedeque Area Historical Society Newsletter 18*, June 2019

“Passport to P.E.I. heritage available” in *The Journal Pioneer* website, 2019/07/15

“Passport to P.E.I. heritage available” in *The Guardian* website, 2019/07/15

“PEI Heritage Passports” in *The BUZZ*, August 2019, p. A25

The 2020 March-April issue of *Muse* (magazine of the Canadian Museums Association) will have an article about CMA-PEI and its Volunteer and Community Engagement Strategy.



VISITED SITES

June 4 / Elmira Railway Museum / East Point Lighthouse / Basin Head Fisheries Museum / Souris Historic Lighthouse / Matthew & MacLean Museum

June 18 / Bottle Houses / Barlow's Mill / Basket Weavers / Musée Acadien

June 19 / Artefactory

June 26 / Alberton Heritage & Arts Centre / Alberton Museum / Sea Rescue Interpretive Centre

July 4 / Panmure Head Lighthouse / Cape Bear Lighthouse & Marconi Museum / Wood Islands Lighthouse Museum / Point Prim Lighthouse

July 11 / Glenaladale Estate / Garden of the Gulf Museum / Roma at Three Rivers / Cardigan Heritage Centre

July 17 / Kensington Veterans Memorial Military Museum / Anne of Green Gables Museum / Green Gables Heritage Centre

July 18 / Tryon Museum / Bedeque Area Historical Museum / L. M. Montgomery Lower Bedeque Schoolhouse Museum / Skmaqñ-Port-la-Joye-Fort-Amherst

July 24 / Keir Memorial Museum / Lucy Maud Montgomery Birthplace / Stanley Bridge Aquarium and Manor of Birds / North Rustico Harbour Fisheries Museum / Farmers' Bank of Rustico & Doucet House

July 25 / Selkirk Scottish Heritage Centre / Orwell Corner Historic Village / Sir Andrew Macphail Homestead / Macphail Woods Forestry Project

August 7 / Butterfly House

August 8 / Lefurgey Cultural Centre / MacNaught History Centre & Archives / Wyatt Historic House

August 16 / Green Park Shipbuilding Museum & Yeo Historic House / Tignish Cultural Centre / Stompin' Tom Centre / North Cape Wind Energy Interpretive Centre

August 22 / Eptek Culture & Art Centre / Bishop's Machine Shop Museum / International Fox Museum

August 26 / Bideford Parsonage Museum / PEI Shellfish Museum

September 2 / Canadian Potato Museum / West Point Lighthouse

MUSEUM DEVELOPMENT GRANT RECIPIENTS

- 3,000 \$ to the PEI Regiment Museum for its storage environment;
- 3,000 \$ to the Cardigan Heritage Centre for repairing leakage in the tower section;
- 3,000 \$ to the Alberton Museum for an update of its electronic record storage system;
- 3,000 \$ to the Garden of the Gulf Museum for collection management assistance;
- 1,614.30 \$ to the Bedeque Area Historical Museum for a display case along with 580.07 \$ for a filing cabinet and 805.63 \$ for the realization of twelve posters;
- 2,996 \$ to the Wyatt Heritage Properties for cataloguing artefacts in temporary storage;
- 2,632.78 \$ to the Keir Memorial Museum for exhibit lighting improvements;
- 1,996.50 \$ to the Sir Andrew Macphail Homestead for exhibit development and construction;
- 1,891.55 \$ to the City of Charlottetown for improvements in storage and;
- 1,513.17 \$ to the Woods Islands Lighthouse Museum for repairs to the Northumberland Ferries Room.



INTERVIEWEES (Volunteer Strategy)

The Association contacted:

- College of Piping and Celtic Performing Arts of Canada
- Culture Summerside
- East Prince Women's Information Centre
- Fédération culturelle de l'Île-du-Prince-Édouard
- Film PEI
- Friends of Eptek
- Harbourfront Theatre
- Holland College
- Jeunesse acadienne et francophone de l'Île-du-Prince-Édouard
- King's Youth Wellness
- Music PEI
- PEERS Alliance
- PEI Association for Newcomers to Canada
- PEI Council of People with Disabilities
- PEI Public Library Service
- PEI Senior Citizens' Federation
- This Town is Small
- University of Prince Edward Island



REALIZED WORKSHOPS

- *Best Practices for Creating and Updating Your Collection Policy* on September 16th at the Garden of the Gulf Museum Artifactory in Montague / presenter: Kelly MacKenzie
- *Best Practices for Researching Your Collection* on October 22nd at our office in Charlottetown / presenters: John Boylan (Public Archives and Records Office of PEI), Laurena Fredette (Library & Archives Canada), Simon Lloyd (UPEI Robertson Library)
- *Best Practices for Accessioning and Deaccessioning Objects* on November 18th at the Wood Islands Development Centre / presenters: Kelly MacKenzie, Johanne Vigneault
- *Best Practices for Cataloguing Artefacts* on December 6th at the Alberton Heritage and Arts Centre / Presenter: Lesley Caseley (PEI Museum and Heritage Foundation)
- *Best Practices for Incoming and Outgoing Loans* on February 4th at the Eptek Art & Culture Centre in Summerside / Presenters: Nikkie Gallant (Eptek Art & Culture Centre), Greg Gallant (PEI Regiment Museum), Johanne Vigneault

