



ANNUAL REPORT 2020

Presented at the Annual General Meeting 2021

MANDATE

Osgoode Township Rural Museum collects, preserves, displays, studies, interprets and makes accessible the material and cultural heritage of Osgoode Township's communities, as a means to further the understanding of its material culture, spirit and significance to the greater Ottawa community as an example of rural and agricultural life.

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BOARD OF DIRECTORS

- CAROLLE DALLAS-ARBUCKLE, PRESIDENT
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IN MEMORIAM

We mourn the loss of Sandra Toll and Anna Beale, very kind and generous women who were great supporters of their communities. They were ones to always put others first. We miss them greatly.

SANDRA TOLL, 1947-2020

ANNA BEALE, 1961-2021

STAFF

- JILLIAN METCALFE - EXECUTIVE DIRECTOR
- ANN ROBINSON - EXHIBIT AND ADMINISTRATIVE OFFICER
- CAITLYN MCDUGALL - EDUCATION OFFICER
- PATRICK CHISHOLM - COLLECTIONS OFFICER
- ERICA HOLBROUGH - COLLECTIONS TECHNICIAN, STUDENT

ABOUT OSGOODE TOWNSHIP MUSEUM

The Osgoode Township Museum traces its founding back to November 23, 1972 when the first meeting to organize “The New Horizons Historical Group” was held. Their purpose in establishing this group was to do research, create interest, collect data, preserve and publish the history of Osgoode Township and the genealogy of its residents.

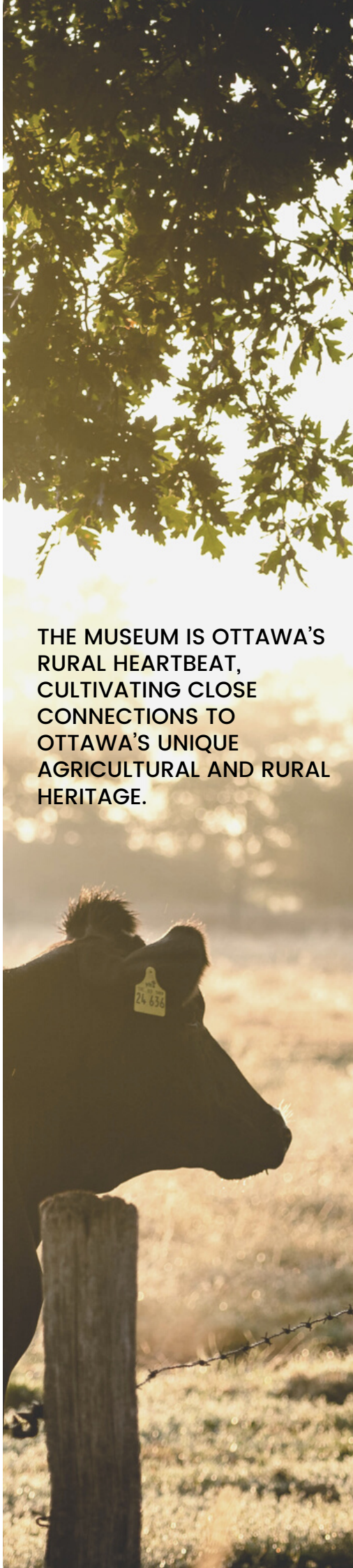
The founding group developed rapidly and was incorporated under the Province of Ontario Statute by Letters Patent issued in the name of the Osgoode Township Historical Society on November 25, 1975. The official opening of the museum was held on September 21, 1973 with many interesting historical articles on display for the first Visitors’ Day. The agricultural museum building was subsequently built and officially opened on August 12, 1989. It now provides a home for the significant farming and industrial collection held by the museum. The museum continues to collect information and artefacts relating to life in Osgoode Township and to make them available to the public.

Vision

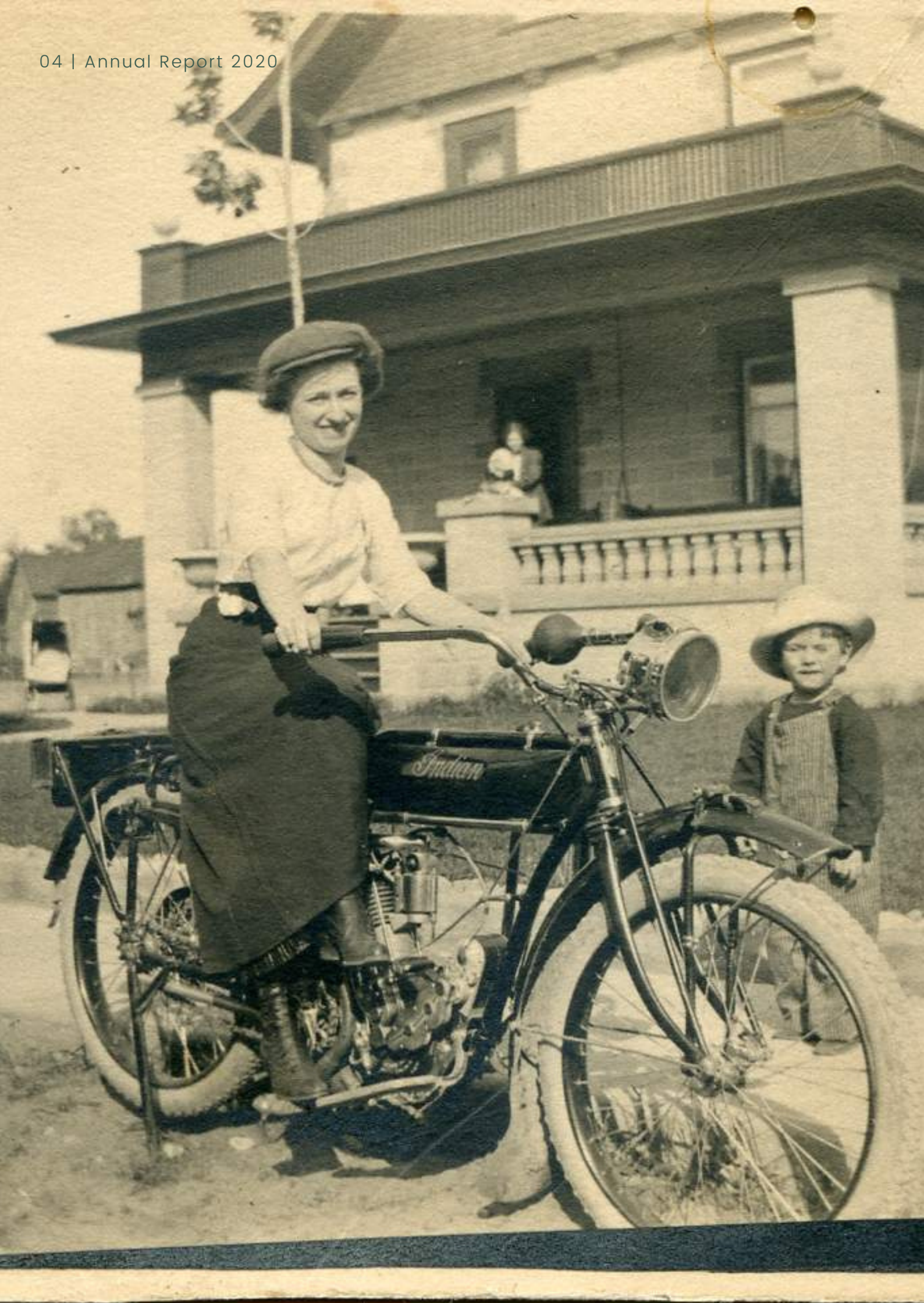
We foster a sense of community identity by inspiring curiosity about our shared rural life, past, present and future.

Mission

For residents of, and visitors to, the Nation’s Capital, the Osgoode Township Rural Museum tells the story of the people and heritage of Osgoode Township and surrounding communities to exemplify the role that rural heritage has in the life of our city.



**THE MUSEUM IS OTTAWA’S
RURAL HEARTBEAT,
CULTIVATING CLOSE
CONNECTIONS TO
OTTAWA’S UNIQUE
AGRICULTURAL AND RURAL
HERITAGE.**



President's Report

The last half of 2020 and the first half of 2021 have been a year of challenges. The one thing I can say is this past year, I have seen our staff, the Osgoode Township Rural Museum staff at its best. The staff exceeded all my expectations of what we as a museum could do for our community.



It has been a year of team work, a year of helping each other whenever we could. The Board of Directors of the Museum has made themselves available for Zoom board meetings and whenever someone was needed, "please keep 6 feet apart and meeting out side" was a regular thing. Our volunteers who have of their time working in the garden continued to let our community know that the museum was there for them.

In 2020, we have welcomed Caitlyn to our staff as program coordinator. Erica joined us as a 2020 summer student working on our collection and social media platform. In August 2020, Patrick has join the staff as collection officer. We are saddened by the deaths of our board members Sandra Toll and Anna Beale, who were active members within the community.

To our sponsors, our membership and the families within our larger community continued to support our programs; picking up take home kits for their children, participating in our virtual programs and continuing to donate financially to the Museum, I thank you all.

As I step down from the position of President on the Board, I plan on still being an active board member and volunteer at the Museum. The incoming Board of Directors and committee members make up a great team and will take the Museum beyond what we all imagined it could be. I want to take this opportunity to thank everyone who has helped ,encouraged and supported me during my term as President.

What's in the future for me – look out agricultural barn! You are my new project. My dream and goal is to see the agricultural barn open to the public all year round.

Thank you for this opportunity to service our community.

Carolle Dallas-Arbuckle
President, Osgoode Township Museum Board

Treasurer's Report

2020, like 2019, was an eventful year! There were many successes and some challenges. Many things were out of the Museum's control, primarily: mandated closures due to the COVID-19 pandemic. We finished the 2020 year with the equivalent of \$46,572 in cash. This is about \$13,600 less than 2019, primarily due to payroll liabilities, HST recoverable and the permanent exhibit overhaul. Our Current Assets are roughly \$44,199, including cash, inventory and prepaid expenses.



Our total Liabilities are roughly \$18,475 including accounts payable and accrued liabilities, government remittances payable and deferred contributions. The deferred contribution of \$1545 was received late in 2020 from the government of Ontario's Heritage Operating Development Grant, to spend in 2021; and the balance of the Museums Assistance Program is to support the Collections Officer salary for 2021.

We earned nearly \$18K in non-government funding in 2020. The larger 2020 contributions were due to COVID-19 emergency funding, purchases of the take-home camp kits, and individual donations. It is an indication of staff's dedication and versatility that revenue from program and workshops increased significantly from \$11K to almost \$15K in spite of the fact that the Museum had to shift quickly to virtual programming due to the pandemic. It should be noted that our auditors, BakerTilly, stated there were no contention or control issues. All controls are in place, functioning well, and are supported by the Minutes.

Executive Director, Jillian Metcalfe, approves the expenditures of all staff members. The President approves the Executive Director's monthly credit card expenses. We received the necessary audit approval. Osgoode Township Museum's capital assets are mostly furniture, fixtures and computers.

In closing, the Osgoode Township Museum operation is stable. Looking ahead to the coming years, especially 2022-24, there will be uncertain financial times. However, I am confident that management, with support from the Board and the Members of the Museum, will steer the Museum in the right direction.

Cheryl Sullivan
Secretary-Treasurer, Osgoode Township Museum Board

Executive Director's Report

2020 proved to be an exceptional year that challenged the Museum's staff. We were adaptable, inventive and resourceful. Our mental health, efficiency and future was tested. Staff did extremely well in increasing the Museum's virtual presence, primarily through social media platforms and virtual activities. Management activities in 2020 included the following initiatives: leading the permanent exhibition rejuvenation; facilitating the employee and employer COVID-19 emergency response plan and re-opening plan, while managing several closures and re-openings due to the mandated provincial restrictions; carrying out objectives of the strategic and community engagement plan; applying for operational and project-based grants; building and maintaining community partnerships; participating in team building and professional development opportunities; representing the museum at external meetings, conferences and functions; updating and adding to the existing Board policy manual; as well as managing and supervising staff and their transitions, where necessary.



Throughout the year, the Museum staff attended many virtual heritage events, speaker series, webinars and heritage committee meetings. These include Heritage Day at City Hall, Metcalfe Fair Drive-Thru, Museum management also sits on the OMN Board of Directors.

2020, despite the pandemic, had some very significant achievements. including the creation of many new and virtual experiences, from the Rural Ottawa Barn Quilt Trail to Paint & Pixels to Discovery Kits, and of course, our largest achievement, the creation of a new permanent exhibition. We successfully shifted our legacy event, Harvest Festival, to a virtual experience with over 8,000 views with our week-long video based event. COVID-19 emergency funding from Canadian Heritage (Museum Assistance Program) enabled the Museum to hire on term Patrick Chisholm as Collections Officer. We are looking to have the Collections Officer position a permanent fixture at the Museum.

I commend my colleagues on their perseverance, resilience and creativity over the past year and a half. The Museum has positioned itself in a positive and forward-thinking manner to support its diverse community. Looking to 2022, we will be seeking out operational and project-based grants to support the creation of a Communications and Marketing Officer as well as an Indigenous Engagement Officer to carry out the objectives of the Strategic and Community Engagement Plan.

Jillian Metcalfe
Executive Director, Osgoode Township Museum



The new permanent exhibit features an interactive farm stand, where children can sell their produce at the local market.

Programs and Events Report

The Osgoode Township Museum, like many other community museums, underwent unprecedented changes in light of the Covid-19 pandemic this year. The Osgoode Township Museum adapted to this new reality and thrived this year with virtual programs and events. Some challenges in 2020 included a small team of staff to carry out objectives, a lack of access to our physical space and supplies and a limited programming budget. Programs could thrive with a dedicated communications staff to strategize advertising and marketing of programs.

In late January 2020, the Museum hired a new Program Coordinator and began gearing up for a busy year of onsite programs. In February, the museum hosted Happy Hearts – A Valentine's day themed PD day camp. The museum was planning for a successful and well-attended March Break Camp when the Ontario government announced schools would be closed for an additional two weeks after march break. After an emergency board meeting – the decision was made to close the museum in order to keep staff and visitors safe. Parents who had planned to send their kids to camp were offered a refund. Using the supplies that had been purchased for March Break, staff made take-home kits for children missing out on March Break. Kits included instructions and materials for all of the activities children would have been able to do at camp. These kits were very well received by parents and guardians going through unprecedented changes to life and work situations because of Covid-19.

With the world still cautious about reopening, the museum and board of directors decided to proceed with summer camp kits for 2020 rather than our regular in-person camps. The Museum released 4 week long camp kits – History Hunters, Inventors and Makers, Classic Summer Camp and Farm Festival. Our summer camp kits brought in \$3,510 in revenue for summer camp in 2020. 100% of surveys completed for the summer camp kits indicated that the participants were likely to purchase Camp Kits provided by the museum in the future.

In the fall, we released a mini Camp Kit for Halloween, due to demand for home-based activities for families. This Museum Camp Kit included activities such as Frankenstein Pumpkins using a real pumpkin, Candy Halloween houses, a light-up bat craft and a Borax slime potion. In December, the Museum will release another 30 take home kits to supplement the popular Gingerbread Barn Raising that families have enjoyed at the museum in years past.

Staff applied for funding for a sensory garden to add to our large heritage garden. If the Museum is successful in securing the government of Ontario's Seniors Community Grant, the dementia-friendly garden will include raised garden beds that are easily accessible to seniors and several benches and opportunities to sit down in the garden. Through sensory walks and hands-on experience, seniors will have access to a space which will directly benefit their well-being and access to their community in a Covid-safe environment.

The Museum attended 5 outreach events before the Covid-19 outbreak: Vernon Community Association Winter Carnival, Rural Youth Expo, Capital Heritage Connexions Heritage Day, Lansdowne Farmers' Market and Living Locally Fair, Russell. Our new branding could be seen on our new vinyl banner, denim staff shirts and tradeshow style tablecloth, all which were exciting upgrades.

In October, we also had a table display at the Metcalfe Fair, where visitors to the fairgrounds participated by driving through the grounds to see the many displays. This event saw 951 visitors.



Early in the pandemic, without access to our site or collection, the Museum shifted its focus to online videos produced by staff in their homes to bridge the gap of isolation many people began to feel in March, April and May 2020. Staff produced a series of videos entitled Cultivating Connections that included gardening and craft tips that could be done at home with limited supplies. During Dairy Month, we partnered up with Dairy Distillery to produce a Facebook live video. Dairy Distillery is a local company who uses leftover milk products to produce spirits. The video featured a mixologist from Vodkow who walked viewers through a recipe for a white Russian drink.

Since the COVID-19 pandemic started, the museum is constantly looking at ways to engage community members and bring visitors to our community while maintaining physical distancing. In May, the museum also introduced a new program - Paint & Pixels. Paint & Pixels is a free monthly virtual paint night that the museum hosts on Zoom.



In partnership with NROCRC (Nepean, Rideau and Osgoode Community Resource Centre), the Museum participated in free Virtual Trivia events - there was even an “identify the artefact” round. With schooling and classrooms looking differently this year, the museum made Discovery Kits available as an interactive experience online. The first Discovery Kit completed in the fall of 2020 has been extremely popular with teachers using the Google Classroom platform. Users can navigate through the Building with Boyd Block Discovery Kit to learn about settler trades and the famous Boyd Brothers of Osgoode story.

Another new initiative started by the museum is the Rural Ottawa Barn Quilt Trail Project. Barn quilts tell stories about individual farms, historical events or the communities in which they are situated. Families, farm owners and agricultural businesses were invited to create a barn quilt as a way to celebrate their rural heritage.

In June, the museum hosted a Covid-safe Scarecrow Competition. 14 participating homes were given the materials to construct a scarecrow on their front lawns.

The Museum's largest event of the year is the Harvest Festival which is usually held on-site. This year we took the Harvest Fest virtual by hosting a week-long celebration online! We partnered up with other local organizations to produce videos for our social media with a theme of harvest time! In total, our Virtual Harvest Festival had 8816 views on Facebook.





The new permanent exhibit highlights the experiences of indigenous people and settlers of the former Osgoode Township.

Collections, Research and Exhibitions Report

Although the Museum's exhibit plan was greatly affected by the COVID-19 pandemic, it was still successful in establishing a permanent exhibition space. The initial budget for the exhibit was \$8000, but increased as the Museum was successful in receiving additional funding through grants. The Museum was successful in obtaining funding from the Ottawa Community Foundation (\$10,000), from the Ottawa Bilingual Association for text translation (\$10,000) and \$7,666 from the Ottawa Museum Network's grant, all toward the permanent exhibit development. The exhibit has been adapted for physical distancing. The exhibit opened on December 16, 2020.



The Museum also prepared its community gallery space for community exhibitors. The space is located in the main hall of the main Museum building, and offers a 14' wall to exhibit art, photography, family heirlooms, business history, and many more topics. Although we have not yet had an exhibitor display due to Covid-19, the application process is open.

The 2019 temporary exhibit Pulling the Trigger – Shedding Light on Mental Health in Osgoode Township Veterans was on display into 2020 and was dismantled right before the March Covid-19 closure.

Our YCW summer student, Erica, along with two Algonquin College's Applied Museum Studies (AMS) students, added much needed interpretation to the agricultural barn exhibits. This included interpretive signage on handmade panel stands and corresponding labels to highlighted artefacts. The space was also adapted for social distancing by placing floor markers every 6 feet in the barn, with a reception table providing hand sanitizer, masks and a spot to take down walk-ins contact tracing information.

The YCW summer student and one AMS student also developed two virtual exhibits that were shared on the Museum's social media platforms and website. Made in Canada spoke about artefacts that were manufactured in Canada in celebration of Canada Day. Udderly Amazing was created as a virtual way to celebrate dairy month.



In 2020, the museum received approximately 30 private and public research requests, and approximately 12 calls for research requests. These requests came from all over the world, from Australia to California, and of course also included our local communities. These requests ranged from photographic and genealogy services to deed and mortgage searches to built heritage research.

Staff took 12,400 photos of gravestones from all the cemeteries in Osgoode Township for the ongoing cemetery index project. As the Museum's objectives shifted to provide online engagement during Covid-19, many research projects were conducted to improve the provenance and history of artefacts and archival material within the collection. One example of this was for Facebook's #whatsitwednesdays, where the Museum would post an image of an artefact, and the online community would be provided with certain clues to determine the artefact. When the artefact was revealed, a story would accompany it.

In February 2020, Osgoode Township Museum (OTM) staff met with the Osgoode Township Museum Artefact Assessment Committee (OTMAAC) to officially formalize their role as an operational committee.

The OTMAAC has committed to meet on a quarterly basis to: assess potential acquisitions and deaccessions, advise on applicable OTM policies, and direct the overall state and purpose of the collection.

Throughout 2020, OTM staff and volunteers continued to update and manipulate data on records within the museum's two collections management software databases: MINISIS and PastPerfect.

From May to September 2020, the OTM hired and worked with a Young Canada Works Collections Technician. Along with OTM staff, the Collections Technician's (CT) main priority was on completing a wall to wall inventory of all collections storage areas onsite in the OTM main building. This project commenced in July when staff were provided access to the site. Previous to this, the CT focused on developing the Museum's social media plan.

In August 2020, the OTM hired an emerging museum professional to take over a newly established role of Collections Officer (CO). This was significant for the OTM as it marked the first time that a candidate was hired and placed specifically in a collections oriented role. The CO was hired under the Museums Assistance Program (MAP) until March 2021.

During the summer of 2020, in preventive conservation efforts, the OTM and CO installed environmental monitoring systems and integrated pest management solutions. Reed ST-171 data loggers were installed into collections storage areas to collect data on relative humidity and temperature which are indicators of the effectiveness of ongoing preservation efforts.

To date, the Osgoode Township Museum's collection is numbered at approximately 10,884 artefacts. The total number of records in the museum's online MINISIS database is 10,877. Included in the 10,877 records are 41 new records that were added in 2020.



Heritage Highlights

10,844

artefacts in the collection

41

new records added in 2020

406

volunteer hours donated from

30

volunteers

11,440

participants in over

75

in-person and virtual experiences

Over
\$ **1,775**
individual and corporate donations



530 followers

57% increase over 2019



295 followers

8% increase over 2019



1087 followers

60% increase over 2019

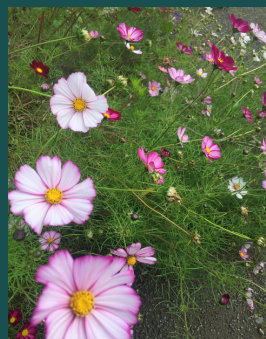


23,982 web visits

22% increase over 2019
88.5% new users

Supporters and Contributors

Thank you to the generosity of our sponsors, supporters, contributors and volunteers to ensure the success of the museum. Thank you to those individuals and organizations who have graciously contributed funding; volunteered time and expertise; donated or loaned artefacts and supplies; or shared our news locally.



Carolle Dallas-Arbuckle

Cheryl Sullivan

Anna Beale

Doug Thompson

Sue Hill

Doris Prescott

Sandra Toll

Helen Porteous

Keith Porteous

Mike Bernard

Connie Henderson

Joe Geer

Danielle Pensa

Richard Pensa

Donna Johnson

Brian Kelsey

Kathy Kelsey

Jacquie Bailey

Melissa Sienkiewicz

Mareika Barr

Viviane Shorey

Patti Mitton

Christine Moore

Elena Alekseeva

Adam Kaegi

Erica Holbrough

Cheryl Cooper

Gary Cooper

Jennifer Mohring

Craig McDougall

Michelle Chisholm

Lawrence Jordan

Metcalf Community Association

Greely Community Association

Vernon Community Association

Kenmore Community Association

Osgoode Village Community Association

Rural Ottawa Senior Support Services (ROSSS)

Osgoode Ward Councillor George Darouze

Crerar's Honey

Winchester BMR

Jo Cummings

Cow Town Revival

Doug Cummings

Moe Robinson

Johnny Carpenter

Michael Daley

Jane Cooper

Dianne Harkin

Casey McKibbin

Wallace Service Centre

Friends for a Greener Vernon

Osgoode Ward Business Association

South Nation Conservation

Metcalf Pharmacy

Laird's U-Cut Trees

Nepean-Rideau-Osgoode Community Resource
Centre (NROCRC)

Metcalf Agricultural Society

Watson's Mill

Simply Baked Catering

Lansdowne Farmers Market

Metcalf Farmers Market

Winchester Catering



Osgoode Township Museum

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