
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.

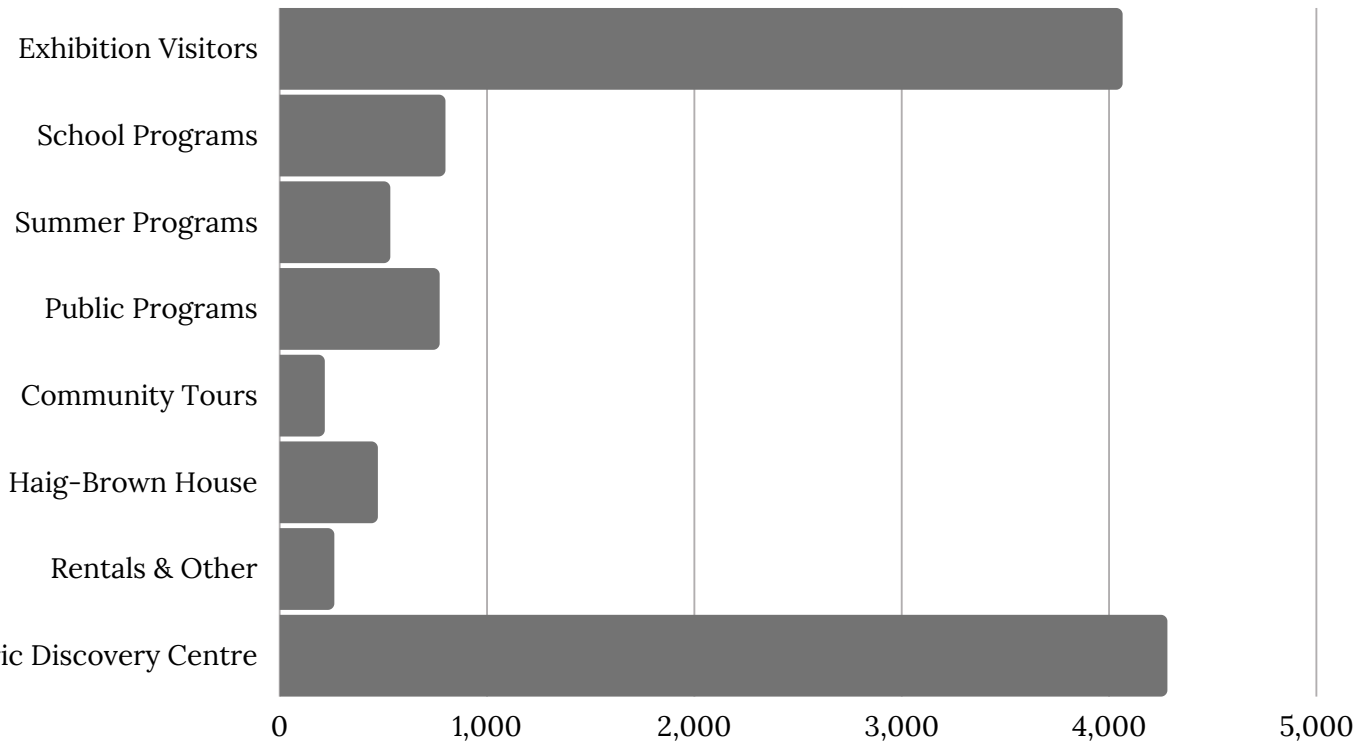
Artifact & Archive Donors

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)

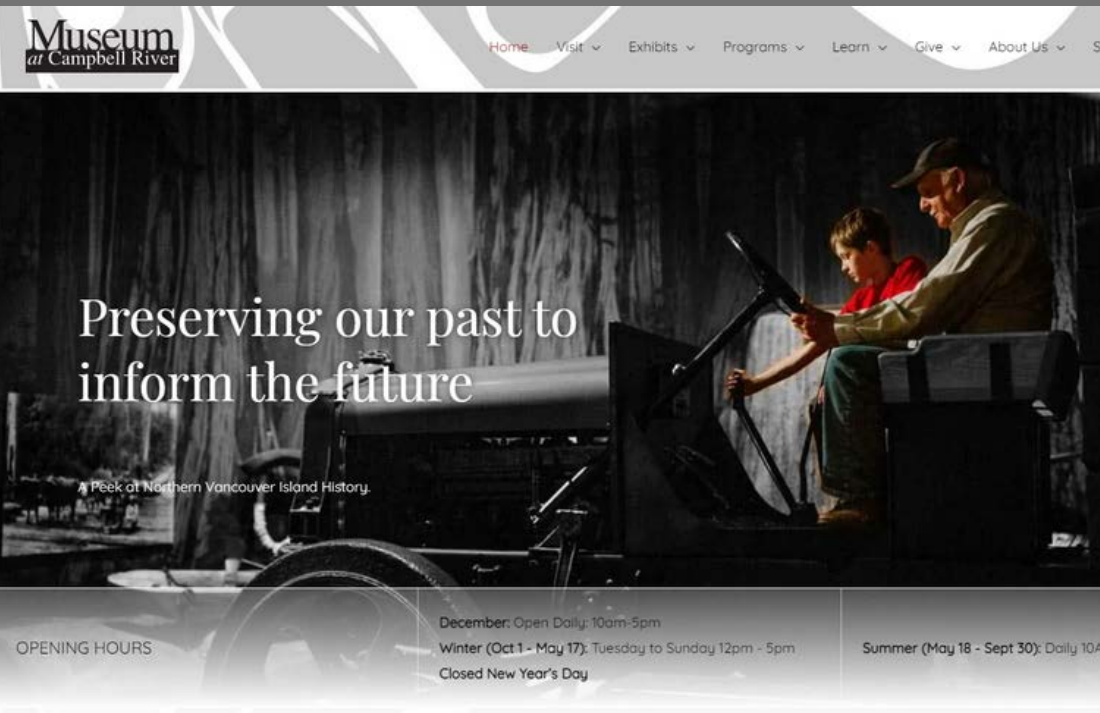
In 2020 we welcomed two new contractors to the Haig-Brown House, Marjorie Greaves as Site Host and Scott McNab as the Site Gardener. Marjorie, a former Shaw Communications employee, has worked with the Museum on several of our Living History documentaries and Scott has extensive gardening experience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

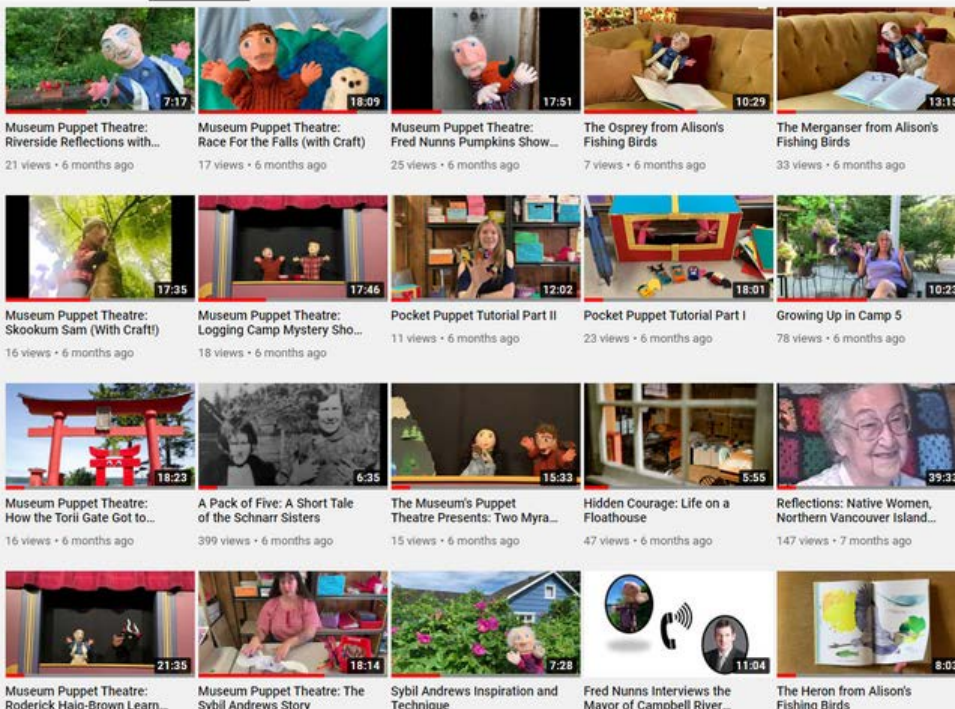
COMMUNITY PARTNERING



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
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 Taylor Stephen, Secretary
 Shannon Baikie, Trustee
 Maria Fyfe, Trustee
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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
 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 Eddy – 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 Gorbatuk – 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 Iazard – 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)

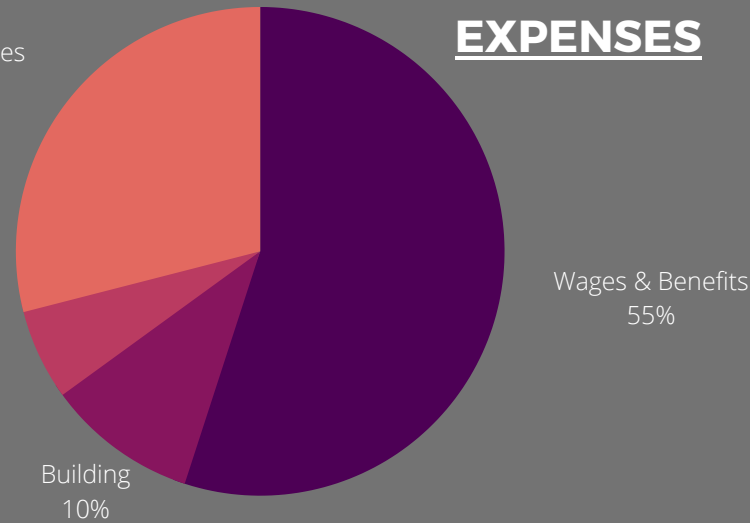
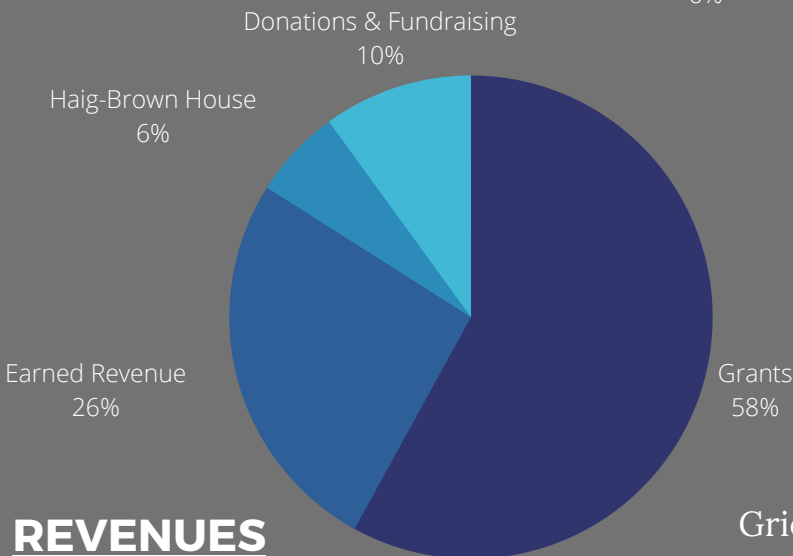
04

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
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 Mary Haig-Brown - Emma Heitzman - Roberta & Terry Hluska
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 Barb & Bruce Iazard - 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

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 Broadstreet Properties /
 Seymour Pacific
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 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