
MUSEUM AT CAMPBELL RIVER 2019 ANNUAL REPORT



"Preserving our past to inform our future."

WORDS FROM THE BOARD PRESIDENT

It has been a privilege to serve on the Board of our Museum for the last three years. Campbell River is fortunate to have such a wonderful gathering place for people of all ages to visit, explore, and continually learn from.

The Museum's stellar reputation is well deserved. A culture of excellence, pride, dedication, and innovation is apparent in every exhibit, program, publication, and event offered throughout the year. I attribute the Museum's success to amazing staff members and some of the most dedicated volunteers I have ever met. This past year alone, volunteers contributed almost 4,000 hours of their time to various museum initiatives. This is an impressive statistic given the size of our community.

Our Museum would not exist without the financial support of our two core funders. On behalf of the Board of Trustees, I would like to thank the City of Campbell River and the Government of British Columbia for their continued support.



I would also like to express my most sincere thanks to our donors, volunteers, and the Campbell River community at large for their unwavering support of our Museum. The Museum would not be where it is today without your time, efforts, attendance, and financial donations.

I can't wait to see what the future holds for this very special place.

Sarah Samson

WORDS FROM THE EXECUTIVE DIRECTOR

The year began with the adoption of a new 5 year Strategic Plan. This plan reaffirmed our commitment to delivering an exceptional level of service throughout our operations.

Over the past decade we have experienced significant change in leadership, staff and participation. The development and adoption of this new plan was timely and necessary to chart a path moving forward.

We view the Museum 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. Our 2019-2023 Strategic Plan includes a number of initiatives which support this view.

In August of 2019 we were pleased to loan a copper, normally on display in the First Nations Gallery, to the Dawson family for their potlatch. This family copper was danced during the Hamatsa and then rested next to the fire on the floor for the remainder of the T'seka (Red Cedar Bark) ceremonies. That the Museum could be a part of this moment directly links to our core values of excellence, inclusiveness, respect, integrity, stewardship and community which are the foundation of the new plan.

I am proud of our achievements and it is a privilege to work with a diverse group of people who willingly share their knowledge, enthusiasm and time to support the Museum.

On behalf of the staff I would like to thank the Board of Trustees and our Museum volunteers for their support throughout the year. Thank you for helping us to “preserve our past to inform our future”.

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

Temporary exhibits for 2019 included:

Godfrey Baldwin's Campbellton

Featuring the photographs of local photographer Godfrey Baldwin this exhibit took a look at the history of Campbellton as viewed through his lens.

Ann Elmore Haig-Brown

A resident of Campbell River from 1936 until her death in 1990, this exhibit celebrated the life of this remarkable woman. In 2008 the City of Campbell River designated her birthday, May 3rd as Ann Elmore Haig-Brown Day and in 2019 a special tea event was held at the Museum to mark the occasion.

The Last Stand (The Works of David Ellingsen)

This travelling exhibit featured the work of photographer and artist David Ellingsen, whose family has roots on Cortes Island. For five generations David Ellingsen's family has been involved in British Columbia's historical evolution of colonial forestry, from old growth deforestation and clear cutting to contemporary environmentally conscious harvest practices. Ellingsen's consideration of these ancient remains, interwoven with his own personal history and familial responsibility, serves as a meditation of the contemporary disconnect between our commodity driven culture and our environment.



01

STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING VIBRANT MUSEUM



The project to improve access to the Museum's collection through a new digital collections management system was completed. The new system brings together several databases in a single platform and will enable us to provide on-line access to our collections in the future.

Treasures of Siwidi, one of our most popular permanent exhibits underwent a much needed renewal. The system that controls the narration and subsequent lighting was upgraded. The original system dated back to Expo '86.

Campbell River Rotary Club members enjoyed an evening social gathering at the Museum in May. As part of the event they had a chance to view a portion of their archives which is part of the Museum's collections. Many memories were shared as the Rotarians viewed the club scrapbooks from previous years.

At the request of the City of Campbell River, Museum Staff developed interpretative panels about Walter Morgan which was installed in the newly restored Walter Morgan Studio, which is part of the Sybil Andrews Heritage Property.

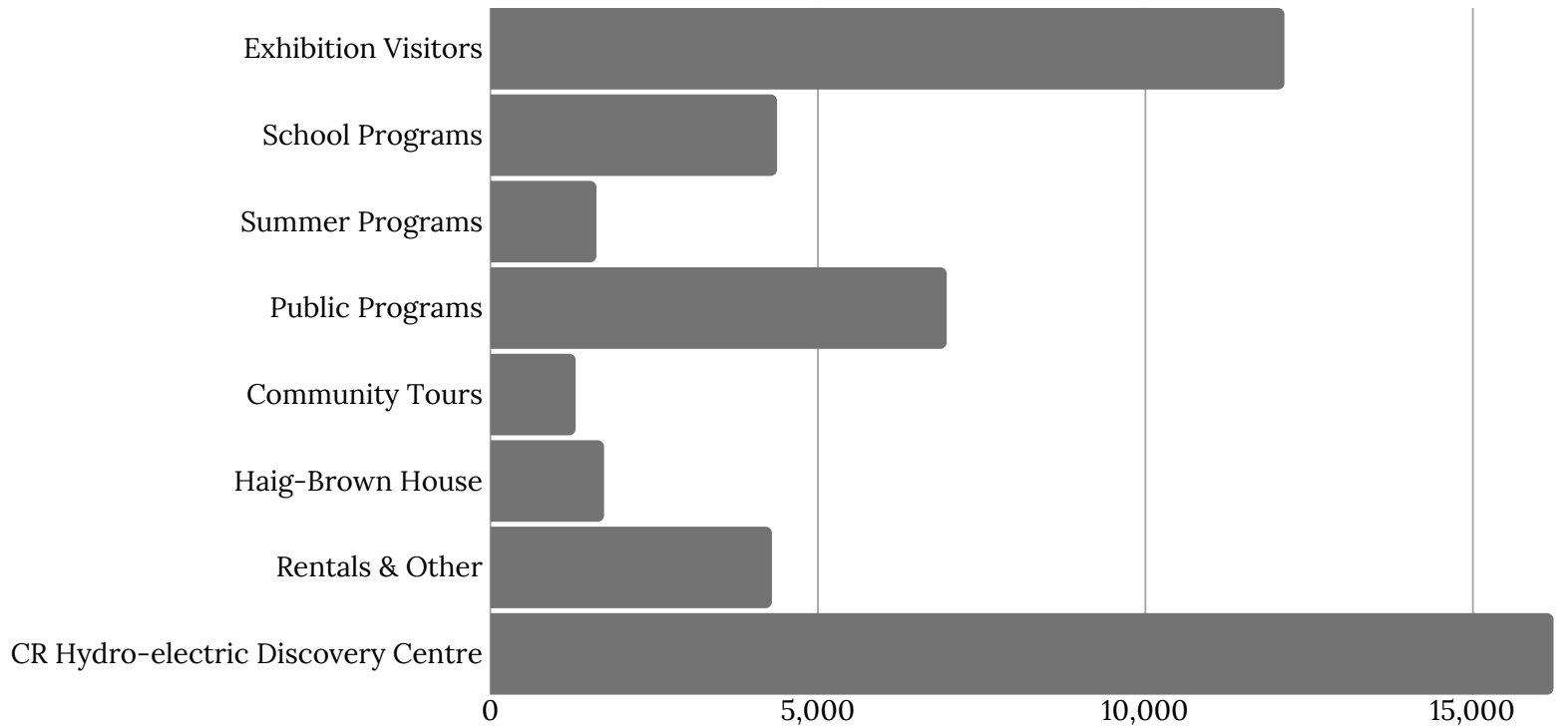
Artifact & Archive Donors

Mary Ashley
 Barbara Bond
 Rich Chapple
 Campbell River Tourism
 Mike and Pat Cross
 Bill Davis
 Reginald Eaton
 Tom Forge
 Dan Graham
 Larry Hickford
 Joan Jamieson
 Robert Allan Jamieson
 Pearl Jebb
 Les Kellow
 Janet Lackey
 Norah Mackenzie
 Donna and Keith McKillican
 Mike McLeod
 Nanaimo Museum
 Tyee Club of BC
 The Tyrwhitt-Drake Family
 Marlene Wray

VISITATION

IN 2019 THE MUSEUM ENGAGED WITH 30,597 PARTICIPANTS.

The Museum staffs the Campbell River Hydro-electric Discovery Centre on behalf of BC Hydro, and offers local interpretation in the centre
The centre saw 16, 217 people in 2019.,



THE HAIG-BROWN HOUSE

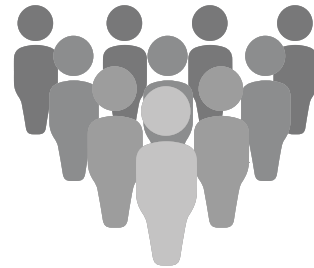
Catherine MacLeod, Site Host
Alison Liebel, Fall Festival Coordinator
Marcy Prior, Gardener



2019/2020 Writer in Residence
Eden Robinson



Bed & Breakfast
Writer in Residence
Fall Festival at Haig-Brown House
Art+Earth Festival
Croquet & Tea
Weddings & Photoshoots



1,720 Total Users in 2019



02

DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS



The Art+Earth Festival is a community celebration of participatory experiences where art intersects and connects with nature.

In partnership with the C.R. Arts Council and Greenways Land Trust the Museum participated in the inaugural Art+Earth Festival. Museum programs during this event included a cedar workshop with Wayne Bell, underwater video presentation by Roger McDonell, artist talk by David Ellingsen and enhanced activities at the Fall Festival at Haig-Brown House.

New content for our touchscreen interactive, included in our Watershed exhibit, was developed in partnership with B.C. Parks and the Laich-kwil-tach Research Centre. Produced by Greencoast Media, the new content looks at the First Nations traditional use of the watershed.

Museum staff participated in a site visit and informational session at Sayward about the future plans for Yorke Island. Facilitated by B.C. Parks this event was part of the on-going discussions about the site and the Museum's role in the future plans.

Partnerships with Destination Campbell River helped improve our image assets and social media presence. Photo shoots of the exhibits, the First Nations Gallery, the Festival of Trees and the Art+Earth Festival helped us to look our best in media and publications.

Working with local partners we featured two films at the Tidemark Theatre, *Edge of the Knife* and *In the Land of the Headhunters*. Both presentations were well attended and included a discussion period after the viewing.

COMMUNITY PARTNERING

Thank you to the following partners:

- BC Hydro
- BC Parks
- Beach Fire Brewing & Nosh House
- Bill Henderson
- CR Twinning Society
- City of Campbell River
- CR & District Public Art Gallery
- CR and North Island Transition Society
- CR Community Arts Council
- CR Festival of Film
- CR Genealogy Club
- CR John Howard Society
- CR Volunteer Centre
- Destination Campbell River
- Discovery Marine Safaris
- Discovery Passage Aquarium
- Eiko Jones Photography
- Elder College
- Grant Jones Photography
- Greenways Land Trust
- Habitat for Humanity ReStore
- Haig-Brown Institute
- Heather Gordon-Murphy
- ICATS
- Italian Cultural Society
- Junior Henderson
- Korby Grist of Grist Slate
- Laich-Kwil-Tach Research Centre
- Laichwiltach Family Life Society
- Indigenous People's Day Committee
- Logger Sports Festival
- Maritime Heritage Centre
- North Island College
- North Island Model Railroaders
- Pier Street Farmers Market
- Raincoast Creative Performing Arts
- River City Arts Festival Society
- Rotary Club of CR
- Royal BC Museum
- Salmon Festival Society
- Shaw TV
- The Campbell River Singers
- Tidemark Theatre
- We Wai Kai Nation
- Wei Wai Kum Nation
- Wings and Wheels Festival Society

"Brilliant boat tour!!!"

★★★★★ May 27, 2019



Joy D (15 Reviews)
Courtenay, Canada

Still in a daze over yesterday's boat trip through parts of Desolation Sound... I can sincerely say yesterday's tour will remain one of the top ten most cherished experiences in my life. The museum hires enthusiastic staff to run the tours, but through such enchanting and rugged scenery! The mountains, the seascape, the scarcity of human structures - beauty everywhere! It's like going to another, less spoiled planet!

Date of Visit: April 2019



02

DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS

FACEBOOK FOLLOWERS:

2,795

INSTAGRAM FOLLOWERS:

894

E-NEWSLETTER SUBSCRIBERS:

1,019

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
- Victoria Times-Colonist
- Van Dop Guide



03

SUPPORT STRONG LEADERSHIP & HUMAN RESROUCES

BOARD OF TRUSTEES

Sarah Samson, President
 Bruce Izard, Vice President
 Brendan Mason, Treasurer
 Taylor Stephen, Secretary
 Shannon Baikie, Trustee
 Maria Fyfe, Trustee
 James Quatell, Trustee
 Kris Sand, Trustee
 Naomi Tabata, Trustee

STAFF

Sandra Parrish, Executive Director
 Tona McMurrin, 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
 Marlene Pearson, School Programmer to June 2019
 Wayne Demerse, Education Programmer
 Connie Ritchie, Visitor Services
 Lorna Carlson, Visitor Services
 Kory Wingrave, Shop Assistant
 Cherrie Warburton, Shop Assistant
 Joanne MacDougall, Visitor Services CR Hydro-Electric
 Discovery Centre
 Selma Kennedy, Visitor Services & Librarian
 Tom Kennedy, Visitor Services CR Hydro-electric
 Discovery Centre
 Lydia Fisher, Collections Assistant

Staff and volunteers spent a morning with Bill, Junior and Greg Henderson in the Carving Shed learning about their current projects and history. Other training opportunities for staff and volunteers included a visit and guided tour of the Nuyumbalees Cultural Centre followed by a lunch at Tsa Kwa Luten Lodge.

SUMMER STUDENTS

Charis Tazumi, Heritage Interpreter
 Carlton Taylor, Heritage Interpreter
 Bethany Scholfield, Heritage Interpreter
 Destiny Parrish, Visitor Services Assistant

CONTRACTORS

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

Long-time employee Marlene Pearson, Education Programmer retired in June of 2019. Marlene capably welcomed innumerable school children to the Museum. We are pleased to welcome former Carihi history teacher Wayne Demerse to the staff as our new Education Programer.



THANK YOU TO OUR VOLUNTEERS!

Jan Anderson - Bruce Anderson - Pirkko Anderson - 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 - Danny Brown - Fran Browne - Brian Caldwell
 Christine Chuppa - Margo Cormack - Mike Cross - Pat Cross - Marlene Cudmore
 Lesia Davis - Pat Dodman - Laurie Earles - Murray Ety - Norm Fair - Lewis Farrington
 Devyn Farrington - Lydia Fisher - Dennis Fitzgerald - Patricia Fitzgerald - Christine Forbes
 Emily Forbes - Vicki Forbes - Tom Forge - Gillian Fox - John Frishholz - Maria Fyfe
 Colin Gabelmann - Brooklyn Gallagher - Robin Geary - Lucilla Giroto - Dorothy Gorbatuk
 Norm Grant - Joe Gris - Marj Gris - Terry Hale - Lynda Harris - Bob Hill - Lois Hill
 Brent Hine - Richard Hine - Jo Hoeflok - Linda Hogarth - Jason Hutchinson
 Kai Hutchinson - Bruce Izard - Tacey Keighley - Gerrit Keizer - 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 - Frank Masters
 Pat Masters - Jeannie Mathews - Barbara McAuley - Jody McConnan - Judi McMartin
 Darcy Mitchell - Dorothy Morris - Mike Murphy - Anneli Nathani - Dave Nickel
 Sue Norman - Joe Painter - Jane Palmer - Caren Parrish - Destiny Parrish - Ian Parrish
 Wyatt Parrish - Bob Pearson - Ron Purcell - Kirsty Quatell - James Quatell
 Louanne Ralston - Louisa Richardson - Anne Roberts - Shonna Rookes - Sarah Samson
 Kris Sand - Loretta Schwartzhoff - Jordan Shaw - Thelma Silkens - Taylor Stephen
 Lynn Stone - Andrea Storback - Clare Storrie - Tom Storrie - Naomi Tabata - Donna Taylor
 Jeanette Taylor - David Thagard - Gail Thagard - Catherine Ullstrom - Tony Van Bergen
 Marijke Van der Klift - Boyd Van Ingen - Amy Vandal - Gillian Wall - Heather Warwick
 Amber Whittle - Shirley Wiebe - Gillian Winter - Marcia Wolter - Darlene Zamluk

3,854

HOURS

Archives/Collections (741 hours) Board (180 hours) Outreach (244 hours)
School Programs (722 hours) Visitor Services (710 hours) Shop (427 hours) Occasional (31 hours)
Train Show (230 hours) Book Sale (435 hours) Labour Day (37 hours) Halloween (58 hours)
Christmas (30 hours) Chestnuts and Carols (9 hours)

04

ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

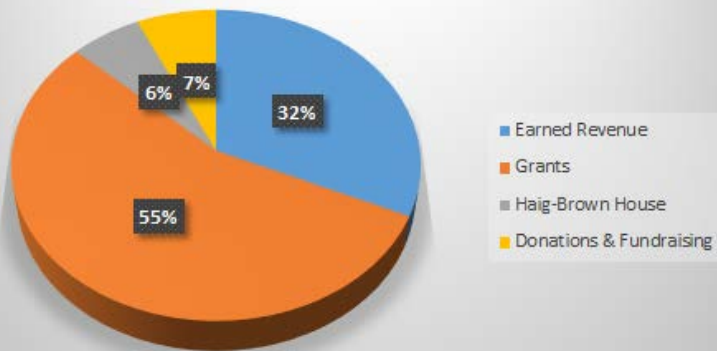
FUNDERS

- B.C. Arts Council
- B.C. Community Gaming Grant
- Campbell River Community Foundation
- City of Campbell River
- 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

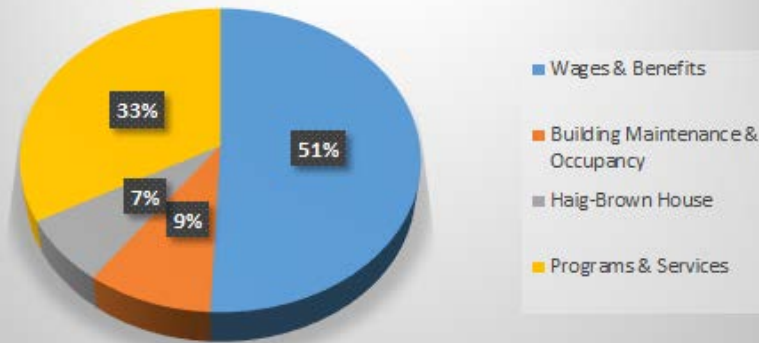
Thanks to the many community members who donated their books and our book sale volunteers who spent 435 hours sorting and preparing for the sale. We raised \$10,305 from our two day book sale in March and the ongoing bookshelf sales.

The 7th annual Festival of Trees raised \$13,255 and was viewed by over 4,500 visitors. Participants exceeded expectations with the creativity and effort that went into decorating the 28 trees.

2019 Revenues



2019 Expenditures



CORPORATE DONATIONS

- Campbell River Christian School - Campbell River Seafood & Lockers Ltd.
- City of Victoria - Haig-Brown Institute - Laichwiltach Family Life Society
- Mainstream Biological Consulting - RBC (Lynda Harris) - School District 72
- Strategic Natural Resource Consultants - C.R.
- Telus Communications (Morgan Ostler, Terry & Roberta Hluska)

04

ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

INDIVIDUAL DONORS

Andy Adams - Bruce Andersen
 Bruce Anderson - William & Irene Andrew
 Carl & Mary Ashley - Joan Bakker
 Linda Borgfjord - Margo Cormack
 Sandra Daines - Mary & Randall Eaton
 Lyn Farquharson - Diane Gardner
 Constance Gibson (Estate of) - James Gordon
 John & Wendy Griswold - Debbie Grydeland
 Roberta & Terry Hluska - Grant & Lorena Holmgren
 Barb & Bruce Izard - Heather Kellerhals
 Sarah Kiley - Norm & Pat Lee - Patricia Leask
 Jessica Madsen & Herb Partridge - Carol Marshall
 Brenda Matas - J. Matsunaga & T. Matsunaga
 Catherine MacMillan - Jacqueline Mielke
 Patricia & William Morse - Glen & Margaret Murray
 Mitzi Ogasawara - Morgan Ostler
 Marcy Prior & Jeffrey Devries - Don Poisson
 John & Irene Ross - Daniel Samson - Sarah Samson
 Ed & Thelma Silkens - Jay Stewart & Peter Macnair
 Vadim Stavrakov & Tanya Sears - Jean Stevens
 Naomi Tabata - Elsie Lynne Wright

DONATIONS IN MEMORIAM OF DANNY BROWN

David Gyles
 Diana Kretz
 Margaret Lagos
 Norm & Pat Lee
 Edna & Albert Lorenzen
 Suzie McKenzie
 Sandra & Greg Parrish
 Marsha Zuest

Nika Plumbing
 Willow Piut U-Vin
 Mowi Canada West
 Waypoint Insurance
 The Mortgage Centre
 Broadstreet Properties
 La Tee Da Lingerie Boutique
 Mosaic Forest Management
 Thongs Jewellery & Repair
 Young Professionals of Campbell River

FESTIVAL OF TREES DONORS

2Day FM
 CR Lawyers
 Berwick by the Sea
 Avenue for the Home
 Coast Discovery Inn
 Carl Marg Holdings
 Campbell River McDonalds
 Budget Blinds of Campbell River
 Campbell River Health & Drug
 Coastal Community Credit Union
 Discovery Coast Greenways Land Trust
 Cermaq Canada Ltd. - Gateway Casinos
 Chan Nowosad Boates
 CR Principal's & Vice-Principal's Association
 Home Brew Factory & Wine Boutique
 Cruise H.R. Solutions Corp - Island Fever Travel
 Destination Campbell River
 Grieg Seafood B.C. Ltd. - The Truck Loggers Assn.
 Hi-Limit Plumbing & Heating
 IZCO Technology Solutions Ltd.
 Museum of Campbell River's Board of Directors
 Royal LePage - The BC Oceanfront Team