



Mill of Kintail Museum Advisory Committee Meeting

Hybrid meeting (via Zoom)

11:00 a.m.

January 29, 2025

MVCA Boardroom

AGENDA

ROLL CALL

Declarations of Interest (written)

Adoption of Agenda

MAIN BUSINESS

1. Approval of Minutes: Mill of Kintail Museum Advisory Committee Meeting Minutes, November 26, 2024, Page 2
2. Museum Strategic Plan Update, Report 001/25, Scott Lawryk, Page 9
3. 2025 Work Plan Objectives, Report 002/25, Scott Lawryk, Page 23

ADJOURNMENT



MINUTES

Hybrid Meeting Via Zoom
and at MVCA Office

Mill of Kintail Museum
Advisory Committee
Meeting

November 26, 2024

MEMBERS PRESENT

Bev Holmes, Chair
Darcy Moses (virtual)
Diana Jackson (virtual)
Kathy McNenly
Lucy Carleton
Sara Chatfield
Sarah More
Wayne Morrison
Wendy Bridges

STAFF PRESENT

Sally McIntyre, General Manager
Scott Lawryk, Property Manager
Kelly Hollington, Recording Secretary
Fauzya Moore (virtual)

GUESTS

B. Holmes called the meeting to order at 11:01 a.m.

Declarations of Interest (Written)

Members were asked to declare any conflicts of interest and informed that they may declare a conflict at any time during the session. No declarations were received.

Agenda Review

MAC24/11/26-1

MOVED BY: D. Moses

SECONDED BY: L. Carleton

Resolved, that the agenda for the November 26, 2024 Mill of Kintail Museum Advisory Committee Meeting be adopted as presented.

“CARRIED”

MAIN BUSINESS

1. Approval of Minutes: Mill of Kintail Museum Advisory Committee Meeting Minutes, January 31, 2024.

L. Carleton noted that there were two errors in the minutes. On page 5 of the agenda package:

L. Carleton noted that there was an opportunity to purchase Ice Bird piece from the Tait McKenzie collection but there ~~was~~ **were no** funds available to move forward with an acquisition.

L. Carleton asked for a breakdown of donation funds, specifically a donation received from ~~Barb~~ **Beverly** and Jim Naismith in 2023 of \$10,000.

The agenda will be amended to reflect these changes.

MAC24/11/26-2

MOVED BY:

SECONDED BY:

Resolved, that the minutes of the Mill of Kintail Museum Advisory Committee meeting held on January 31, 2024 be received and approved as amended.

“CARRIED”

2. LC&RS Discussion Paper Survey Results, Sally McIntyre.

S. McIntyre summarized the results from the *Land Conservation & Resource Strategy Discussion Paper Survey*. She noted that the majority of respondents were from the Mississippi Mills area. She highlighted that cultural heritage sites are valued by the community. She noted that the common important features that were identified are what a conservation area offers. She reviewed the Mill of Kintail museum specific responses. She highlighted that over half of the respondents support transferring the management of the museum collection to a heritage organization. She asked the committee for feedback regarding the survey results and the short-term management of the museum collection.

L. Carleton asked if any heritage organizations are being considered for the transfer of the museum collection. S. McIntyre responded that MVCA is not currently in conversations with any heritage organizations at this time. She noted that staff are

working to update a document that outlines the state of the collection and how it is currently managed to provide to interested parties.

D. Moses asked if there is a team managing the collection at this time. S. McIntyre responded that the Museum building is closed during the off-season and the collection is not actively managed during the winter months. D. Moses asked if the collection will be actively managed in-season. S. McIntyre responded that MVCA plans to open the museum as usual for the summer season in May 2025.

K. McNenly recommended that a conservator come to evaluate the collection to inform MVCA and the committee on what is needed to preserve the collection. S. McIntyre commented that an informal evaluation took place in the fall. She noted that organizations interested in the collection may want to do an independent assessment of the collection. She noted that there is a need to scope the work and understand the potential costs associated with the preservation of the collection. She commented that if the committee wants to assist MVCA that they can look for possible grant opportunities to complete the work. L. Carleton commented that it was the Canadian Conservation Institute (CCI) that did an evaluation of the collection in the fall, they visited museums in Lanark County to assess their general status. She suggested contacting CCI for further support. D. Jackson commented that she spoke to the CCI staff in the fall. She highlighted that CCI can only offer a limited amount of services once or twice annually for consultations and that many small museums in the province are in similar situations. She noted that CCI staff acknowledged the difficulty in providing the perfect conditions to preserve all the pieces in the collection. B. Holmes asked if D. Jackson got the impression that CCI would be providing a report to MVCA on their findings and recommendations. D. Jackson responded that her perception was that the evaluation was informal and that they were gathering information for their own records.

S. Chatfield asked if the community identified a priority in the management and preservation of the collection – whether access to the collection or the preservation of the collection is more important. S. McIntyre responded that outside of the Mill of Kintail Museum Advisory Committee, no broad theme was identified. She noted that comments support keeping the collection at the Mill of Kintail museum and that MVCA is not averse to housing the collection on-site. She noted suggestions to exhibit copies or photographs of the collection to protect and preserve the integrity of the art pieces

for prosperity. B. Holmes commented that the Mill of Kintail museum building has heritage designation and cannot be developed to a standard to where the collection can be housed in the optimal environment. She noted that in the future, the museum collection must be considered separately from the building. D. Jackson commented that when CCI visited the museum, they commented that the building is not ideal for the works. CCI Staff noted that the condition of the collection is good. She expressed her support in having a formal evaluation of the collection to gain an understanding of its condition and scope of work required to preserve it. B. Holmes tasked S. McIntyre to follow up with CCI. S. McIntyre confirmed.

D. Moses asked what is being done to address the humidity and moisture in the air where the collection is housed. L. Carleton responded that a process is in place for the curator to check humidity controls and to log the data. She added that almost all of the art pieces are moved to the Gatehouse storage except for the cog that is built into the studio. B. Holmes asked if it is possible for the data log information to be shared with the committee. S. Lawryk was tasked with following up on the humidity control process and records.

3. Draft Land Conservation & Resource Strategy, Sally McIntyre.

S. McIntyre reviewed the *Draft Land Conservation & Resource Strategy* document and the process behind its development. The goal of the *Discussion Paper* and other related documents are to provide the community with information and to seek public input. She noted that the goal of the of the document is to give the Board direction moving forward in the management of MVCA resources as a whole. She reviewed the definitions of Category 1, 2 and 3 programs as per the new provincial regulations and how that speaks to the funding of the museum. She reviewed the attributes, goals, objectives, gaps and risks, actions to mitigate and policies as they relate to conservation areas and specifically the Mill of Kintail Museum. She noted that MVCA is committed to managing the collection until another organization is able to take it over. She explained that MVCA entered into bilateral agreements with member municipalities with the understanding of working toward making all Category 3 programs self-sufficient and cost-recoverable. Category 3 programs include outdoor education, stewardship and visitor services.

L. Carleton commented that a requirement of the Community Museum Operating Grant is a full-time curator, MVCA will be unable to apply for and receive this grant. S. McIntyre confirmed that MVCA staff are aware of this stipulation.

S. McIntyre highlighted that in regards to capital works at MVCA's Conservation Areas, no greater than 2% of the capital levy will be allocated to the renewal of the buildings on site. S. Lawryk added that the larger projects, such as the roof replacement at the Museum and repointing work on both the museum and gatehouse were completed prior to the regulation change. S. McIntyre noted that any future category 3 expenditures that require significant investment will require 3rd party funding and discussions with member municipalities to complete.

S. McIntyre reviewed goals, objectives and policies related to visitor services at the Mill of Kintail. She highlighted the objective of cost-recovery.

L. Carleton asked if the Mill of Kintail Master Plan will be updated by MVCA staff or by a consultant. S. McIntyre responded that MVCA planning and operations staff will be updating the Mill of Kintail Master Plan in 2025.

D. Moses commented that there are opportunities to develop a public-private partnership at the Mill of Kintail site to generate revenues. S. McIntyre commented that it is something to consider moving forward in the development of the Master Plan.

B. Holmes recommended that the committee schedule a meeting to brainstorm and provide a report to MVCA on their recommendations for the Mill of Kintail. D. Moses agreed. L. Carleton agreed, B. Holmes tasked MVCA staff with scheduling a brainstorming session.

L. Carleton asked what the advisory committee's role is in developing the new master plan and associated policies. S. McIntyre responded that the draft documents would be tabled with the committee for review and comment prior to circulation. She noted that the Mill of Kintail Master Plan encompasses the whole site, including the museum. A separate advisory committee may be needed in the development of the master plan. A workplan will be developed to determine how to effectively manage the master plan.

D. Jackson suggested localized climatic control systems for individual pieces of artwork. She noted the CCI would be able to advise on this option.

4. Mill of Kintail Museum Strategic Plan, Verbal Report, Sally McIntyre & Scott Lawryk.

S. McIntyre explained that the first step in changes to the Mill of Kintail Strategic plan was releasing the Museum Curator, Stephanie Kolsters. MVCA intends on opening the museum in May. She noted that MVCA is moving in a different direction regarding the management of the museum and site as a whole. MVCA staff duties have been re-aligned to deliver on these changes. She looked to the committee for their feedback regarding the museum's direction moving forward as MVCA is in a period of transition.

S. McIntyre asked for feedback regarding the integrity and safety of the museum collections. D. Moses commented that the collection should be preserved and highlighted opportunities to fundraise. B. Holmes commented that there is a need for professional advice and guidance on the collection's management. L. Carleton noted that the textiles and paper items have been removed from the museum and put in climate-controlled artifact storage in the gatehouse. She added that the Men's Shed group have helped to build storage shelving to allow for improved organization of the artifacts. S. Chatfield recommended an open doors event for the public to get a behind-the-scenes look at the artifact storage. D. Jackson commented that CCI should be consulted to determine the best way to go about conservation and restoration pieces in the collection. K. McNenly commented that plasters are not safe in their current environment. She suggested that copies be made and the original pieces be kept in storage. B. Holmes responded that making copies is a large undertaking and would require significant fundraising.

S. McIntyre asked the committee for feedback on how best to attract the public to the museum and to tell the story of James Naismith and R. Tait McKenzie. D. Jackson commented that there is an opportunity for artist residency at the museum. She noted success and positive feedback from visitors to her exhibits and workshops held on-site. She highlighted the opportunity for indigenous engagement at the site with indigenous artist exhibits, and events. S. Chatfield commented that there is a lack of First Nations acknowledgement at the site. She highlighted opportunities for storytelling events and collaborating with the host nation for the watershed. S. McIntyre noted that is interest in an Indigenous group hosting an event at the Mill of Kintail in June. She noted the opportunity to incorporate indigenous teachings, history and knowledge in the signage at the site. L. Carleton commented that she provided suggestions on the Draft Land Conservation & Resource Strategy including an official name change to the Mill of Kintail Museum and a retooling of the building to an arts and nature centre. B. Holmes suggested collaborating with play-write, Fern Martin for a play regarding the history of R

Tait McKenzie and James Naismith. L. Carleton expressed her interest in helping MVCA staff to develop the Museum webpage. D. Jackson commented that she would provide photos to be used for updating the museum webpage.

S. McIntyre asked the committee for their goals for the museum in 2025. D. Jackson responded that the gift shop requires improvement and is an opportunity for cost-recovery. D. Moses commented that he built her gardens and plans to donate the funds to MVCA. L. Carleton expressed support in improving the gift shop. She noted that the gift shop is cash-only, the WIFI needs improvement to allow for debit and credit purchases. L. Carleton noted the opportunity to celebrate the anniversary of sculpture completions. She will confirm with the committee which piece is celebrating an anniversary upcoming. S. Chatfield suggested reaching out to First Nations communities within the watershed to gain an understanding of their upcoming celebrations for 2025. K. McNenly highlighted the opportunity to have different artists exhibiting at the museum for 2025 to increase engagement at the site. S. McIntyre commented that MVCA staff will assess how to move forward on improvements with the gift shop, the museum website and the exhibits for 2025. She committed staff to determining the scope of what is reasonable to accomplish and to reconvene with the committee for feedback. She added that the Manager of I&TC is working to improve the WIFI at the museum and gatehouse. B. Holmes added that there is an opportunity to engage with tourist groups that take bus tours into Almonte.

OTHER BUSINESS

D. Moses commented that he plans to help with future fundraising efforts.

MAC24/01/31-3

MOVED BY: D. Moses

SECONDED BY: S. More

Resolved, That the Mill of Kintail Museum Advisory Committee meeting be adjourned.

“CARRIED”

The meeting adjourned at 2:29 p.m.

K. Hollington, Recording Secretary

REPORT
001/25

TO:	The Chair and Members of the Mill of Kintail Museum Advisory Committee
FROM:	Scott Lawryk, Property Manager
RE:	MOK Museum Strategic Plan Update
DATE:	January 28, 2025

FOR DISCUSSION**1.0 BACKGROUND**

MVCA approved the current *Museum Strategic Plan* in 2019 and it is due for renewal per the requirements of the provincial Community Museum Operation Grant (CMOG) program. Since early 2024, MVCA staff having been working with Fauzya Moore, a retired civil servant with a background in program evaluation, to help evaluate the effectiveness and progress of the 2019 Strategic Plan. A survey of Museum Advisory Committee (MAC) members was carried out with results contained in Attachment 1.

2.0 NOVEMBER MEETING OUTCOMES & NEXT STEPS

Several ideas were discussed at the November meeting, with consensus emerging around the following objectives:

- Increase accessibility and exposure of the collection
- Evolve exhibits to better tie to the museum's natural setting
- Increase attendance and foot traffic
 - Increase number and scope of temporary exhibits
- Evolve museum to a revenue neutral position

The next step is to discuss specific opportunities with the MAC, assess their feasibility, and to draft an update to the *Museum Strategic Plan* for consultation with the MAC and wider community, and for consideration and approval by the Board.

3.0 LC&RS DIRECTION/MVCA BOD DIRECTION

The recently approved *Land Conservation and Resource Strategy* addresses a number of points and policies related to the Museum that should be kept in mind during strategic and annual planning discussions:

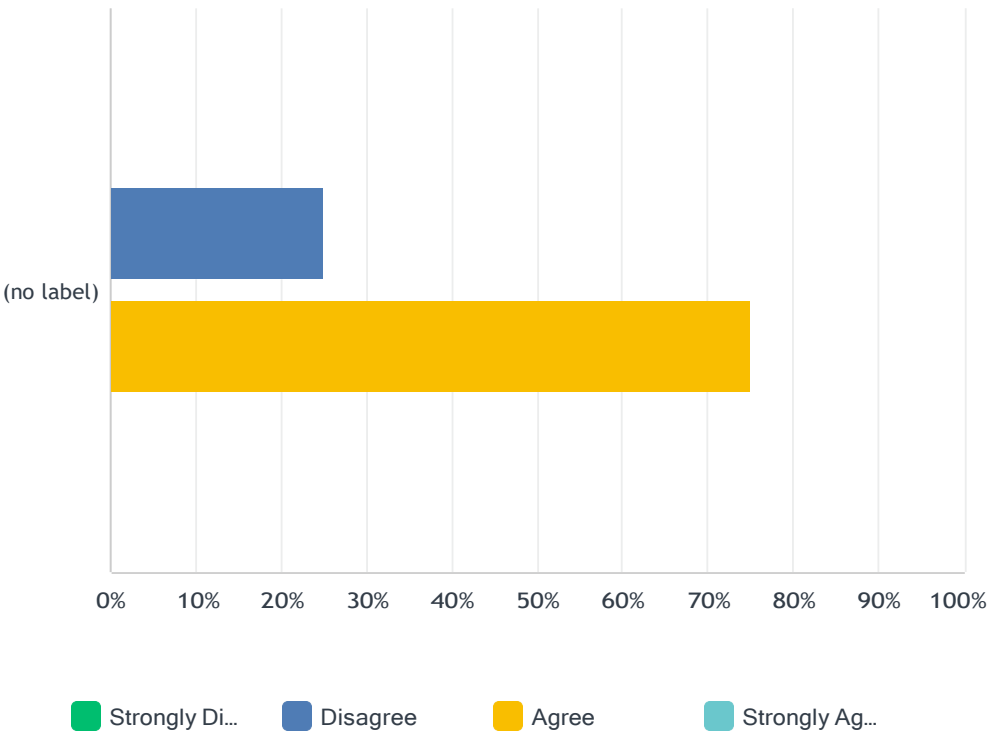
1. The Mill of Kintail Museum is part of what is considered the ‘Visitor Service’ department of MVCA. It also includes the Gatehouse and the Education Centre. Visitor Services is delivered in accordance with Category 3 Programs and Services Agreements supported by MVCA’s member municipalities. The LC&RS documents speaks to the following goals and objectives that would be relatable to the Museum¹:
 - a. “Sustainable management of the property, buildings, and heritage features for current and future generations”
 - b. “The Mill of Kintail is a top-10 destination in Lanark County”
 - c. Increase all-season level of service, including education, cultural appreciation, and both guided and self-guided outdoor recreation opportunities, for local residents and visitors to the region
 - d. “Encourage the appreciation of local cultural history through programming and activities.”
 - e. “Broaden the sources and amounts of revenue from activities that complement the primary functions of the site to financially support core programs.”
 - f. “Strengthen relationships with the community at large”
2. “The Mill of Kintail Museum is a community asset and cultural attraction. MVCA will operate the museum while seeking another organization to assume management of collections”²

¹ [Land Conservation & Resource Strategy](#) (Visitor Services, p. 57 and 58)

² Ibid. (Conservation Areas, p. 42)

The strategic plan requires adjustment

Answered: 4 Skipped: 3



	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	25.00%	75.00%	0.00%	4	2.75
	0	1	3	0		

#	PLEASE EXPLAIN	DATE
1	I am not sure how to answer this question in terms of the Mill of Kintail	10/18/2024 10:24 AM
2	Objective 3.4.9 seek expert input into the development of museum and surrounding grounds to augment the experience should be a priority. Timelines need adjustment, i.e. developing exhibits requires more than 10 days. Designing and installing heritage gardens requires more than 5 days.	9/30/2024 8:54 AM
3	Occasional review and adjustment sound appropriate.	9/25/2024 11:02 PM
4	We need to better define what we are trying to be	9/25/2024 8:36 PM
5	Seems to be most of the budget goes into salaries, but there is no person that has museum science training. Perhaps there should be someone qualified on staff at least part time. They will usually have training in conservation, management and educational programming.	9/25/2024 6:48 PM
6	N/A	9/25/2024 1:02 PM

Progress of the Strategic Plan

Answered: 4 Skipped: 3

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Implementation of the Strategic Plan is well advanced	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	2.67
Implementation of the strategic plan is progressing within the expected time frame	0.00% 0	33.33% 1	66.67% 2	0.00% 0	3	2.67
Implementation of the strategic plan is within budget	33.33% 1	33.33% 1	33.33% 1	0.00% 0	3	2.00
Implementation of the strategic plan requires more resources	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4	3.50
A visitor survey is necessary	0.00% 0	0.00% 0	50.00% 2	50.00% 2	4	3.50

Comments on the progress of the Strategic Plan

Answered: 4 Skipped: 3

#	RESPONSES	DATE
1	I am really unclear of where the strategic plan specific to the Mill of Kintail is at.	10/18/2024 10:24 AM
2	Advisory Committee has not been informed on this.	9/30/2024 8:54 AM
3	A visitor survey sounds like a great idea.	9/25/2024 11:02 PM
4	I appreciate being kept informed by email.	9/25/2024 1:02 PM

The Mill of Kintail Museum building is a heritage structure that cannot provide a climate-controlled environment. What should be done to protect the collection from decay?

Answered: 7 Skipped: 0

#	RESPONSES	DATE
1	The collection will need to be moved and this needs to be thoroughly investigated. Is another organization willing to build a climate-controlled building on the property? Moved to another location? Could a number of pieces in the collection be retained at the Mill of Kintail Museum building in climate-controlled showcases?	10/18/2024 10:24 AM
2	Move objects that have obvious decay to basement of Gatehouse during the time the Museum is closed.	10/6/2024 7:57 AM
3	Consult with the Canadian Conservation Institute for advice	9/30/2024 8:54 AM
4	CCC visit to the museum in August. My outside impression (I was working as artist in residence at the time of their visit) is that they felt the conservation of the collection was on par with most other comparable small museums in the area. They acknowledged funding limitations to small museums and commented on how the mill of Kintail collection has survived remarkably well in place. If I remember correctly I think they suggested leaving things as they are and implementing conservation methods as needed as funds are available. Also, I believe they are available to make recommendations on items most in need of restoration and preservation.	9/25/2024 11:02 PM
5	Provide climate control	9/25/2024 8:36 PM
6	If the building cannot be upgraded to protect the collection, then it should be relocated or have controlled displays within the building.	9/25/2024 6:48 PM
7	The Mill of Kintail Museum is lovely. I don't think the collection can be protected from decay without a climate-controlled environment.	9/25/2024 1:02 PM

Curation

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
Cataloguing meets accepted professional standards	0.00% 0	0.00% 0	33.33% 2	66.67% 4	6	3.67
The Collection is fully digitized	0.00% 0	40.00% 2	20.00% 1	40.00% 2	5	3.00
The collection is well organized	0.00% 0	0.00% 0	50.00% 3	50.00% 3	6	3.50
The collection is well curated	16.67% 1	16.67% 1	33.33% 2	33.33% 2	6	2.83
The collection is fully accessible to the general public	20.00% 1	40.00% 2	40.00% 2	0.00% 0	5	2.20
More work is needed to collect the heritage of R.Tait-McKenzie	0.00% 0	0.00% 0	40.00% 2	60.00% 3	5	3.60
More work is needed to collect the heritage of James Naismith	0.00% 0	40.00% 2	0.00% 0	60.00% 3	5	3.20

Curation Comments

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	The collection is deteriorating in the present environment. I agree it needs to be preserved but if it is leaving the site, a digitalized copy would be a good idea for display at the Mill of Kintail.	10/18/2024 10:24 AM
2	James Naismith collection could be given to Basketball Foundation.	10/6/2024 7:57 AM
3	Questions I don't feel qualified to answer I have left blank.	9/25/2024 11:02 PM
4	Is some help required here? There is a museum curator on staff now isn't there?	9/25/2024 8:36 PM
5	There is little room for expanding the collection of James Naismith. It is taking up space for the Tait McKenzie collection. The gatehouse space is too small for 2 collections to be stored and expanded, unless the gatehouse is expanded.	9/25/2024 6:48 PM
6	I appreciate the way McKenzie's Indigenous Collection is catalogued.	9/25/2024 1:02 PM

R. Tait McKenzie Exhibit

Answered: 6 Skipped: 1

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
The R. Tait McKenzie exhibit is visually pleasing	0.00% 0	16.67% 1	33.33% 2	50.00% 3	6	3.33
The R. Tait McKenzie exhibit provides a learning experience on the work of R. Tait-McKenzie	0.00% 0	16.67% 1	66.67% 4	16.67% 1	6	3.00
The R. Tait McKenzie exhibit quality is comparable to other Lanark-area museums	0.00% 0	16.67% 1	33.33% 2	50.00% 3	6	3.33
The exhibit is child-friendly	0.00% 0	33.33% 2	50.00% 3	16.67% 1	6	2.83
Families will enjoy the exhibit	0.00% 0	16.67% 1	33.33% 2	50.00% 3	6	3.33
Digitized presentations guide people around the museum	0.00% 0	50.00% 3	33.33% 2	16.67% 1	6	2.67

R. Tait McKenzie Exhibition - Comments

Answered: 5 Skipped: 2

#	RESPONSES	DATE
1	It is difficult to compare to other museums as they tend to collect history in general. I find the collection "tired" and not visitor friendly. I would like to see more information about his life work presented in a more user friendly way. He really is the sum of his many talents and works and this is not evident.	10/18/2024 10:24 AM
2	The Advisory Committee has no knowledge of the exhibition budget. Cannot comment.	9/30/2024 8:54 AM
3	Spending time interacting with the public in both the downstairs parlour during a show last autumn and the upstairs studio this summer as artist in residence has given me an opportunity to interact with visitors to the museum. The feedback has been overwhelmingly positive and many are return visitors. Families, retirees and out of area visitors.	9/25/2024 11:02 PM
4	The stored collection could be utilized more in the museum if there were climate controlled displays.	9/25/2024 6:48 PM
5	Really well done!	9/25/2024 1:02 PM

James Naismith Exhibit

Answered: 6 Skipped: 1

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
The exhibit is visually pleasing	0.00% 0	33.33% 2	50.00% 3	16.67% 1	6	2.83
The exhibit provides a learning experience on the work of James Naismith	0.00% 0	16.67% 1	66.67% 4	16.67% 1	6	3.00
The James Naismith exhibit showcases Canada's contribution to sport	0.00% 0	0.00% 0	100.00% 5	0.00% 0	5	3.00
The James Naismith exhibit quality is comparable to other Lanark-area museums	0.00% 0	66.67% 4	16.67% 1	16.67% 1	6	2.50
The exhibit is child-friendly	0.00% 0	33.33% 2	66.67% 4	0.00% 0	6	2.67
Families will enjoy the exhibit	0.00% 0	33.33% 2	33.33% 2	33.33% 2	6	3.00
Digitized presentations guide people around the museum	16.67% 1	50.00% 3	33.33% 2	0.00% 0	6	2.17

James Naismith Exhibition - Comments

Answered: 3 Skipped: 4

#	RESPONSES	DATE
1	The same applies to Naismith as to McKenzie. Probably not explaining very well but the fact they were boyhood friends and both went on to be world renowned is important and not really focused on.	10/18/2024 10:24 AM
2	I find the display kind of boring and it seems like it just got dumped in the basement because there is no other place to put it. It is dark and confining.	9/25/2024 6:48 PM
3	I was slightly disappointed there was only one small room dedicated to Naismith when I visited a few years ago.	9/25/2024 1:02 PM

Communications

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
The website will attract visitors to the museum	0.00% 0	16.67% 1	83.33% 5	0.00% 0	6	2.83
Outreach to the community is satisfactory	33.33% 2	33.33% 2	33.33% 2	0.00% 0	6	2.00
The museum is well known within Lanark	14.29% 1	14.29% 1	42.86% 3	28.57% 2	7	2.86
The museum is well known within Ontario	50.00% 3	33.33% 2	16.67% 1	0.00% 0	6	1.67
The museum is well known within Canada	50.00% 3	33.33% 2	16.67% 1	0.00% 0	6	1.67
Current marketing encourages people to drive to see the museum	20.00% 1	40.00% 2	40.00% 2	0.00% 0	5	2.20
More marketing of the Museum and its attractions is required	0.00% 0	0.00% 0	66.67% 4	33.33% 2	6	3.33

Communications Comments

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	The museum is not the focus of the MVCA and it requires its own business plan on how it can properly maintain the collection, and market the museum so it can become revenue neutral.	10/18/2024 10:24 AM
2	The Museum has a website?	10/6/2024 7:57 AM
3	Anecdotal evidence suggests that the site is very popular. The parking lot is full every weekend. Visitors seem to be from outside the local area. Google reviews are very favourable, such as "a nice spot to spend time with nature." Next step is to conduct a comprehensive visitor survey.	9/30/2024 8:54 AM
4	Scope of marketing is a function of money spent or available to spend	9/25/2024 8:36 PM
5	There has to be a coordinated effort with the municipality, the NCC and Ottawa to promote the museum and the collection to tourists as well as residents from Ontario and beyond.	9/25/2024 6:48 PM
6	I have created a brochure about Naismith. I had hoped that a bus tour of important Almonte sites associated with him could be used as a fundraiser for the MVCA or the Municipality. I believe Councillor Bev Holmes is looking into the possibility.	9/25/2024 1:02 PM

Facilities Management

Answered: 7 Skipped: 0

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
The museum walls, floor and basement are well-kept	0.00% 0	16.67% 1	33.33% 2	50.00% 3	6	3.33
The museum interior is refreshed and well maintained	0.00% 0	28.57% 2	57.14% 4	14.29% 1	7	2.86
Visitors will find the museum in good repair	0.00% 0	14.29% 1	57.14% 4	28.57% 2	7	3.14
Visitors are able to take advantage of upgraded amenities	25.00% 1	0.00% 0	50.00% 2	25.00% 1	4	2.75
Management and maintenance of the facilities are within accepted professional standards	0.00% 0	20.00% 1	60.00% 3	20.00% 1	5	3.00

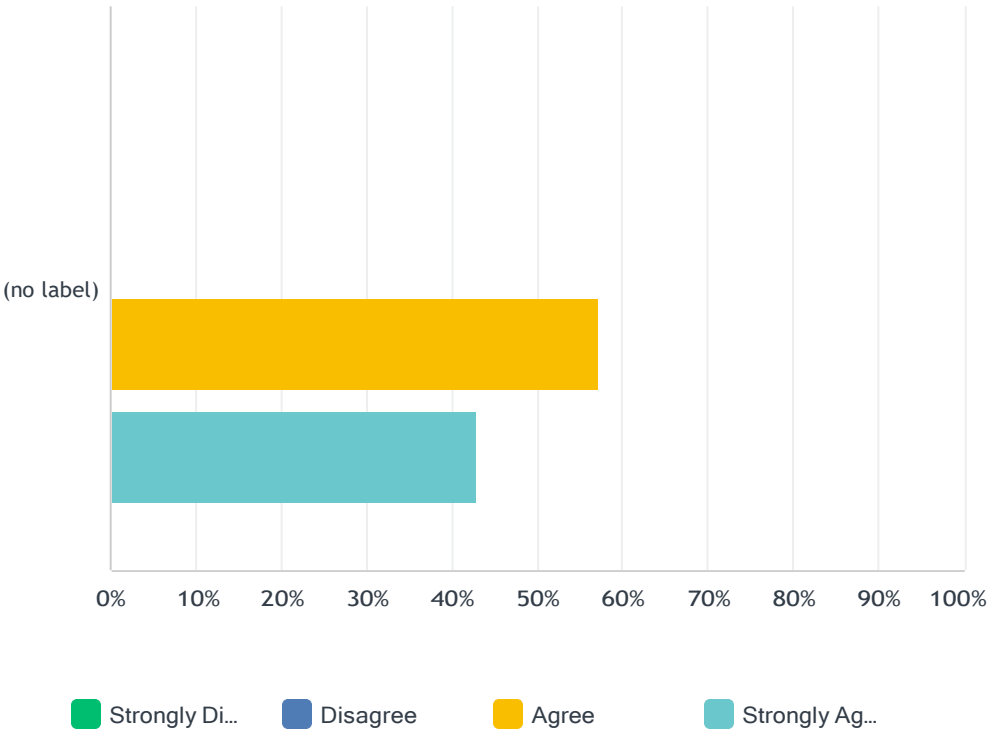
Facilities Management Comments

Answered: 6 Skipped: 1

#	RESPONSES	DATE
1	The care of the museum is beyond the MVCA budget	10/18/2024 10:24 AM
2	What upgrades?	10/6/2024 7:57 AM
3	It is comparable to other Lanark County small museums.	9/30/2024 8:54 AM
4	Maintaining a building is always good practice	9/25/2024 8:36 PM
5	The museum is clean on the surface, but feels damp and musty. I doubt it is within standards of a maintaining a museum collection. The building is left unheated in the winter and hot and humid in the summer.	9/25/2024 6:48 PM
6	I appreciate that Heritage Buildings are costly to maintain.	9/25/2024 1:02 PM

Q14 The museum delivers good value for money (i.e. Cost of Parking)

Answered: 7 Skipped: 0



	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00% 0	0.00% 0	57.14% 4	42.86% 3	7	3.43

The museum needs to increase its community outreach activities

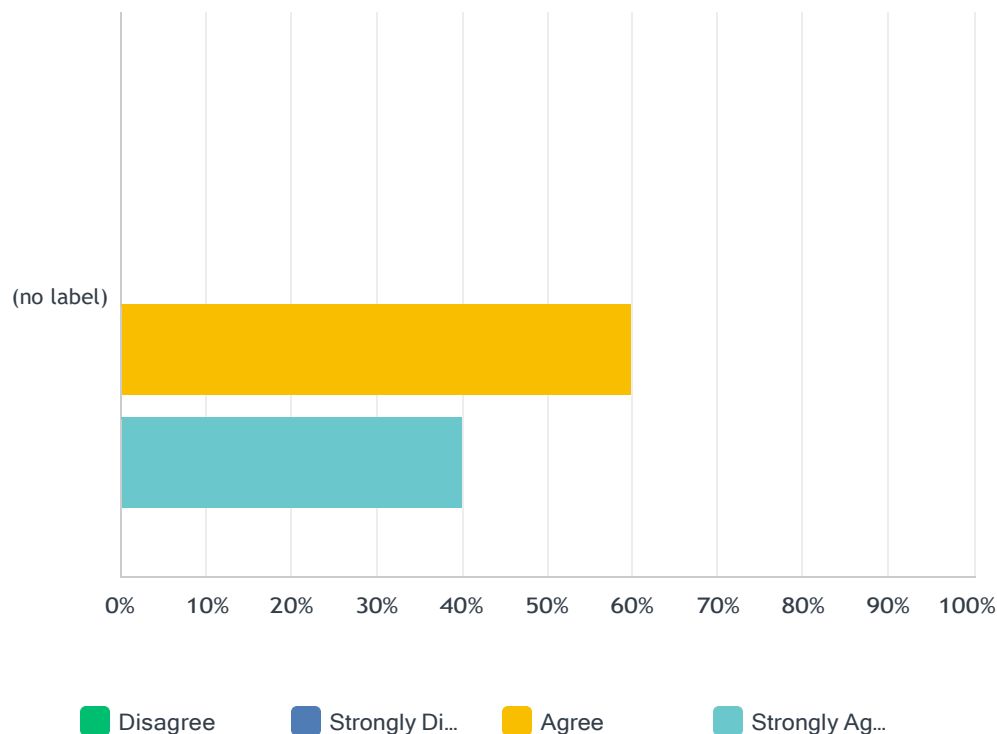
Answered: 6 Skipped: 1

	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	50.00%	50.00%		
	0	0	3	3	6	3.50

#	IF YES, PLEASE SPECIFY HOW	DATE
1	Connecting with tourist industries. Advertising etc. Would need multiple upgrade of the facility which MVCA does not have \$ for. Community outreach would have to be part of the business plan	10/18/2024 10:24 AM
2	More special events	10/6/2024 7:57 AM
3	Parking fees are reasonable. See google reviews. Partnerships with MVFN and community groups are strengthening. New programs are well received.	9/30/2024 8:54 AM
4	Allow more activities, better signage	9/25/2024 8:36 PM
5	Having an artist in resident program with some sort of educational dimension for the public would be interesting. Perhaps a sculptor would be appropriate. Perhaps a plein air festival on the museum grounds would be in keeping with the tradition of Robert Tait McKenzie being visited by many friends who would paint on the grounds when he was there. It could promote the museum collection of art as well as provide an exhibition for artists in the gatehouse open to the public. It was tried before, but there was little outreach or organization, so it was not well attended. However, with the growth of urban sketching and social media it could be much more successful if tried again. The Gatehouse has a great space which could provide an opportunity for rental to many organizations for classes or meetings.	9/25/2024 6:48 PM
6	I've read historic newspapers that say Church camps and Community worship services have been held there. Many of the books and articles I have read about Naismith talk about physical and mental wellbeing. Only a few mention spiritual wellbeing as an important pillar during WWI and later in his life. The Hillside Reformed Presbyterian Church hosts a popular Childrens' Sports Camp which Jim Naismith, Dr. James' Grandson, has spoken at saying his Grandfather would have approved.	9/25/2024 1:02 PM

Q16 The museum needs to increase visitorship

Answered: 5 Skipped: 2

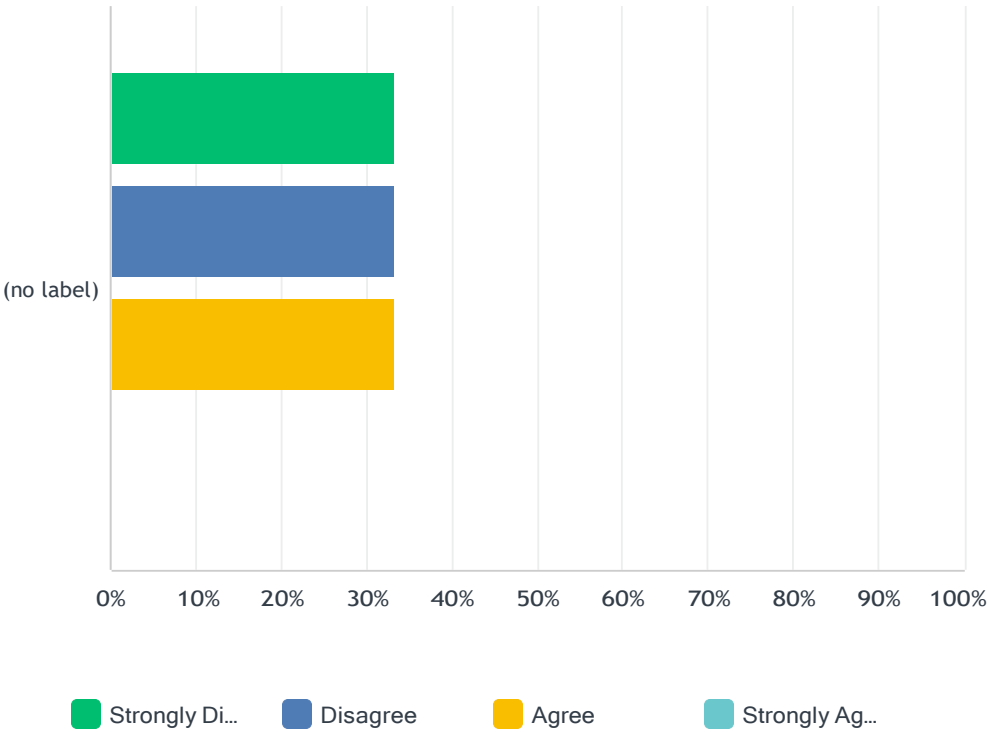


	DISAGREE	STRONGLY DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	0.00%	0.00%	60.00%	40.00%	5	3.40
	0	0	3	2		

#	IF YES, PLEASE SPECIFY HOW	DATE
1	With a viable business plan	10/18/2024 10:24 AM
2	Open all year	10/6/2024 7:57 AM
3	Why not host a MOK Museum facebook page and/or website. This needs an administrator.	9/30/2024 8:54 AM
4	Mixed feelings on this. There seems to currently be a nice steady flow of visitors when I have been there. Too many visitors will detract from the natural beauty. I think, ideally, increasing visitorship for income generating events	9/25/2024 11:02 PM
5	Be open year round	9/25/2024 8:36 PM
6	Advertising would seem to be the most logical.	9/25/2024 6:48 PM
7	I wish a bus tour of important Almonte sites associated with Naismith & McKenzie was a possibility.	9/25/2024 1:02 PM

Q17 The museum needs to present itself as much as museum of sport as a museum of the fathers of sport in Canada

Answered: 6 Skipped: 1



	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE	TOTAL	WEIGHTED AVERAGE
(no label)	33.33%	33.33%	33.33%	0.00%	6	2.00
	2	2	2	0		

#	IF YES, PLEASE SPECIFY	DATE
1	Need to concentrate on the many talents of these two men. They were Renaissance men.	10/18/2024 10:24 AM
2	No comment.	9/30/2024 8:54 AM
3	I would love to see more focus on the childhood influences on Naismith & McKenzie. I believe the deep, deep roots of faith in Mississippi Mills contribute to the spiritual wellbeing of its' residents and makes the area such a popular place to live.	9/25/2024 1:02 PM

REPORT

002/25

TO:	The Chair and Members of the Mill of Kintail Museum Advisory Committee
FROM:	Scott Lawryk, Property Manager
RE:	2025 Work Plan Objectives
DATE:	January 29, 2025

FOR DISCUSSION

Staff have assessed suggestions made during the previous Museum Advisory Committee meetings and believe that the following work plan objectives are feasible for 2025. The purpose of this agenda item is to further discuss 2025 desired outcomes and how MAC and other volunteers can support this work.

1. Evaluate Conservation of the Collections

Application will be made to Canadian Conservation Institute to help advise on possible risks to the collection and a general assessment of facilities and collection care practices. The hope will be to generate a guide for future collection management practices and identify realistic improvements that can be made.

2. Expand the Artist-in-Residency Program

Emerging and established artists could be invited to display their talents at the museum for extended periods. Artists would have access to studio spaces and could engage with visitors through workshops, talks, and collaborative projects. This initiative aims to enhance the museum's cultural relevance and provide fresh perspectives on both contemporary and historical themes.

3. Update the Website

In response to increasing digital engagement, the museum will undertake a comprehensive update to its website. The long-term objective is to create a more user-friendly, accessible platform with features such as virtual tours, detailed cataloging of the collection, and a better user experience for online visitors. A focus

for 2025 should include improved navigation and content to engage a broader audience and better tell the story of the R. Tait McKenzie and James Naismith.

4. Improve the Gift Shop

To enhance visitor experience and generate additional revenue for the museum, the gift shop should be improved. Staff will look to expand the selection to include more museum-specific products. This could include merchandise inspired by the museum's collection or current exhibitions, with a focus on items that do not require sizing (hats, novelty items, etc.). The layout could also be refreshed to improve accessibility and flow, with the goal of making the space more inviting and aligned with the overall aesthetic of the museum. Furthermore, a partnership with Mississippi Mills will be explored to see if there is an opportunity for a joint venture.

5. Use Archived Items to Update Exhibits

Exhibits will be enriched by assessing and using items stored in the archives. Staff and volunteers can explore the archives to mine artifacts to help update and add to the narrative of existing exhibits. The goal is to provide more context to objects in the collection, offer fresh insights to visitors, and integrate lesser-known stories into the museum's interpretation. While the McKenzie collection offers more of that "wow factor," this could be an avenue to help increase the exposure of the Naismith collection.