



1. GENERAL STATEMENT

The Whitchurch-Stouffville Museum & Community Centre (Museum & CC) is the home of a community museum dedicated to preserving, documenting, researching, interpreting and promoting the history and heritage of the community now known as the Town of Whitchurch-Stouffville. As a community museum, the Whitchurch-Stouffville Museum (Museum) exists for the public by the goodwill of the public. In order to continue its success, the Museum must be actively engaged in and responsive to the needs and interests of the community it serves, while fulfilling its role as public steward of the community's heritage.

The Museum & CC applies each year for the Community Museum Operating Grant (CMOG) through the Ontario Ministry of Tourism, Culture, and Sport. This policy complies with the policy and operational guidelines of the CMOG grant program.

2. STEWARDSHIP

As identified in By-law #2015-022-RE, "A By-law to establish Terms of Reference for the Whitchurch-Stouffville Museum Advisory Committee" and the Museum & CC's Vision, Values and Mission Statement, the development, maintenance and management of the collection of artifacts is a primary focus of the Museum. The Museum's commitment to perform its role as the steward of this collection is further demonstrated by the Museum's Collection Development Management and Conservation policies as well as the directives included in the Dissolution and Finance & Revenue Generation policies.

3. PUBLIC INVOLVEMENT

3.1 Community Representation/Accountability

The Whitchurch-Stouffville Museum is owned and operated by the Corporation of the Town of Whitchurch-Stouffville. The governing body comprises the municipal Council with the support and assistance of the Whitchurch-Stouffville Museum Advisory Committee. The Mayor and Councilors, being duly elected, represent the community's interests.

A summary of the Museum's operations is included in the Town's corporate annual report and distributed publicly. The municipal budget (operating and capital) includes the Museum & CC's budget, and approval occurs at a public meeting.

3.2 Museum Advisory Committee

Museum Advisory Committee Members are appointed by Council in

accordance with the Terms of Reference By-law #2015-022-RE from applicants who are qualified electors in the Town of Whitchurch-Stouffville. Special consideration maybe given to appoint applicants who are not qualified electors of the Town, where appropriate.

Meetings of the Committee are open to the public. The Committee may appoint sub-committees for special projects and include further members of the public.

3.3 **Volunteer Program**

The Museum will maintain an active volunteer program enabling members of the public to become involved in a variety of museum functions. In accordance with the Museum & CC's Human Resource policy, job descriptions, appropriate training, supervision and evaluation will be provided for all volunteers. Volunteers are recruited through promotion on the Town's website, on Social Media, in print media, and directly. Volunteers will be screened in accordance with the Town's administrative procedure #53 - *Police Background/ Criminal Record Check*. A detailed application form aims to ensure that the needs and interests of the potential volunteer are matched to those of the Museum. Each volunteer receives a manual with basic health & safety information and emergency contacts included. Additional training opportunities (i.e. AED training) are available as required/ requested.

The Museum will hold a volunteer appreciation night each year to recognize individual volunteer contributions through the awards of certificates and seals, official name tags and inclusion on the volunteer plaque. The Museum will also participate in provincial volunteer recognition programs such as the Government of Ontario Volunteer Service Awards and the Ontario Heritage Foundation's Community Heritage Recognition Program, as appropriate.

Within available resources, the Museum will facilitate the development of volunteer "clubs" to support and contribute to the Museum & CC's successful operation. The volunteer clubs will be based on Museum operational priorities, task or focus of interest, and community demand and may include, but are not limited to Collections Care, Exhibition Research & Installation, Gardening, Fundraising, Crafts, Building/Artifact Conservation, and Local History.

3.4 **Membership Program**

In order to enhance the community profile of the Museum & CC, to continue to recognize and encourage volunteer contributions as well as to

generate operating revenue, the Museum & CC will operate a membership program.

3.4.1 *Membership Categories*

Membership categories include Individual, Dual, Family, Child, and Youth.

3.4.2 *Membership Benefits*

- Free General Admission (excludes most Special Event programs)
- Discount on fee to access to Museum's Archives/Library (for research, appointment required)
- Membership newsletter
- Membership card (which may be honored at other sites and/or provide a discount on Ontario Museum Association membership)
- 20% discount on selected adult and children's workshops
- 10% discount on Gift Shop purchases (with membership card)
- Discounted Admission - selected Special Events
- Invitations to "members only" events/ exhibit openings

3.4.3 *Membership Fee Structure*

Current membership fees are reflected in the Town of Whitchurch-Stouffville Fees and Charges By-law, which is updated annually.

3.5 Partnerships

As detailed in its Finance & Revenue Generation Policy, the Museum & CC will consider and encourage partnership ventures for programming activities, exhibitions, promotion and marketing efforts, facility expansions, etcetera. Such arrangements will comply with the facility's criteria for revenue generation and will not reduce or jeopardize the Museum's ability to fulfill its core obligations of stewardship and public service.

3.6 Public Awareness & Promotion

In order to provide equality of access and to maximize public awareness of the Museum & CC's programs, services and collections, the facility will pursue a variety of promotional strategies including but not limited to print and multi-media, general brochure distribution; event- and program-specific poster and flyer distribution.

3.7 Public Input/Review or Feedback

To ensure that the Museum & CC's programs and events are relevant, facility staff actively seeks feedback on events and programs through

evaluation and comment forms.

In accordance with the Museum & CC's Education/ Interpretation Policy, service delivery and program planning will consider the specific needs of user groups and will adapt to meet those needs as closely as possible. These needs -- and strategies to address them -- will be identified and reviewed through discussions with the group's leader or contact, research, and/or consultation with other museum professionals and community contacts.

The Museum will ensure that its programs and services are consistent with the Museum's Vision, Values, and Mission statement. Programs will be developed with flexibility in order to successfully serve the needs and expectations of various user groups in the community. Opportunities are available for members of the public & volunteers to submit feedback.

4. **PUBLIC ACCESS**

The Museum & CC is a public institution open to the public at large, and providing access to the site facilities, collections, programs and knowledge is a primary focus. The facility's commitment to provide this access is further demonstrated by the Museum & CC's Education & Interpretation, Exhibition, and Research policies as well as the directives included in the Human Resources, Dissolution and Finance & Revenue Generation policies.

4.1 **Opening Hours Schedule**

Schedule of Hours Open to the Public for Casual Visits

The hours during which the Museum & CC is open to the public for casual visits are as follows:

REGULAR HOURS: Tuesday – Saturday: 12 - 5 pm
(Early September - Victoria Day Weekend)

SUMMER HOURS: Tuesday – Saturday: 10 am – 5 pm
(Victoria Day Weekend - Early September)

Closed Holidays

Schedule of Hours Open for Organized Visits/ Rentals

Organized visits or other access which include school programs, workshops, group tours, and paid rentals will be offered when requested

and based on facility – and staff – availability.

4.2 **Accessibility**

4.2.1 ***General Accessibility***

The Museum & CC will endeavour to provide equal access for all members of the community to the museum's collections, information, services, and programs. The Museum & CC will participate in and comply with the Town's development and implementation of Accessibility Plans in order to identify and eliminate barriers as much as possible within the resources available and conservation/authenticity goals of the Museum. The Museum & CC will comply with municipal, provincial and federal accessibility legislation.

4.2.2 ***Economic Accessibility***

Since the acquisition, conservation, exhibition and interpretation of artifacts is undertaken by the Museum for the benefit of the public at large and public funding from municipal, provincial, federal (and other not-for-profit agencies) has supported these museum operations since 1971, free public access will be provided each year on International Museum's Day and during Culture Days.

Schools located in Whitchurch-Stouffville receive a discount (approximately 25%) on the Museum's educational program fees. Discounted rates for Museum programs are made available through its membership program. The Museum & CC also participates in Town subsidy initiatives.

4.2.3 ***Intellectual Access and Access to Collections***

In accordance with the Museum & CC's Research Policy, controlled access will be provided to the Museum's collection of artifacts and reference materials in order to support and encourage public and academic research while ensuring the preservation and protection of the Museum's resources. Privacy and/or legal concerns, object fragility and Museum & CC operational requirements will influence the access to the collection available to the public at any given time. Access will be provided at the discretion of the Curator in accordance with the Museum & CC's Research, Conservation and Collection Management policies and related municipal, provincial and federal legislation.

Facility staff may conduct and forward research for those unable to visit the site on a fee-for-service basis in accordance with the Museum & CC's Research and Finance & Revenue Generation

