
MUSEUM AT CAMPBELL RIVER 2021 ANNUAL REPORT



"Preserving our past to inform our future."

WORDS FROM THE BOARD PRESIDENT

This is definitely not the year anyone envisioned but the amazing work of museum staff deserves to be celebrated. Throughout 2021, the COVID-19 pandemic continued to present unique challenges, every one of which was met head on by this amazing team. World class content and programming was offered to the local Campbell River community. Museum staff have been wonderfully resilient and have risen to meet every challenge encountered over the last couple of years. On behalf of the Board of Trustees, I want to thank the staff for their exemplary work this year in keeping the museum open and thriving. Our community is lucky to have you.

I am hopeful that brighter skies are ahead. After a notable dip due to the pandemic, visitor statistics are slowly approaching pre-pandemic levels, which is wonderful to see.

One of the highlights for me this year was the opening of the Sacred Journeys exhibit and learning about the resurgence of canoe culture and the positive impact this has had on indigenous youth. My family visited this exhibit several times while it was here and learned a great deal. The fact that our museum was chosen to host the premiere of this travelling exhibit is a testament to its strong reputation.



The Board of Trustees is ever thankful for the continued support of the City of Campbell River, BC Arts Council, BC Community Gaming Grants, and the Government of Canada's Department of Heritage.

The Museum at Campbell River continues to thrive even during these uncertain times, and it will only get better as restrictions continue to lift. I am honored to be a part of this wonderful team. Congratulations on another successful year.

Sarah Samson

WORDS FROM THE DIRECTOR

“Two steps forward – one step back” is the phrase that immediately comes to mind when I consider 2021. As we embarked on our second pandemic year, this year more than others reminded us that achieving goals is not always a linear progression and that success can emerge in the most unexpected areas.

We were pleased to take our first tentative steps to return to normal operations in some areas. With the lessening of travel restrictions and poor conditions in the interior of B.C., due to the wildfires, we had pre-covid exhibit visitation levels from August onward to year end. Once again, with the return of in-person school programs last September, the building resonated with the sounds of children experiencing regional history.

From my perspective two projects emerged as highlights in 2021, both of which speak to our internal culture of creativity and resilience – the launch of the podcast *Taking Measure* and the publication of a seasonal children’s book *'Twas the Wreck of the Northwestern*. I encourage you all to check both of these out.

At times our progress seemed arduous and almost glacial in speed, but we have persisted. I am fortunate to work with a dedicated staff and group of volunteers who continue to support the Museum as we navigate through this new landscape. I want to thank them as well as the Museum Board, our valued members and the community for your continued support of the Museum.

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.

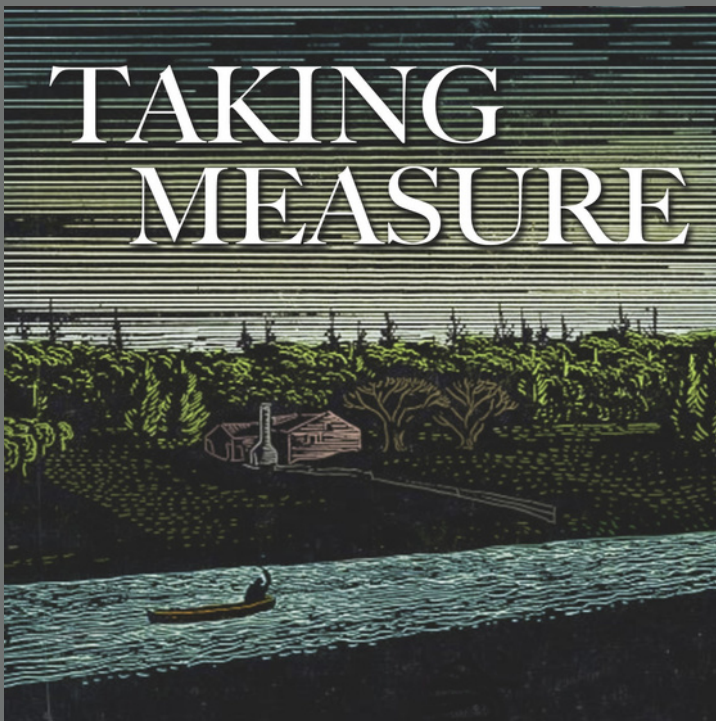
01

STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING VIBRANT MUSEUM

Shifting public health measures and travel restrictions continued to shape our activities throughout 2021. We were pleased to see the return of several of our well-established community engagement activities as well as some that were developed as result of the pandemic.

In September we launched a podcast series, *Taking Measure*. This series explores Roderick Haig-Brown's 1950 classic work *Measure of the Year: Reflections on home, family and a life fully lived*. In this book Haig-Brown presents a chapter for each month in the lives of the farm, his family, the community and the nature that surrounds him. Podcast guests include family members, friends and community members who each bring their unique perspective and views on Roderick and Ann Haig-Brown and their life at Above Tide.

Told in the format of the poem, *A Night Before Christmas*, we published a new children's book *'Twas the Wreck of the Northwestern*. The idea for this book, which details the events surrounding the shipwreck of the steamship *Northwestern* at Cape Mudge in 1927, emerged in the fall of 2020. With our usual in-person summer programs cancelled our summer students were redirected to alternate activities and this project is a result of that time of very limited activities.



01

STRENGTHEN THE MUSEUM'S REPUTATION AS A LEADING VIBRANT MUSEUM

On July 17 we opened the travelling exhibit Sacred Journey. This exhibit focused on the Tribal Canoe Journeys an annual event which has catalyzed the revitalization of Indigenous culture, community healing and youth empowerment on the Pacific Northwest Coast. Originally scheduled as part of our 2020 temporary exhibition schedule this exhibit was in our gallery until early November.

It was with heavy hearts that we recognized the newly established First Nations Day for Truth and Reconciliation. On September 30 the Museum was open to the public with free admission to provide an opportunity for the community to visit our permanent exhibit which touches on this dark past and the Sacred Journey exhibit. Several staff marked the occasion by attending the community event at Spirit Square.



Artifact & Archive Donors

Dot Andrews
 Marlene Baker
 Axel Bakken
 Paul Barnett
 Casey Beaton
 Campbell River Art Gallery
 Lisa Chaston
 Cecil Dawson
 Michelle Douglas
 Sarita Ellis
 Dale Hamilton / Oochana
 Joan Harris
 Jurgen Kettler
 Lynne McDonald
 Joan Palmer
 Sandra Parrish
 Wendy Poole
 Barry Watchorn

Reference Library Donors

Read Island Women's Book Club

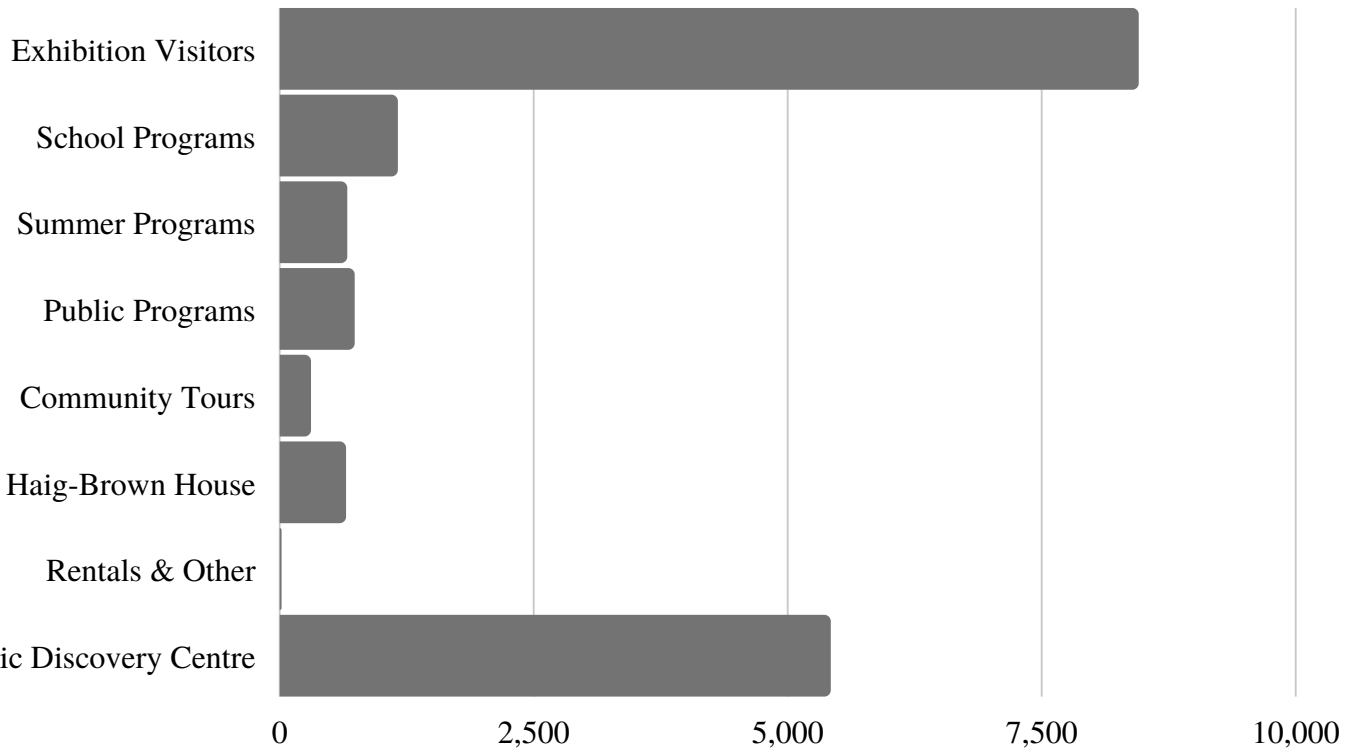


This carving of two salmon swimming together was made by Cecil Dawson as one of a pair. One was presented to the Museum at Campbell River, and the second to the Museum of Anthropology. The salmon represent the two Museums working together with Cecil towards reconciliation while developing the exhibit Standing in the Gap, on display at the Museum at Campbell River in 2022.

VISITATION

IN 2021 THE MUSEUM ENGAGED WITH 14,950 PARTICIPANTS. THIS COMPARES WITH 10,849 PARTICIPANTS IN 2020.

The Museum staffs the Campbell River Hydroelectric Discovery Centre on behalf of BC Hydro, and offers local interpretation in the centre. The centre saw 5,415 visitors.



THE HAIG-BROWN HOUSE

Marjorie Greaves, Site Host
Scott McNab, Gardener

Bed & Breakfast - Writer in Residence

Haig-Brown Festival - Writing Retreats

Art + Earth Festival - Weddings & Photoshoots

Total Users in 2021 = 644

(Compared with 97 in 2020)



2021/2022

Writer in Residence

Danny Ramadan



With continued Covid safety protocols in place the Bed & Breakfast and garden rentals opened for the season. We were pleased to welcome back a number of guests to the house and had quite a busy season.

From January to March of 2021 four emerging local writers participated in a writing retreat at the Haig-Brown House. They were each partnered with a previous Haig-Brown Writer in Residence and had an opportunity to work in the study at the house.

We welcomed back the Writer in Residence program at the Haig-Brown House in November. Danny Ramadan, a Syrian-Canadian author and LGBTQ refugee advocate, is our winter 2021/spring 2022 writer.

A modified Fall Festival at Haig-Brown was held in September and was our first big public event that we have held since the onset of the Covid-19 Pandemic.

02

DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS

Working with Forage Creative we developed a style guide to help us moving forward in how we produce printed materials and communications.

We partnered with the Vancouver Island Regional Library and Laichwiltach Family Life Society to host the travelling version of the Witness Blanket created by artist and master carver Carey Newman.

Pieces by artist Sybil Andrews from the Museum's permanent collection were borrowed by the Campbell River Art Gallery for their exhibit – Finding Sybil: Contemporary Artist Responses to Sybil Andrews.

2021 Community Partners

BC Hydro
 Campbellton Neighbourhood Assn.
 City of Campbell River
 CR & District Art Gallery
 CR Community Arts Council
 CR Volunteer Centre
 Destination Campbell River
 Discovery Marine Safaris
 Discovery Passage Aquarium
 Elder College
 Greenways Land Trust
 Haig-Brown Institute
 Homalco Wildlife and Cultural Tours
 Laichwiltach Family Life Society
 Museum of Anthropology
 North Island College
 Salmon Foundation
 Tidemark Theatre
 UVic Speakers Bureau
 Vancouver Island Regional Library



02

DEVELOP AND SUPPORT STRONG COMMUNICATIONS & PARTNERSHIPS

FACEBOOK FOLLOWERS:

3,523

INSTAGRAM FOLLOWERS:

1,195

E-NEWSLETTER SUBSCRIBERS:

1,230

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
- Raven FM
- Shaw TV
- 99.7 The River FM Radio
- Tidemark Theatre
- What's On Digest
- Van Dop Guide



03

SUPPORT STRONG LEADERSHIP & HUMAN RESOURCES

BOARD OF TRUSTEES

Sarah Samson, President
Bruce Izard, Vice President
Brendan Mason, Treasurer
Taylor Stephen, Secretary
Lesley Assu, Trustee
Maria Fyfe, Trustee
Leslyann Komljenovic, Trustee
Naomi Tabata, Trustee
Jack Turley, Trustee

SUMMER STUDENTS

Adam Alguire, Heritage Interpreter
Gwendolyn Evans, Heritage Interpreter
Michelle Rayner, Heritage Interpreter
Dylan Werner, Visitor Services Assistant

CONTRACTORS

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

CR HYDROELECTRIC DISCOVERY CENTRE

Tom Kennedy

STAFF

Sandra Parrish, Executive Director
Tona McMurrin, Executive Assistant
Beth Boyce, Curator & Education Manager
Megan Purcell, Collections Manager
Lydia Fischer, Collections Assistant
Erika Anderson, Promotions & Membership Coordinator
Ken Blackburn, Public Program Manager
Lorna Carlson, Visitor Services Coordinator
Lucilla Giroto, Digital Engagement Assistant
Selma Kennedy, Librarian
Anna Kubacki, Visitor Services Associate
Ellie M., Education Programmer
Roslyn Nickel, Shop Manager
Destiny Parrish, Visitor Services Associate
Connie Ritchie, Bookkeeping Assistant
Edna Roberts, Visitor Services Associate
Tara Third, Accounting Technician
Cherrie Warburton, Shop Clerk
Kory Wingrave, Shop Clerk



THANK YOU TO OUR VOLUNTEERS!

Barbara Atkinson - Lesley Assu - Verna Bailey - Dave Bawtinheimer
Marjorie Bawtinheimer - Marjorie Beer - Sharon Bojsa - Elizabeth Bowker
Chris Chuppa - Pat Cross - Mike Cross - Marlene Cudmore
Pat Dodman - Carole Dorward - Laurie Earles - Gwen Evans
Dennis Fitzgerald - Gillian Fox - Peter Froemgen - John Frishholz
Maria Fyfe - Norm Grant - Dave Hamilton - Lynda Harris - Lois Hill
Linda Hogarth - Fay & Gerald Hutchinson - Jason Hutchinson
Kai Hutchinson - Bruce Izard - Tom Kennedy - Jennifer Kerr
Beth Kirby Templeman - Pat Kirkland - Leslyann Komljenovic
Connie Kretz - Anna Kubacki - Steve Lackey - Norm & Pat Lee
Jessica Madsen - Brendan Mason - Anne McLeod - Judi McMartin
Linda Mowatt - Sue Norman - Joe Painter - Connie Ritchie - Anne Roberts
Sarah Samson - Clare Storrie - Tom Storrie - Gilbert Strebel
Taylor Stephen - Naomi Tabata - Jeanette Taylor - Dave Thagard
Gail Thagard - Cindy Third - Jack Turley - Catherine Ullstrom
Tony Van Bergen - Marcel Van Zeeland - Gillian Wall - Marcia Wolter

1,612

HOURS

Archives/Collections (486 hours) Board (193 hours)
Outreach (98 hours) School Programs (249 hours)
Visitor Services (160 hours) Shop (324 hours)
Occasional (102 hours)

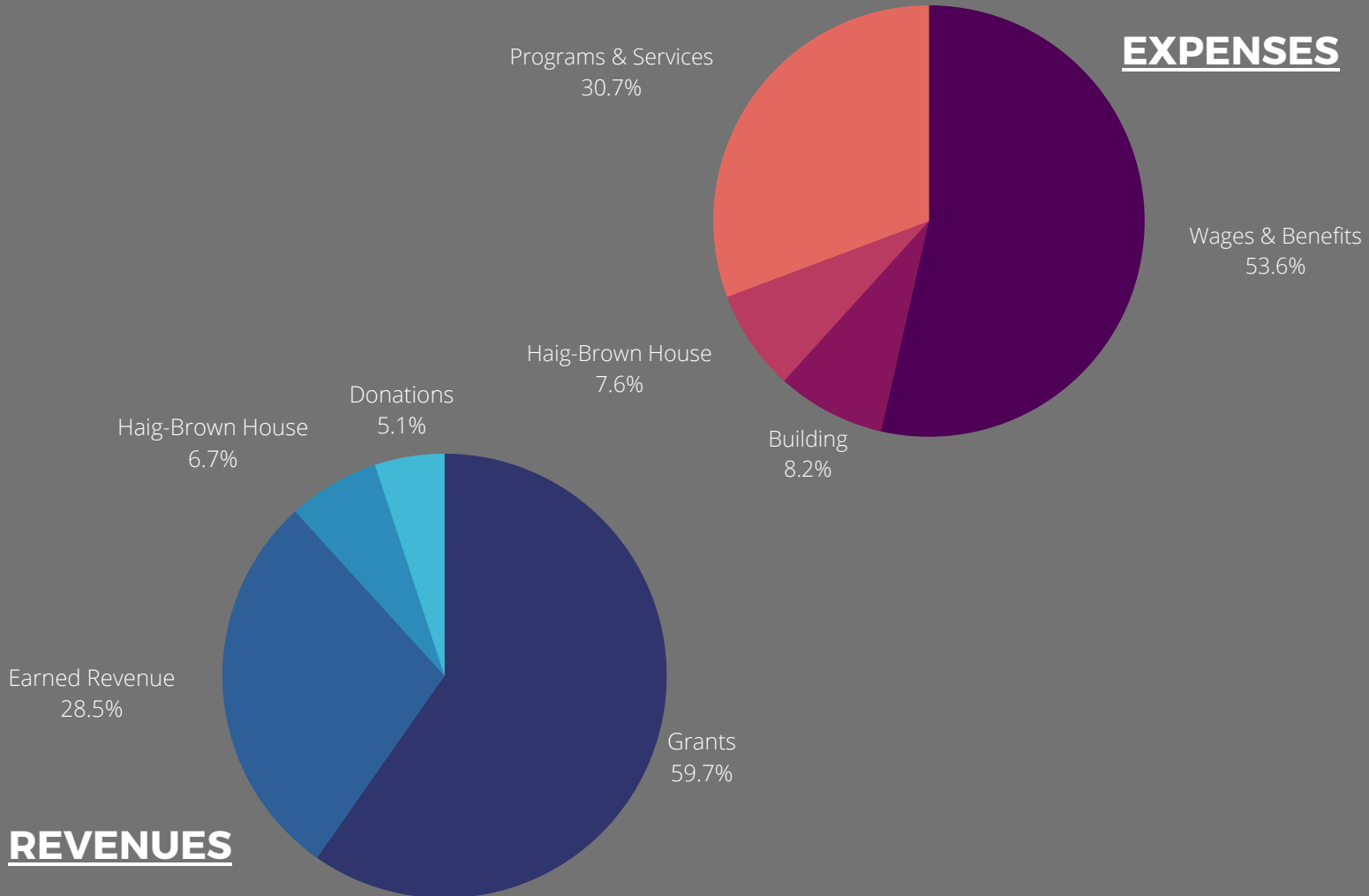
04

ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

FUNDERS

- B.C. Arts Council
- B.C. 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

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



04

ENSURE LONG-TERM FINANCIAL SUSTAINABILITY

Festival of Trees Donors

99.7 The River
 Avenue for the Home/United Floors
 Beach Fire Brewing Company
 Carl-Marg Holdings Ltd.
 Chan Nowosad Boates
 Chances Campbell River
 Coast Discovery Inn
 C.R. Lawyers
 C.R. Principals' & Vice Principals' Association
 C.R. Health & Drug – Joe's Pharmacy
 Destination Think! Campbell River
 Fortis BC Energy Inc.
 Grieg Seafood B.C. Ltd.
 Hi-Limit Plumbing & Heating
 Homebrew Factory & Wine Boutique
 Impressions Custom Framing Ltd.
 IZCO Technology Solutions Ltd.
 Mainstream Biological Consulting
 McDonald's Campbell River
 Nika Plumbing Ltd.
 Relish Interiors
 Rob Fucceneco – The Mortgage Centre.
 Seymour Pacific Developments & Broadstreet Properties Ltd.
 The B.C. Oceanfront Real Estate Team – Royal LePage
 The Truck Loggers Association
 Thongs Jewellery & Repair
 Waypoint Insurance
 Weiwaikum/Kwiakah Treaty/Laichkwiltach Treaty Societies
 WestUrban Developments

Thank You!

Individual Donors

Bruce Andersen
 Joan Bakker & Murray Ety
 Jim Burslem
 Glen Clark
 Margo Cormack
 Colleen Dane
 David & Barbara Denz
 Lesia Davis
 Jane Drown
 Sharon Eddy
 Constance Gibson (Estate of)
 Kathy Grayson
 Mary Haig-Brown
 Valerie Haig-Brown
 Richard Hamilton
 Stacey Hartman
 Roberta & Terry Hluska
 Gaye Hudson
 Barbara & Bruce Iazard
 Linda Jay
 Nancy Gardiner Jones
 Heather Kellerhals
 Nora Lansdowne
 Patricia Leask
 Patricia & Norm Lee
 Robert Levett
 Carol Marshall
 Brenda Matas
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 Don Meyer
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 Kenneth Nowoselski &
 Dianne Nelson
 Takeshi & Mizuho Ogasawara
 Morgan Ostler
 Don Poisson
 John & Irene Ross
 Jean Stevens
 Jay Stewart
 Rebecca Szulhan
 Judith Wilkinson

General - Business Donors

Campbell River Fishing Co. Ltd.
 Campbell River Seafood & Lockers Ltd.
 Mainstream Biological Consulting
 Strategic Natural Resource Consultants
 Telus Communications (Morgan Ostler)
 Royal Bank of Canada (Lynda Harris)