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# MUSEUM AT CAMPBELL RIVER 2020 ANNUAL REPORT



*"Preserving our past to inform our future."*

## WORDS FROM THE BOARD PRESIDENT

What can I say about the year that was 2020? It was a challenging and difficult year for everyone and it often feels like the COVID-19 pandemic will go on forever. I wanted to take this opportunity to express my gratitude to a number of different Museum stakeholders for their contributions over the past year:

- Thank you to the Museum staff who have worked tirelessly throughout a global pandemic. You were innovative, flexible, and delivered exceptional content to the local community in a safe, accessible, and inclusive manner.
- Thank you to the dedicated Museum volunteers who have stuck with us through this difficult time. This has not been an easy year to volunteer but the sense of community I feel each time I visit the museum always warms my heart.
- Thank you to the citizens of Campbell River for continuing to support the Museum during these unprecedented times.
- Thank you to all of our funders – most notably the BC Arts Council and the City of Campbell River. I would also like to acknowledge the Government of Canada for funding received over the last year.

While I remain optimistic that the worst is behind us, I do acknowledge that many challenges will continue to face the museum in 2021. That being said, I am also so excited for several new endeavors and initiatives on the horizon. I firmly believe the best is yet to come.

*Sarah Samson*



## WORDS FROM THE DIRECTOR

The Covid-19 pandemic has changed the shape of everybody's life. Collectively we have experienced cancellations, closures, isolation and loss, not only of life but, temporarily, our "way of life". We all recognize the short-term impacts of this health crisis whereas the long-term impacts stretch out before us to an unforeseen future.

The short term impact felt at the Museum in 2020 as a result of the pandemic was dramatic. We started the year on a strong note with excellent attendance at the annual Tracks n' Trains event and our most successful book sale to date, however rising health concerns and Provincial Health Orders resulted in our closure on March 17. Although we were able to reopen in June the ensuing months of 2020 were unlike anything we have experienced before.

Reduced activities were the norm including a reduction in the number of temporary exhibits, public programs, events and community partnerships. The impact was a 74% decline in museum participants compared with 2019 and a substantial loss of self-generated revenues.

In spite of these challenges what continued throughout 2020 was our vital role to care for the collections housed at the Museum and our commitment to navigate through this crisis. "Pivot" emerged as the buzz word of 2020 which was used ubiquitously to describe how organizations were changing in order to survive the pandemic. Implementing a Covid-19 Safety Plan, increasing our on-line presence to facilitate engagement and considering how to adjust our public and school programs are all measures that were taken.

When the world reopens we want to ensure that the Museum is still here as a place for people to meet and learn. What that may look like in the future is still unforeseen, but we are confident that we have an important role in repairing the social fabric of our community as we attempt to return to normal.

It was a challenging year, unprecedented in our history, but could have been much worse without the support of the Museum Board, the commitment and creativity of the Museum staff and volunteers and our community.

*Sandra Parrish*





# VALUES

## CORE BELIEFS THAT GUIDE OUR CONDUCT

We view the Museum at Campbell River as a community gathering space. A place that we can come together to share, connect, explore and learn the diverse history of our region. Our “gathering space” extends beyond our walls and is embedded in all our activities.

Within this community gathering space we value;

**Excellence:** We aim to achieve excellence at all levels and in the services we deliver.

**Inclusiveness:** We believe in building and sustaining relationships with the diverse cultures within our community to encourage active participation and give a voice to all who contribute to our history.

**Respect:** We are committed to respecting our cultural and individual differences and recognize that a respectful culture is central to achieving this commitment.

**Integrity:** We take our responsibilities very seriously and believe in honesty and transparency in the delivery of our services and our conduct.

**Stewardship:** Our care for and management of the collections is guided by the best professional standards and honours intangible cultural heritage.

**Community:** We are committed to developing and maintaining meaningful collaborative relationships throughout our region. We believe that these relationships enable us to reflect ideas from our diverse community and promote understanding which can lead to an informed path forward.

These values guide all of our decisions and activities.



# OUR VISION FOR THE FUTURE OF THE MUSEUM

Four broad organizational goals were identified as strategic priorities to support the Mission and Vision moving forward. This Vision will become a reality through the implementation of an Action Plan; a series of objectives and specific tasks that create a roadmap for achieving our goals.

**01**

## **STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING, VIBRANT MUSEUM**

The Museum will continue to provide excellent visitor experience and community value in our exhibits, interpretation, programs and education. We recognize the importance of maintaining and enhancing our existing exhibits and collection with a strong curatorial focus.

**02**

## **DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS**

The Museum will build alliances with strategic partners and foster its communications to educate, inform and engage.

**03**

## **SUPPORT STRONG LEADERSHIP AND HUMAN RESOURCES**

The Museum recognizes the need for strong and informed leadership amongst the Board and staff. We recognize that successful succession management is on-going and we employ an integrated approach to identifying, developing and retaining capable skilled staff who can potentially transition to new positions. Volunteers are essential to our operations and we recognize the need to maintain a strong volunteer program so that we can engage and retain our dedicated and diverse volunteer base.

**04**

## **ENSURE LONG-TERM FINANCIAL SUSTAINABILITY**

Revenue diversification and sound financial planning and oversight are considered essential for the long term stability of the Museum. As operational costs increase we need to make smart financial decisions including seeking alternate sources of funding where possible, developing mutually beneficial partnerships and encouraging a climate of giving.

01

## STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING VIBRANT MUSEUM

For 2020 there were three temporary exhibits planned: *Cover Stories*, *Sacred Journeys*, and *Shipwrecks!* Due to the Covid-19 Pandemic *Sacred Journeys* was postponed a year to Spring 2021, and *Shipwrecks!* was postponed indefinitely. *Cover Stories* was on the wall until November when Festival of Trees was installed.

### ***Cover Stories: The Baldwins***

This photographic exhibit looked at what was happening in Campbell River from the period 1949-1963 through the lens of the local newspaper and the photography of Godfrey and May Baldwin. Displayed chronologically with their original captions, they help to illustrate the newsworthy events happening in Campbell River during that time. They also help to tell the story of how Campbell River was developing during a period of intense industrial activity and growth.

### **SHIFTING OUR APPROACH**

In an effort to engage our audience during the Covid-19 disruptions, a shift was made to increase our on-line presence. This included increased social media communications, adding an on-line programming section to the website and increasing the content available on our YouTube channel.



01

## STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING VIBRANT MUSEUM



Our summer interpretive programming also went digital, including filming a number of our popular puppet shows and a number of short “Feature Friday” videos on topics such as growing up in Camp 5, the Schnarr’s pet cougars and an interview with Bill Henderson.

Eden Robinson was our Writer-in-Residence at Haig-Brown House and prior to the shut-down she had a full slate of successful community engagements including presenting two lectures here at the Museum and was the keynote speaker at the NIC Writer’s Conference.

A number of objects originally belonging to Sybil and Walter Morgan were donated to the permanent collection. Many of these items were objects that they had brought with them when they emigrated from England and were displayed on a wooden hutch, built by Walter, which is also part of the Museum’s collection.

As a result of pandemic-related Museum closures and slow downs, there was an opportunity to update object records in the new database. Previously our Archival collection wasn't included in our database. This is a significant task that was not previously scheduled to happen at this time.

### Artifact & Archive Donors

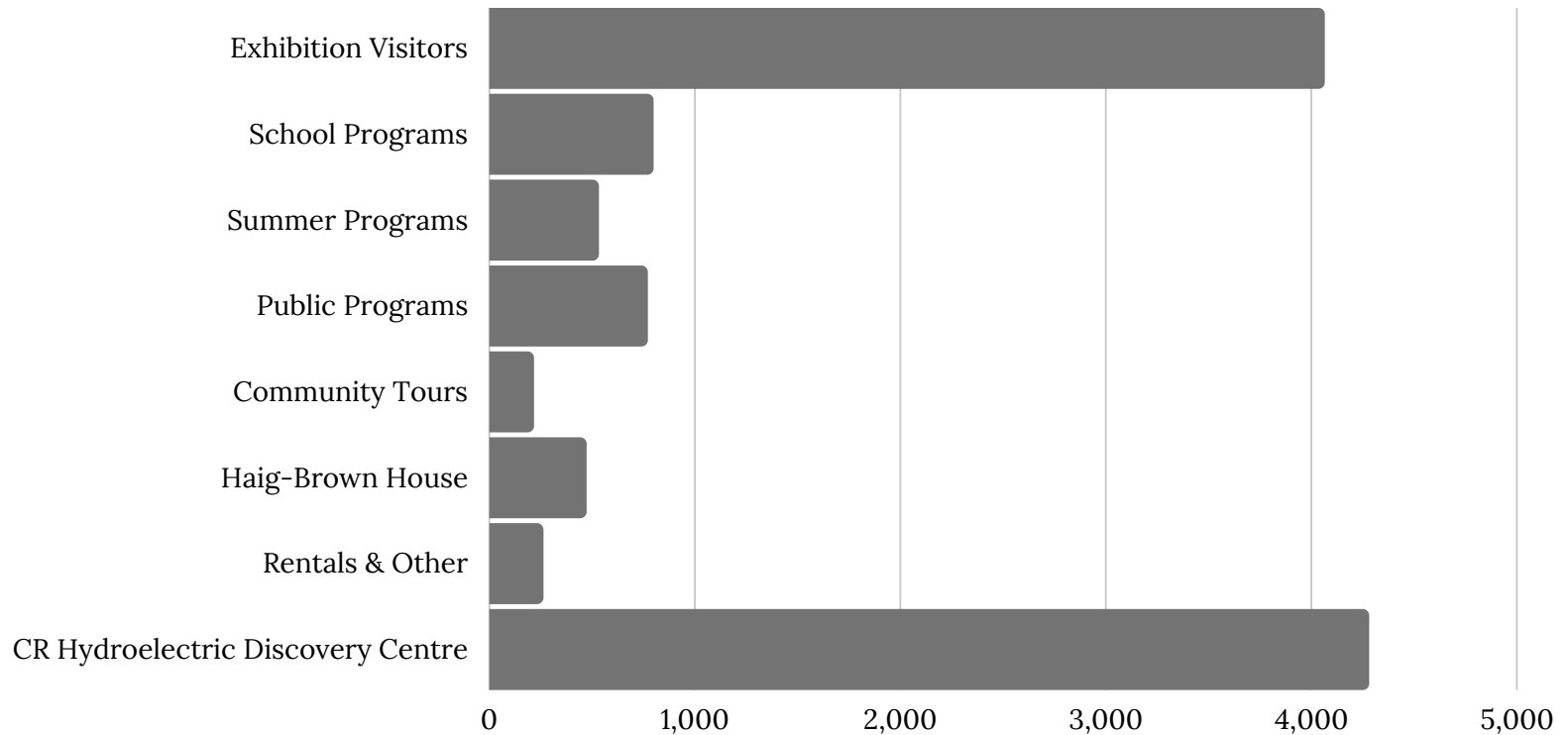
Margaret E. Bradfield  
Betty Brendeland  
Arran Chapman  
Joy Golinski  
Mary Lynn Hetherington  
Phyllis Hicks  
Jim Hoover  
Barbara Howie  
Irene Huntley  
Kathryn Kirkwood  
Janet Lackey  
Mary Jean and Dave Looy  
Anne Macleod  
Darcy Mitchell  
Ken Parker  
Ross Squire  
Judy Stamp  
Charlotte Taylor  
Leona Taylor  
Tara Third  
Carol Titus  
Dan Wickham  
Willow Point Old & New



# VISITATION

**IN 2020 THE MUSEUM ENGAGED WITH 7,093 PARTICIPANTS.  
THIS COMPARES WITH 30,597 PARTICIPANTS IN 2019.**

The Museum staffs the Campbell River Hydroelectric Discovery Centre on behalf of BC Hydro, and offers local interpretation in the centre. The centre saw 4,277 people in 2020. COVID-19 restrictions and closures meant a decline of 74% from 2019.





# THE HAIG-BROWN HOUSE

Marjorie Greaves, Site Host

Scott McNab, Gardener



2019/2020 Writer in Residence

Eden Robinson



*Bed & Breakfast - Writer in Residence*

*Virtual Fall Festival at Haig-Brown House*

*Virtual Art+Earth Festival - Weddings & Photoshoots*

**Total Users in 2020 = 469**

(Compared with 1,720 in 2019)

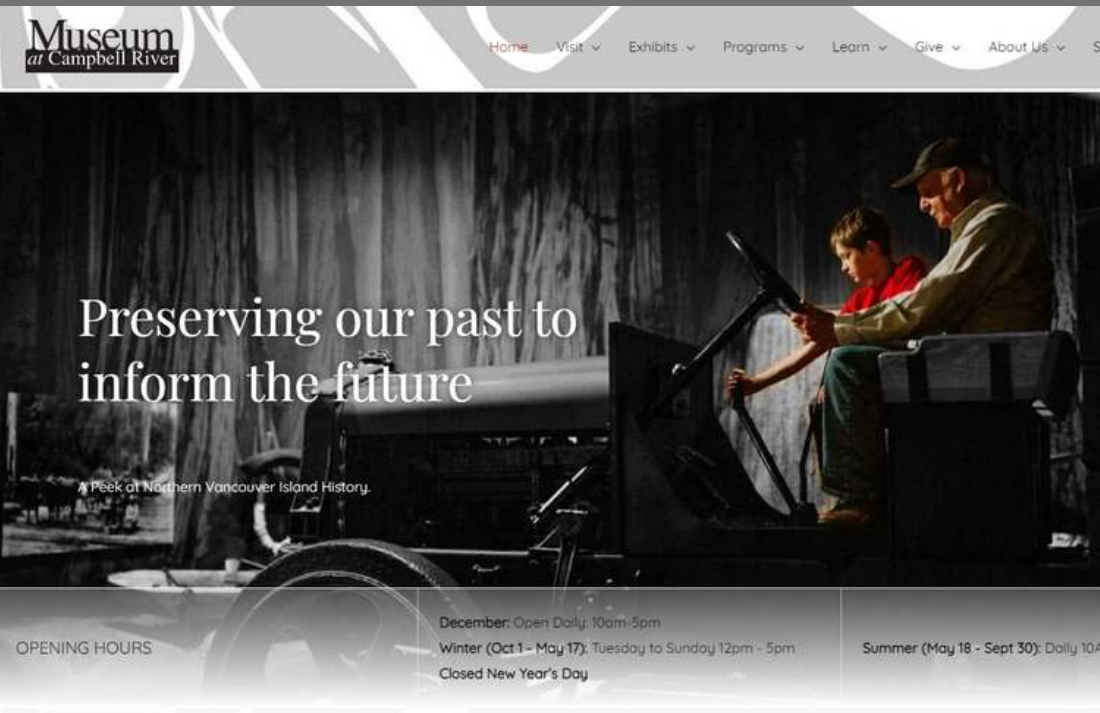
In 2020 we welcomed two new contractors to the Haig-Brown House, Marjorie Greaves as Site Host and Scott McNab as the Site Gardener. Marjorie, a former Shaw Communications employee, has worked with the Museum on several of our Living History documentaries and Scott has extensive gardening experience and a growing interest in heritage gardens.

In July, with appropriate Covid safety protocols in place the Bed & Breakfast opened for limited bookings.

In the summer months Ocean Mountain Yoga held a number of their yoga classes in the gardens at the Haig-Brown House. This was a new garden rental for the site, a result of adjusting to fit with Covid-19 restrictions which necessitated a move from holding yoga classes at their inside studio to outdoor venues.

## 02

## DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS



*Programming after mid-March 2020 shifted to a digital platform. Engagement was not as high for these experiences, however a lot of material was developed that will provide long term value.*

A new website for the museum was launched early in the year. Throughout the year the new blog was populated with articles both old and new, giving us a place to provide more written content supporting our mandate.

The Annual Haig-Brown Lecture featured photographer and filmmaker Eiko Jones and the premier of his film *Heartbeat of the River*. Offered in partnership with the Tidemark Theatre, it was their first “hybrid” event, meaning that there was a small in person audience and streaming tickets were available for people to view from home.

Through a Cost-Shared Agreement with B.C. Parks we worked with Greencoast Media and the Laich-Kwil-Tach Research Centre to develop additional video content for their touchscreen at Miracle Beach Park. Some of this content will also be featured as part of the Elk Falls App currently under production.

In February Museum staff visited Orford Bay, the site of the Homalco Wildlife and Cultural Tours. The purpose of this visit was to review and consider improvements to the written interpretation provided as part of the tour. As a result of this visit the Museum is working in partnership to develop new signage for the site.



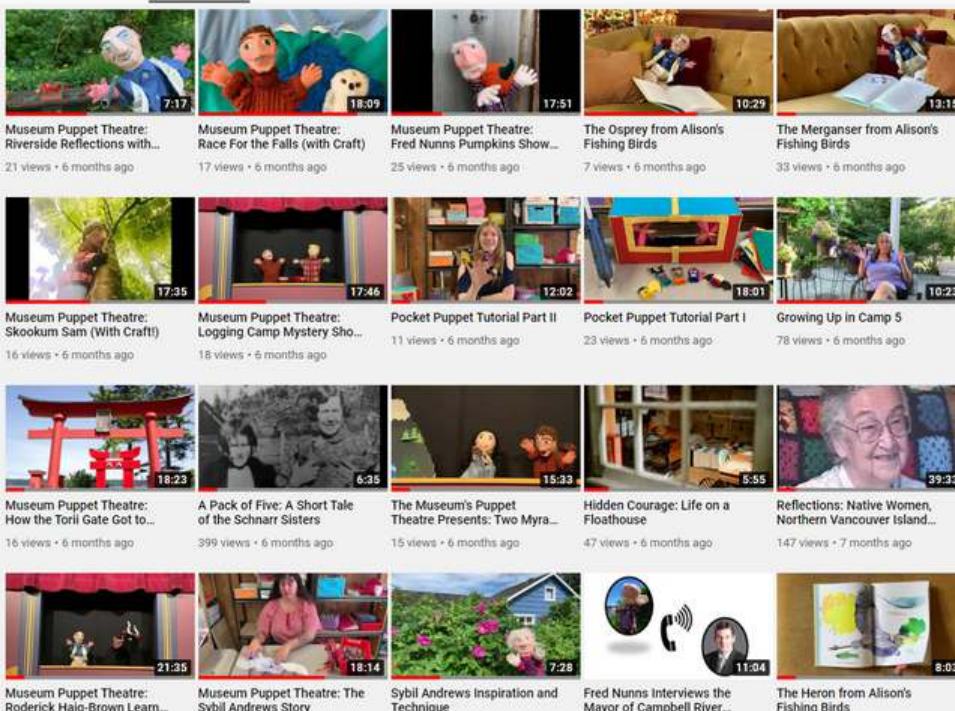
## COMMUNITY PARTNERING



Due to the Covid-19 Pandemic restrictions most of our community events and public programs were cancelled in 2020. Many of these activities are done in partnership with a wide range of community groups, individuals and businesses.

Thank you to the following partners that we were able to find a way to work with in 2020:

BC Hydro  
 BC Parks  
 Bill Henderson  
 City of Campbell River  
 CR & District Public Art Gallery  
 CR Community Arts Council  
 CR Volunteer Centre  
 Destination Campbell River  
 Downtown Campbell River BIA  
 Eiko Jones Photography  
 Elder College  
 Greenways Land Trust  
 Haig-Brown Institute  
 Harbour Publishing  
 Heritage House Publishing  
 Homalco Wildlife and Cultural Tours  
 ICATS  
 Laich-Kwil-Tach Research Centre  
 North Island College  
 North Island Model Railroaders  
 Tidemark Theatre  
 UVic Speakers Bureau  
 We Wai Kai Nation  
 Wei Wai Kum Nation





02

## DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS

FACEBOOK FOLLOWERS:

3,092

INSTAGRAM FOLLOWERS:

1,044

E-NEWSLETTER SUBSCRIBERS:

1,175

**Thanks to the following for Media and Marketing Support:**

CBC  
Campbell River Mirror  
CTV  
Campbell River Airport  
Campbell River Arts Council  
Campbell River Festival of Film  
Comox Valley Airport  
Destination Campbell River  
Discovery Islander  
Eagle Radio  
Shaw TV  
2Day FM Radio  
Tidemark Theatre  
What's On Digest  
Van Dop Guide



EFFECTIVE NOON  
ON MARCH 17  
2020

**TEMPORARY  
CLOSURE**

UNTIL FURTHER  
NOTICE

*As a precautionary measure  
to slow the spread of the  
COVID-19 virus.*

**\*\*This closure lasted  
until June 2, 2020.**





## 03

## SUPPORT STRONG LEADERSHIP & HUMAN RESOURCES

### BOARD OF TRUSTEES

Sarah Samson, President  
 Bruce Izard, Vice President  
 Brendan Mason, Treasurer  
 Taylor Stephen, Secretary  
 Shannon Baikie, Trustee  
 Maria Fyfe, Trustee  
 Jack Turley, Trustee  
 Naomi Tabata, Trustee

### STAFF

Sandra Parrish, Executive Director  
 Tona McMurran, Executive Assistant  
 Ken Blackburn, Public Program Manager  
 Beth Boyce, Curator & Education Manager  
 Megan Purcell, Collections Manager  
 Erika Anderson, Promotions & Membership Coordinator  
 Tara Third, Accounting Technician  
 Roslyn Nickel, Shop Manager  
 Ellie M., Education Programmer from September 2020  
 Wayne Demerse, Education Programmer to June 2020  
 Connie Ritchie, Bookkeeping Assistant  
 Lorna Carlson, Visitor Services Coordinator  
 Edna Roberts, Visitor Services Associate  
 Destiny Parrish, Visitor Services Associate  
 Kory Wingrave, Shop Assistant  
 Cherrie Warburton, Shop Assistant  
 Selma Kennedy, Librarian  
 Tom Kennedy, Visitor Services CR Hydroelectric  
 Discovery Centre  
 Kamryn Brown, Visitor Services CR Hydroelectric  
 Discovery Centre

In the Fall of 2020, Curator Beth Boyce organized a series of training sessions available to staff and volunteers. The training included a film series, a book club, and the opportunity to experience most of the Museum's existing school programs. Books selected were focused on the topics of understanding the implications of the Indian Act and on actions that can be taken to work towards reconciliation with Indigenous People.

### SUMMER STUDENTS & INTERNS

Jemima Hamilton, Heritage Interpreter  
 Bethany Scholfield, Heritage Interpreter  
 Rhys Anderson, Visitor Services Assistant

### CONTRACTORS

Dean's Handyman Services  
 David Ostler  
 Blacktail Landscaping  
 Clean Sweep Services

The Heritage Interpreters were faced with completely re-inventing the Museum's summer programming. Much of the work they did is still available on the Museum's YouTube Channel and blog.



# THANK YOU TO OUR VOLUNTEERS!

Pirkko Anderson – Lesley Assu – Barbara Atkinson – Maynard Atkinson – Shannon Baikie  
 Verna Bailey – Susan Baker – Joan Bakker – Dave Bawtinheimer – Marjorie Bawtinheimer  
 Laurainne Beattie – Marjorie Beer – Faye Behnsen – Bruce Bjornson – Sharon Bojsza  
 Elizabeth Bowker – Fran Browne – Brian Caldwell – Christine Chuppa – Margo Cormack  
 Mike Cross – Pat Cross – Marlene Cudmore – Lesia Davis – Pat Dodman – Laurie Earles  
 Murray Etty – Norm Fair – Lydia Fisher – Dennis Fitzgerald – Patricia Fitzgerald  
 Christine Forbes – Emily Forbes – Vicki Forbes – Tom Forge – Gillian Fox – Peter Froemgen  
 John Frishholz – Maria Fyfe – Colin Gabelmann – Brooklyn Gallagher – Robin Geary  
 Dorothy Gorbaturk – Norm Grant – Joe Gris – Marj Gris – Terry Hale – Lynda Harris  
 Pat Henderson – Bob Hill – Lois Hill – Brent Hine – Richard Hine – Jo Hoeflok  
 Linda Hogarth – Jason Hutchinson – Kai Hutchinson – Bruce Izard – Tacey Keighley  
 Gerrit Keizer – Diane Kennedy – Selma Kennedy – Tom Kennedy – Jennifer Kerr  
 Agnes King – Beth Kirby-Templeman – Pat Kirkland – Connie Kretz – Anna Kubacki  
 Dolores Labrie – Steve Lackey – Allen Larson – Norm Lee – Pat Lee – Anne Macleod  
 Alex MacLeod – Jessica Madsen – Brendan Mason – Jeannie Mathews – Barbara McAuley  
 Jody McConnan – Susan McCormac – Judi McMartin – Darcy Mitchell – Dorothy Morris  
 Mike Murphy – Dave Nickel – Sue Norman – Joe Painter – Jane Palmer – Caren Parrish  
 Destiny Parrish – Ian Parrish – Wyatt Parrish – Ron Purcell – Kirsty Quatell  
 Louisa Richardson – Connie Ritchie – Anne Roberts – Shonna Rookes – Sarah Samson  
 Loretta Schwartzhoff – Jordan Shaw – Thelma Silkens – Taylor Stephen – Marcel Strebel  
 Andrea Storback – Clare Storrie – Tom Storrie – Naomi Tabata – Jeanette Taylor  
 David Thagard – Gail Thagard – Jack Turley – Catherine Ullstrom  
 Tony Van Bergen – Marijke Van der Klift – Boyd Van Ingen – Marcel Van Zeeland  
 Heather Warwick – Amber Whittle – Gillian Winter  
 Marcia Wolter – Darlene Zamluk

# 2,407

## HOURS

*Archives/Collections (296 hours) Board (173 hours) Outreach (85 hours)*  
*School Programs (188 hours) Visitor Services (397 hours) Shop (369 hours) Occasional (70 hours)*  
*Train Show (261 hours) Book Sale (569 hours)*

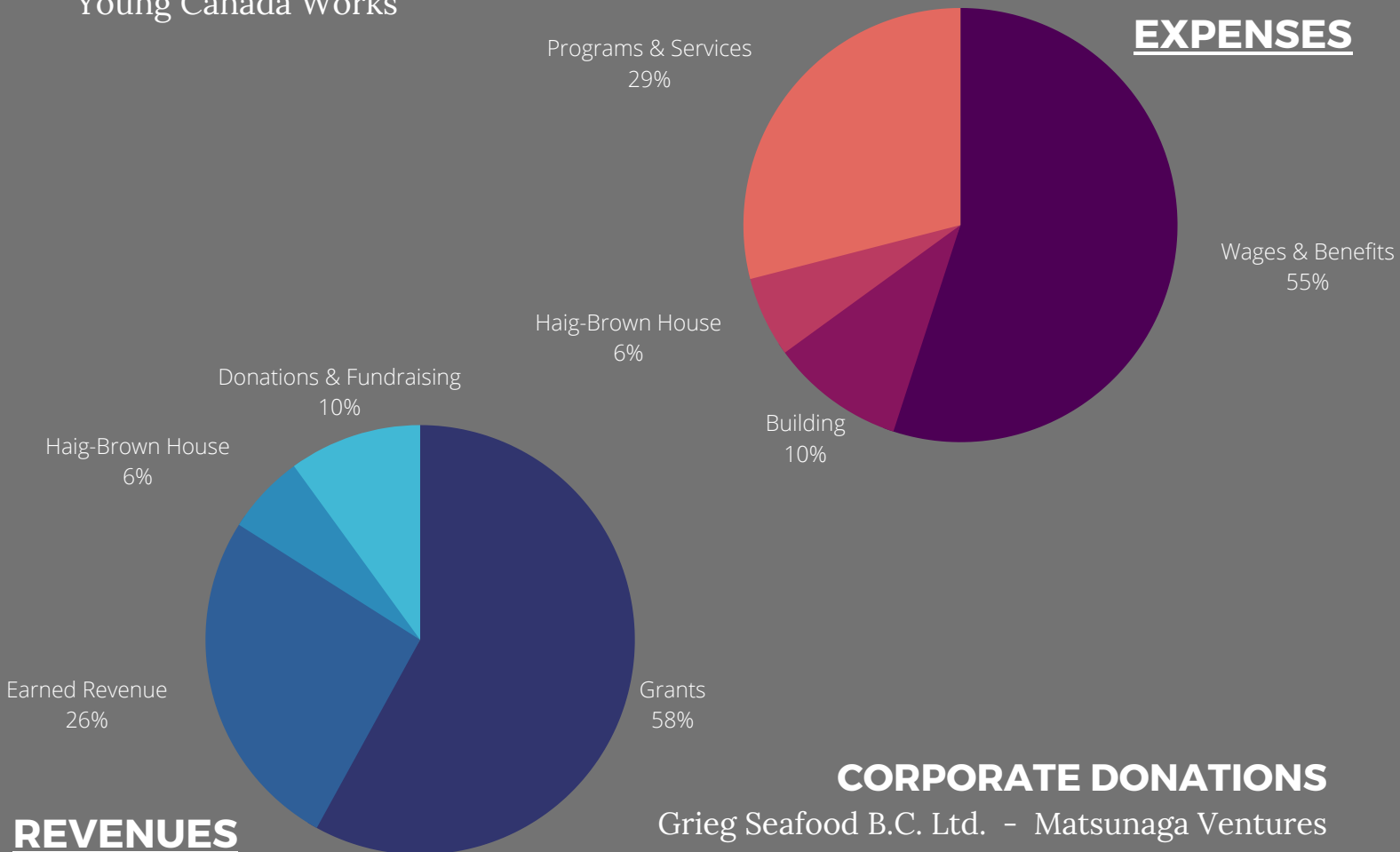
04

## ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

### FUNDERS

B.C. Arts Council  
 B.C. Community Gaming Grant  
 Campbell River Community Foundation  
 City of Campbell River  
 COVID Emergency Funding:  
     Canada Emergency Wage Subsidy  
     Department of Canadian Heritage Emergency Support  
 Government of Canada:  
     Canada Summer Jobs  
     Young Canada Works

Province of B.C.  
 School District 72  
 Strathcona Regional District  
     Area C, Discovery Islands-Mainland Inlets  
     Area D, Oyster Bay to Buttle Lake



### CORPORATE DONATIONS

Grieg Seafood B.C. Ltd. - Matsunaga Ventures  
 Ken Macpherson Appraisals - RBC (Lynda Harris))  
 Telus Communications (Morgan Ostler)

## 04

# ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

## INDIVIDUAL DONORS

Bruce Andersen - Bruce Anderson - William & Irene Andrew  
 Carl & Mary Ashley - Shannon Baikie & Cliff Cyr - Joan Bakker  
 Dave and Marjorie Bawtinheimer - Marjorie Beer  
 Patricia Boham - Linda Borgfjord - Wendy Burke  
 Margo Cormack - Colleen Dane - Sandra Daines  
 Lorne & Louise Davies - Mary & Randall Eaton  
 Lyn Farquharson - Patricia Fitzgerald - Diane Gardner  
 Robin Geary & Colin Gabelmann - Constance Gibson (Estate of)  
 James & Arley Gordon  
 Dr Robert Gordon & Jacqueline Gordon  
 John & Wendy Griswold - Debbie Grydeland  
 Mary Haig-Brown - Emma Heitzman - Roberta & Terry Hluska  
 Grant & Lorena Holmgren - Antonia Huber  
 Barb & Bruce Izard - Heather Kellerhals - Sarah Kiley  
 Margaret & Thomas Lagos - Norm & Pat Lee - Patricia Leask  
 Jessica Madsen & Herb Partridge - Carol Marshall  
 Brenda Matas - J. Matsunaga & T. Matsunaga  
 Catherine MacMillan - Tom Meek - Jacqueline Mielke  
 Kathryn Morrison - Patricia & William Morse  
 Susan Moscovich - Glen & Margaret Murray - Mitzi Ogasawara  
 Morgan Ostler - Marcy Prior & Jeffrey Devries - Don Poisson  
 John & Irene Ross - Keith & Leila Rumley  
 Daniel & Leslee Samson - Sarah Samson - Ed & Thelma Silkens  
 Jean Stevens - Jay Stewart & Peter Macnair - Margaret Stewart  
 Vadim Stavrakov & Tanya Sears -  
 Jean Stevens - Naomi Tabata - Anika Unuliak  
 Trish and Ian Wainwright  
 Beverley & Thomas Wellburn  
 Hans & Ottie Wesemann - Marcia Wolter  
 Elsie Lynne Wright

### POTA:

Jean Assmus,  
 Susan Moscovich,  
 Irene Ross,  
 Patricia Boham  
 Royal LePage - BC  
 Oceanfront Real Estate  
 Team - Nika Plumbing  
 Western Forest Products

## FESTIVAL OF TREES DONORS

2Day FM  
 United Floors/  
 Avenue for the Home  
 Berwick by the Sea  
 Broadstreet Properties /  
 Seymour Pacific  
 Developments - Campbell River  
 Principals' & Vice-Principals'  
 Carl-Marg Holdings Ltd.  
 Cermaq Canada Ltd. - Chan  
 Nowosad Boates Inc. - C.R. Health  
 & Drug - C.R. Lawyers  
 Coast Discovery Inn - Fortis BC  
 Hi-Limit Plumbing & Heating - Home Brew  
 Factory & Wine Boutique - Immigrant Welcome  
 Centre (MISA of North Van. Isl.) - Impressions  
 Custom Framing - IZCO Technology Solutions  
 McDonald's Campbell River - MOWI Canada West  
 Thong's Jewellery & Repair - Peak Mortgages