



Museum at  
Campbell River  
**2022 Annual Report**

# A word from the **Board President**

As my final term on the Board of Trustees draws to a close, I find myself reflecting on the Museum's many accomplishments over the past six years.

The Museum at Campbell River's reputation as one of Canada's leading regional museums has never been stronger. Year-round, world-class programming is delivered to the Campbell River community in an inclusive and affordable way by an amazing and dedicated group of staff and volunteers.

This past year, the local community was given an opportunity to learn through Cecil Dawson's amazing exhibit – *Cecil Dawson: Standing in the Gap* and it was lovely to see him rightly honored with numerous accolades and awards, including the *Award of Merit for Social Impact* from the BC Museums Association.

A heartfelt thank you to the staff and volunteers – the heart and soul of this very special place. You are the reason why the Museum can do great things and your commitment to continually producing amazing content is inspiring.

Thank you as well to the City of Campbell River, BC Arts Council and BC Community Gaming Grants for their continued financial support.

I am so proud of this place and will never stop advocating for the wonderful people that work here. Congratulations on another successful year.

*Sarah Samson*



*"A heartfelt thank you to the staff and volunteers – the heart and soul of this very special place."*

# A word from the Director

Each March as we prepare the Annual Report I find that there has been just enough distance from the previous year to be able to put a little perspective on all that happened in the prior year and sift out the gems that contribute to what makes this Museum continue to move forward.

Without a doubt *Cecil Dawson: Standing in the Gap* is one of those gems. The exhibit received many accolades both from our visitors and from our peers through the BC Museums Association *Award of Merit for Social Impact* which we shared with Cecil. However, our takeaway from this experience is validation of the importance of standing back and providing a space for individuals such as Cecil to share their story.

It was not easy for Cecil to spend time considering the inter-generational impact of colonization and residential schools within his family and to do so in such a public forum like an exhibit took courage. We thank Cecil for trusting us to work with him on this important exhibit.

If I were to settle on that one word that best described 2022, I think **refresh** fits the bill. Exhibit and overall participation was once again on an upward trajectory. We welcomed back some of our favorite in-house programs including lectures and public events and launched new engagement opportunities. Kids Day at the Museum and the Teddy Bear Picnic at the Haig-Brown House were two such events.

As we look towards the coming year, we are excited to expand on these initiatives as well as refreshing a few of our favorites. There are many exciting plans underway behind the scenes at the Museum.

We are proud of what we can achieve at the Museum and are grateful for the many layers of support that we receive from the community, members and volunteers. This support is essential to all that we do.

On behalf of the Museum staff, I want to recognize the outstanding support that we receive from the Museum's Board of Trustees who generously volunteer their time and expertise to make our work easier.

I also want to thank the Museum staff, who are the creative and resourceful team that come together to make the Museum an integral part of our community.

*Sandra Parrish*

*"There are many exciting plans underway behind the scenes at the Museum."*





# 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; and

**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.



Masks from Cecil Dawson: *Standing in the Gap*

# Our vision For the Future

Four broad organizational goals were identified as strategic priorities at a planning session in 2019. These goals have become the basis by which we guide and evaluate our work. This report features key activities over the year centered around these four strategic goals.



1

## **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.

2

## **Develop and support strong communications & partnerships**

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

## **Support strong leadership and human resources**

3

The Museum recognizes the need for strong and informed leadership among 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.

4

## **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.

# Strategic Priority

1

## Strengthen the Museum's reputation as a leading, vibrant Museum

In 2022, the Museum at Campbell River partnered with Kwakwaka'wakw artist and Hereditary Chief Gixkastallasame-gi (also known as Cecil Dawson) to create the exhibit *Cecil Dawson: Standing in the Gap*. From April to November, this significant exhibition explored the impacts of colonization through the experiences of one family and one artist, Cecil Dawson. His contemporary artworks interpreted this hurtful history and its continuing impact on our society today. He offered an Indigenous perspective of the history of this coast and its peoples.

During the opening ceremonies for *Standing in the Gap*, Chief Robert Joseph spoke to the attendees:

"I'm really proud of our chief (Cecil Dawson). I walked in this morning and I thought "HOLY!" It just struck me. It's so beautiful. And powerful. And it will carry a message for a long time. So, I congratulate my nephew, I congratulate Campbell River Museum for the transformation it's been undergoing for a long time. They've wanted to help those people who use this museum,

including Indigenous people, to tell their own stories...

And I thank Campbell River for supporting that kind of initiative, it's always been that way. I used to be on the board of this very institution, a long time ago. And I've seen it transform to be one of, in its size, one of the most powerful institutions in the province and probably the country. Because it wasn't afraid of change. It wasn't afraid of inclusion. And so, we, us, Chief, keep on doing what you're doing. Be inclusive, be visionary. Bring our people together, bring us all together."

RIGHT: Cecil Dawson with copper at the exhibit *Cecil Dawson: Standing in the Gap*.







The *Standing in the Gap* exhibit was granted the 2022 *Award of Merit: Social Impact* by the BC Museums Association. Co-curated by Cecil Dawson and Beth Boyce, Cecil's history was captured through an Indigenous lens and addressed timely contemporary social issues including the impact of pandemics and the burial sites of children uncovered at residential schools across the country.



This exhibit also generated the largest amount of engagement through our social media channels with one post having a reach of over 76,900 and was shared over 700 times.

## The Shop

In March of 2022 long-time Museum Shop Manager Roslyn Nickel retired and we welcomed new Shop Manager, Lori Geneau (pictured right). Lori spent her first season in the Shop familiarizing herself with the Shop as well refreshing the look and seeking out new artists to feature. Lori, began her career in the retail sector and has enjoyed the challenge of getting back to her roots after taking different paths in her career.

The shop boasts a combination of hand-crafted locally sourced decor items; Indigenous prints, carvings and jewelry; fun and visitor-themed apparel; and an excellent selection of local and BC history books.





## Building the Collection

We thank these donors who helped us build the collection in 2022. These donations allow us to preserve the unique characteristics of this region in an authentic way and to reflect the diversity found within the ongoing story of this place.

### Library Donors

Cat Eddy  
Estate of Gordon Flowerdew  
Tom Lagos

### Vertical File Donors

Jocelyn Staines

### Archive Donors

Barbara Akelaitis  
Keiko Bailey  
Campbell River & District Chamber of Commerce  
Cecil Dawson  
Albert Fair  
Joan Jamieson  
Brad Lockner  
Bobbie Merilees  
David R. Pugh  
Jay Stewart  
Estate of William Third  
Peter Wipper (Tyee Club of British Columbia)



# Visitation In 2022

**20,707**  
Visitors to  
Museum

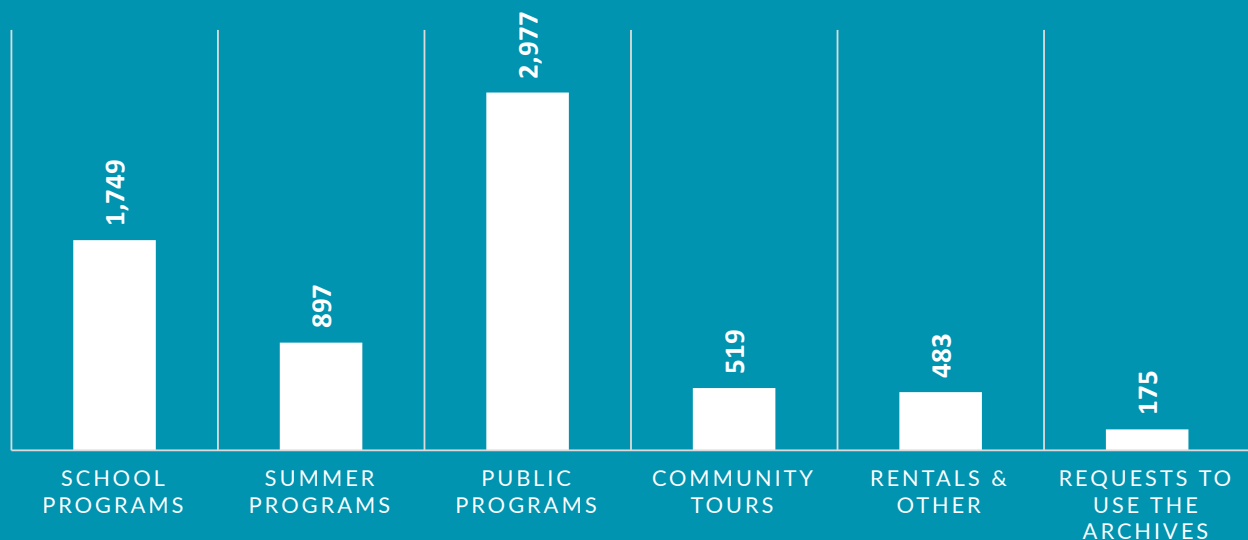
**11,022**  
Visitors to  
Hydro Discovery  
Centre



In 2022, the Museum engaged a total of 20,707 participants. A 30% increase over 2021 indicating a continuing strong recovery from pandemic impacts on attendance.

The Museum also staffs the Campbell River Hydroelectric Discovery Centre on behalf of BC Hydro and offers interpretation services at the Centre. The Centre saw 11,022 visitors.

## Attendance records





# Strategic Priority

2

Develop and support  
strong communications  
& partnerships

It was an exceptionally busy season for B&B guests at the Haig-Brown House in 2022 and we were pleased to welcome Marjorie Greaves as our Site Host for the season. Marjorie notes that a special treat for the guests was the discovery of the Measure of the Year podcasts while staying at the house. Listening to the podcasts while surrounded by the tranquility of the Haig-Brown House was an experience that isn't soon forgotten.

Held on BC River's Day the sun was shining for the annual Haig-Brown Festival. This community event wouldn't be possible without the many groups and individuals who come forward to participate each year. A special thanks to the City of Campbell River who continue to make their Stewardship Award presentations at the event.

Our 2022/2033 Writer in Residence, Andrea Routley (pictured left) moved into the house in November. Andrea is a writer and editor from BC's south coast. While at the house, Andrea promoted her current book *This Unlikely Soil* through workshops and readings. Throughout the residency she worked on completing her new novel *Field Guide to Bats and Other Damage*.





# Strategic Priority

## 2 Develop and support strong communications & partnerships



Museum members are our most valued supporters and reciprocity is the cornerstone of this relationship. In 2022 we worked to improve our communications with a redesign of our digital magazine, Musings and regular e-newsletters. On November 29th because of our Giving Tuesday campaign many members took this opportunity to make donations in support of our Artifact Reserve Fund. This fund is used for the purchase and care of our artifacts and we appreciate those donations designated to the funds as well as those members whose donations were directed towards our on-going operations.

With a return to in-person lectures we were thrilled to discover the improvements at River City Stage which enable presenters to include visual presentations such as videos and power point presentations. This 90 seat theatre is the perfect size for many of our programs and in 2022 we hosted a presentation about the history and future of the Beaver Lodge Lands as well as June Johnson's Medicinal Native Plants lecture.

Each summer we look forward to offering our Historic Boat Tours and in 2022 we established a new partnership with CR Whale Watching. With trips to Desolation Sounds, Redonda Islands and Quadra over 290 participants enjoyed this unique coastal experience.





# Strategic Priority

## 2 Develop and support strong communications & partnerships

Participation in two book projects will have a lasting outreach beyond our immediate community. The Museum's collection was identified as one of seventeen sites with a major collection of Northwest Coast Indigenous Culture in the new book *Knowledge Within: Treasures of the Northwest Coast*.

*Time to Wonder – Volume 2*, published in May of 2022 invites children to be time travelers as they explore a number of BC Regional Museums. This book includes a chapter about the Museum and is full of inquisitive facts and suggested activities. Both are available in the Museum Shop.



## 2022 Media Partners

Campbell River Mirror  
Campbell River Arts Council  
Comox Valley Airport  
Destination Campbell River  
Shaw TV  
Tidemark Theatre  
99.7 The River FM

## 2022 Community Partners

Campbellton Neighbourhood Assn.  
City of Campbell River  
CR & District Art Gallery  
CR Community Arts Council  
Campbell River Whale Watching and Adventures  
Greenways Land Trust  
UBC Museum of Anthropology  
River City Theatre Stage  
Citizens On Patrol  
Kinette Club of Campbell River  
Carihi High Leadership Class  
Salmon Festival Society  
Campbell River Skydive Centre  
Wild Wise  
Timberline Outdoor Adventure Program  
Mainstream Biologic  
North Island College  
Panziera Photography  
CR Volunteer Centre  
Laichwiltach Family Life Society  
Vancouver Island Regional Library  
Elder College  
Tidemark Theatre

# Strategic Priority



## Support strong leadership and human resources

### Board of Trustees

Sarah Samson, President  
Naomi Tabata, Vice-President  
Brendan Mason, Treasurer  
Ryan Krasman, Secretary  
Jarret Tilley, Secretary  
Lesley Assu, Trustee  
Dennis Fitzgerald, Trustee  
Anne Koebel, Trustee  
Leslyann Komljenovic, Trustee  
Jack Turley, Trustee

### Summer Students

Madison Knight, Heritage Interpreter  
Emma Minato, Heritage Interpreter  
Kasey Sewid, Heritage Interpreter  
Gabriel Osorio Farias, Visitor Services Assistant

### Contractors

Dave Ostler  
Dean's Handyman Services  
Blacktail Landscaping  
Clean Sweep Services  
Marjorie Greaves

### Staff

Sandra Parrish, Executive Director  
Tona McMurrin, Executive Assistant  
Beth Boyce, Curator / Education Manager  
Megan Purcell, Collections Manager  
Ken Blackburn, Public Program Manager  
Erika Anderson, Promotions & Membership  
Coordinator to September 2022  
Alison Liebel, Promotions Coordinator  
Ellie M., Education Programmer  
Tara Third, Bookkeeper  
Roslyn Nickel, Museum Shop Manager to April  
2022  
Lori Geneau, Museum Shop Manager  
Lori Imai, Museum Shop Assistant  
Lorna Carlson, Visitor Services Coordinator  
Edna Roberts, Visitor Services Assistant  
Anna Kubacki, Visitor Services Assistant  
Destiny Parrish, Museum Shop & Visitor  
Services Assistant  
Lori Kobelak, Museum Shop & Visitor Services  
Assistant  
Lydia Fisher, Collections / Museum Shop  
Assistant  
Tom Kennedy, Hydro Discovery Centre  
Connie Ritchie, Bookkeeping / Hydro Discovery  
Centre  
Selma Kennedy, Librarian

## Thank you to the fantastic Museum volunteers

Maynard Atkinson - Barbara Atkinson  
- Verna Bailey - Dave Bawtinheimer -  
Marjorie Bawtinheimer - Oda  
Blackburn - Sharon Bojsza - Elizabeth  
Bowker - Fran Browne - Christine  
Chuppa - Margo Cormack - Pat Cross -  
Mike Cross - Lesia Davis - Pat Dodman  
- Carole Dorward - Laurie Earles -  
Norm Fair - Dennis Fitzgerald -  
Patricia Fitzgerald - Gillian Fox - John  
Frishholz - Peter Froemgen - Norm Grant - Dave Hamilton - Lynda Harris - Pat  
Henderson - Lois & Bob Hill - Jo Hoeflok - Linda Hogarth - Bruce Izard - Tom &  
Selma Kennedy - Jennifer Kerr - Anne Koebel - Leslyann Komljenovic - Ryan  
Krasman - Anna Kubacki - Steve Lackey - Allen Larson - Norm Lee - Deven Lihou -  
Mason Lihou - Jessica Madsen - Brendan Mason - Barbara McAuley - Susan  
McCormac - Judi McMartin - Dorothy Morris - Sherri-Lynn Mousseau - Linda  
Mowatt - Sue Norman - Joe Painter - Ian Parrish - Cory Percevault - Ron Purcell -  
Connie Ritchie - Sarah Samson - Maya Senn - Thelma Silkens - Taylor Stephen -  
Andrea Storback - Clare & Tom Storrie - Gilbert Strebel - Paul Suurhoff - Naomi  
Tabata - Jeanette Taylor - David Thagard - Gail Thagard - Jack Turley - Catherine  
Ullstrom - Tony Van Bergen - Marijke Van der Klift - Marcel Van Zeeland - Gillian  
Wall - Heather Warwick - Marcia Wolter - Darlene Zamluk

## Volunteer Hours

|                      |     |
|----------------------|-----|
| Archives/Collections | 734 |
| Board                | 191 |
| Outreach             | 70  |
| School Programs      | 475 |
| Visitor Services     | 274 |
| Shop                 | 405 |
| Other areas          | 21  |

**Total Volunteer Hours 2,170**





# Strategic Priority

4

Ensure long-term financial sustainability

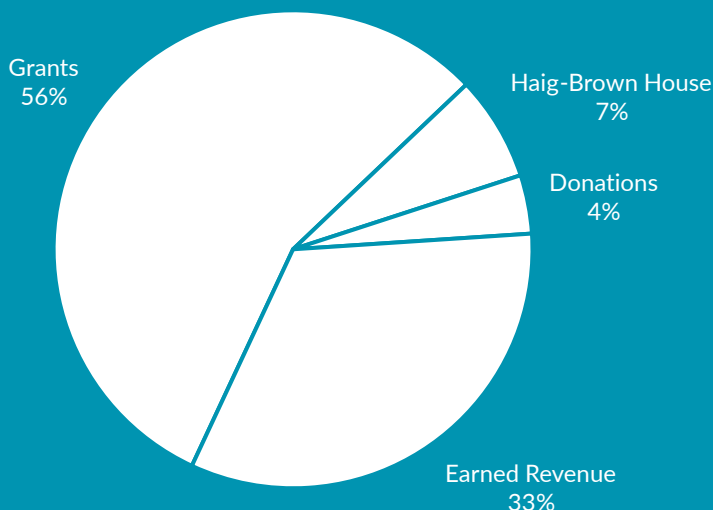
## Operational Funders

BC Arts Council  
BC Community Gaming Grant  
City of Campbell River  
COVID Emergency Funding: Department of Canadian Heritage Emergency Support  
Government of Canada: Canada Summer Jobs & Young Canada Works  
Strathcona Regional District: Area C, Discovery Islands-Mainland Inlets & Area D, Oyster Bay to Buttie Inlet

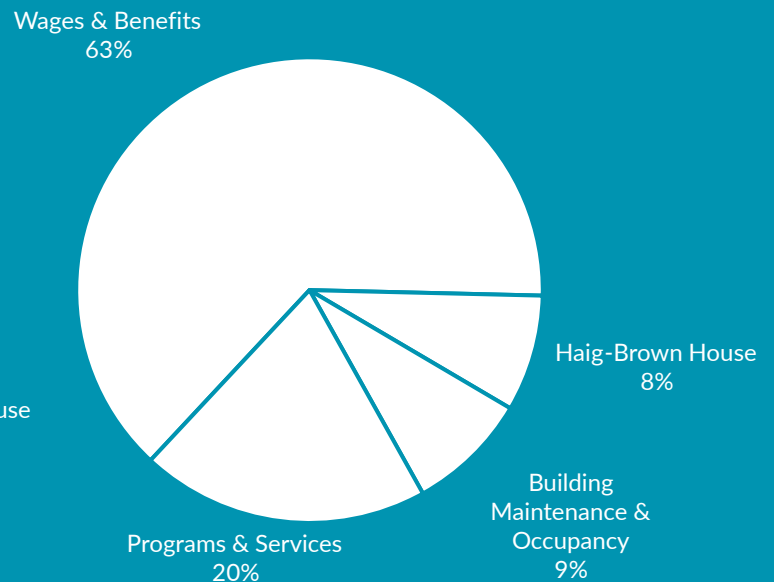
## Project Grants

CR Community Foundation  
Island Coast Economic Trust (ICET)  
Government of Canada: New Horizon's for Seniors

## 2022 REVENUE



## 2022 EXPENDITURES



# Strategic Priority

## 4 Ensure long-term financial sustainability

### Festival of Trees Donors

99.7 The River FM Radio  
Avenue for the Home & United Floors  
BC Oceanfront Real Estate Team at Royal  
LePage Advance Realty  
Berwick by the Sea  
Bosley's  
Campbell River McDonald's

CR Principals' & Vice Principals' Assn  
Campbell River Health & Drug  
Chan Nowosad Boates Inc.  
Chances Playtime/Gateway Casinos  
Coast Discovery Inn  
Gary & Glen Thulin of Carl-Marg Holdings  
Grieg Seafood BC Ltd.  
Homebrew Factory & Wine Boutique  
Impressions Custom Framing  
IZCO Technology Solutions  
Men in Kilts - Vancouver Island North  
Mowi Canada West  
Naturally Pacific Resort  
Panziera Photography  
Rivercity Inclusion  
Rob Fuccenecco - The Mortgage Centre,  
Peak Mortgages Ltd.  
Seymour Pacific Developments  
The Truck Loggers Assn.  
The UPS Store  
Thongs Jewellery  
Waypoint Insurance  
Western Forest Products Inc.  
WestUrban Developments Ltd.



## Thank you to these generous individuals who made a donation

Bruce Andersen - Mary Ashley - Shannon & Cyr Baikie - Ann Blakely - Mary Bowker/Haig-Brown - Wendy Burke - James Burslem - Jennifer Byng - Jacqueline Cane - Mary Cook - Heather Cooper - Margo Cormack - Heather Cowpec - Sandra Daines - Darlane Davis - Lesia Davis - Marcy Prior & Jeff deVries - Jane Drown - Dorothy & Buchan Drubek - Mary & Randy Eaton - Joan Baker & Murray Etty - Gerald & Morah Fletcher - Naomi Tabata & John Freeman - John & Mia Frishholz - James Gordon - Jacqueline Gordon (Estate) - John & Wendy Griswold - Dean Grycan - Leah Hill - Terry & Roberta Hluska - Antonia Huber - Bruce & Barb Izard - Linda Jay - Heather Kellerhals - Martin & Sarah Kiley - Andrea King - Richard Hamilton & Lori Kobelak - Tom & Margaret Lagos - Norm & Pat Lee - Jessica & Partridge Madsen - Heather Magee - Carol Marshall - Brenda Matas - Marie McCallum - Susy McKenzie - Linda Moore - Glen & Margaret Murray - Mizuho (Mitzi) & Tak Ogasawara - Morgan Ostler - Sandra & Greg Parrish - Don Poisson - Les & Bev Ready - Dan & Leslee Samson - Krista Sandberg - Ed & Thelma Silkens - Wendy & Sylvia Smoliuk - Jean Stevens - Rebecca Szulhan - Caroline Thom - Shannon & Jeff Wainwright - Judy Williams - Peter Wipper - Marcia Wolter - John & Lisa Woodward - Jim & Diane Work

### Business Donors

RBC (Lynda Harris)  
CR Fishing Co. Ltd.  
Campbell River Genealogy Society  
Kepsco Construction  
Mainstream Biological Consulting





*Please join us at the opening for*

# **Sybil's Students** **A Local Legacy**



APRIL 19, 2023  
AT 1:00PM

**Museum**  
at Campbell River

470 Island Hwy, Campbell River