



ANNUAL REPORT 2021

Presented at the Annual General Meeting 2022

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

DOUG THOMPSON, PRESIDENT
CAROLLE DALLAS-ARBUCKLE, PAST-PRESIDENT
CHERYL SULLIVAN, SECRETARY-TREASURER
HELEN PORTEOUS, DIRECTOR
DORIS PRESCOTT, DIRECTOR
CARLEY SCHARF, DIRECTOR
CASEY GRAY, DIRECTOR
JENNIFER THIVIERGE, DIRECTOR
TRACEY D'AVIERO, DIRECTOR

STAFF 21-22

JILLIAN JORDAN - EXECUTIVE DIRECTOR (SEPT 2018 - MAR 2022)
JAMES JENSEN - EXECUTIVE DIRECTOR (EFFECTIVE APRIL 2022)
ANN ROBINSON - EXHIBIT AND ADMINISTRATIVE OFFICER
CAITLYN MCDUGALL - EDUCATION OFFICER
PATRICK CHISHOLM - COLLECTIONS OFFICER (AUG 2020 - FEB 2022)
ASHLEY CUTHBERT - COLLECTIONS OFFICER (EFFECTIVE FEB 2022)
ERICA HOLBROUGH - MUSEUM ASSISTANT, STUDENT
ADAM KAEGI - COLLECTIONS ASSISTANT, STUDENT
HANNAH MITCHELL - PROGRAMMING ASSISTANT, 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

I want to take this opportunity to thank the Osgoode Township Museum Staff, our Treasurer, our Executive Director and our Board of Directors for the dedication to sound financial management.



The success of Rural Museums is based on volunteerism, successful grant applications and prudent use of our finances. Osgoode Township Museum has all these qualities.

Doug Thompson
President, Osgoode Township Museum Board



The museum ran a successful board recruitment campaign on social media in 2021. All term positions with the board of directors were vacated at the Museum's 2021 AGM. OTM welcomed back five existing board members (Doug Thompson, Carolle Dallas-Arbuckle, Cheryl Sullivan, Helen Porteous, Doris Prescott) and four new members (Casey Gray, Jennifer Cogswell-Thivierge, Carley Scharf, Tracey D'Aviero).

Treasurer's Report



2021, like 2020 was an eventful year, with some successes and some challenges. Again, certain things were out of the Museum's control primarily due to the COVID-19 pandemic and mandated closures. We finished the 2021 year with the equivalent of \$55,131 in cash, which was about \$8,500 more than 2020. Our current assets are roughly \$73,572, including cash, inventory and prepaid expenses.

Our total liabilities are roughly \$28,965, including accounts payable and accrued liabilities, government remittances payable and deferred contributions. The deferred contribution was for the Federal Museum Assistance Program which will support the Collections Officer salary for 2022.

We earned about \$30,000 in non-government funding, of which almost \$17,000 was donations. Our camp kit programs continue to be successful and the publications and gift shop revenue more than doubled from 2020.

It should be noted that our auditors BakerTilly, stated there were no concerns or control issues. All controls are in place, functioning well, and are supported by the Minutes.

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

I would like to thank Jillian Metcalfe for her oversight of the Finances of the Osgoode Township Museum and Brenda Cumming for keeping our financial books in order.

In closing the Osgoode Township Museum operation is stable. Management with support from the Board and Members of the Museum, will keep steering it in the right direction!

Cheryl Sullivan

Secretary-Treasurer, Osgoode Township Museum Board

Executive Director's Report

As the pandemic continued into 2021, museum staff and board persevered and continued to pivot to serve the community. Staff and board continued to meet and exceed the museum's Strategic and Community Engagement Plan's goals.



In 2021, management continued to navigate the museum's future in the face of COVID-19; applied for operational and project-based grants; built community partnerships; lead team building and professional development opportunities; increased museum visibility through brand awareness; represented the museum at meetings and events; updated and added to Board and museum policies; and engaged with museum membership.

Board and staff worked toward meeting fundraising goals through membership, heritage seed sales, an online art auction, book sale, and continuing to apply for operational and project-based grants. Management held meetings with the Ministry of Heritage, Sport, Tourism and Culture Industries to discuss Community Museum Operating Grants (CMOG). The Museum is one of 14 institutions currently on the waiting list for funding through CMOG.

Board and staff continued 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, and the Metcalfe Fair Drive-Thru. Our Harvest Festival was held virtually again with over 8,000 views during the week-long video-based event.

I commend my colleagues for their perseverance, resilience and creativity throughout 2021. Although my time has come to an end at OTM, I'm really looking forward to seeing it grow under new leadership. The Museum has positioned itself in a positive and forward-thinking manner to support its diverse community.

Jillian Jordan

Executive Director, Osgoode Township Museum



Crime Prevention Ottawa funded the museum's Mural Project in 2021.

Programs and Events Report

2021 Goal: To support our community during the COVID-19 pandemic by offering engaging virtual programs and socially distant programming opportunities. To increase participation and revenue. Engage with the museum's membership and residents, increase partnerships and sponsorships with community organizations and businesses.

OTM continued to thrive with successful virtual programs and events. By the fall of 2021, the museum has begun to accept more opportunities for in-person outreach. Total programming participation for the year was 3,373 (anticipated 3,513).

Educational Programming

A new on-site Heritage Garden Program was developed as well as a Sensory Garden Program for seniors living with dementia. Summer Camp Kits were popular with 920 activities purchased in 2021. A StoryWalk was developed by a museum volunteer to encourage visitors to explore the museum grounds.

Virtual Educational Programs

Staff delivered online programs and events (e.g., Paint & Pixels, Larry Robinson interview premiere) to both the public and youth groups. In 2021, the museum offered a virtual talk series as a new digital engagement initiative.

The Museum Talks series included: Connecting with the Collection; Arctic, Arsenic and Artifacts; Omàmiwininì Pimàdjowin: Algonquin Way; Countryside Chronicles: The Latimer Diary; German POWs in WWII Canada: The Metcalfe Project. Total attendance for all live virtual programs & talks was 558.

Due to expanded virtual engagement, the museum continued to increase its social media followers:

- Facebook: 1468 followers (1087 followers in 2020)
- Instagram: 705 (530 followers in 2020)
- Twitter: 321 (295 followers in 2020)
- YouTube: channel created March 30, 2021 – 12 subscribers
- TikTok: 31 (13 followers in 2020)
- Website page views: 26,690 (19,642 in 2020)
- Website sessions: 9,185 (5,454 in 2020)
- Website new users: 6,824 (4,081 in 2020)

Seniors Programs

Staff partnered with the Dementia Society for training and plan to deliver a new virtual program: Retro-Spectives on a quarterly basis with their clientele.

Outreach

OTM resumed attending outreach initiatives, most recently at the Metcalfe Fair. Dressed in Edwardian costume, staff connected with 474 in-person visitors.

Events

The museum held its Harvest Fest virtually again in 2021. A week-long video series explored the 1920s in rural Osgoode. The museum sold 52 harvest baskets sourced from local produce and products. Local businesses sponsored \$2850 toward Harvest Fest.

During summer 2021, six local youth (Vernon and Osgoode) designed and created a beautification mural on the museum's exterior wall. This project was in partnership with the Osgoode Youth Association and Artwork by Emilie and funded by the City of Ottawa and Crime Prevention Ottawa.

OTM hosted its Tree Lighting event on December 4, 2021 (first since 2019). There were over 100 local visitors for this outdoor event. Visitors enjoyed making crafts, taking photos with Santa and Mrs. Claus, free popcorn (supplied by Councillor Darouze) and hot chocolate, and of course, counting down to the tree lighting!

Special Projects

The museum was successful in obtaining funding from Crime Prevention Ottawa for the creation of a beautification mural, developed by a local mural artist and Vernon and Osgoode youth. It is a beautiful fixture for our community to enjoy for years to come!



Collections, Research and Exhibitions Report

2021 Goal: To create informative, engaging and visually appealing onsite and offsite exhibitions and displays that will engage and inform the target audience to learn and gain ownership of their community history. To promote the community history and historical importance of Osgoode Township and its role within the greater Ottawa community.

The new permanent exhibit space was well received by the public. Staff maintained and updated the permanent exhibit space; a series of videos shot in Osgoode Village and area during the 1940s was added to the exhibit. The exhibit schedule was interrupted by COVID-19 mandated closures by the Province and City of Ottawa. Therefore, staff are dedicating November-December 2021 to revise both the exhibit schedule and plan for 2022-24.

Community gallery agreement forms were finalized. The space is ready to receive local exhibitors.

Collections + Conservation

2021 Goal: Follow the preventive conservation and collections management policies and procedures to preserve the museum's permanent collection. Promote, research, and interpret objects in the museum collection and share with current and future visitors.

In 2021, staff and volunteers began a complete reorganization of the museum's main artefact storage space. New photography and videography equipment will be purchased through an Ottawa Community Foundation grant to professionally document the collection and community stories.

In 2021, the museum received an astounding 71 potential object donation requests. Staff continued to edit the museum's MINISIS database and sit on the OMAC committee. The Museum's collection is currently numbered at approximately 10,882 artefacts.

2021 artefact and archival MINISIS database statistics:

- 1,200 new records added.
- 12,077 total database records.
- 596 modified records (adding photo-documentation, condition reporting, location updates, provenance information).

Collections contributed to the Museum's social media in 2021 by utilizing and researching the collection for Frontline Fridays and Flashback Fridays posts. Frontline Friday's featured artefacts from the collection linked to frontline/essential workers to show appreciation for individuals working continuously throughout the global pandemic.

The museum was fortunate to have an Algonquin College Applied Museum Studies program intern from January to the end of February 2021. The internship focused on artefact condition reporting, silver conservation treatments and digitization of the photographic collection.

Research

2021 Goal: Foster the local communities' and public's interest in local rural and agricultural history. Preserve, document and share the history of the Osgoode Township communities with the public for the purposes of education, interest and enjoyment.

In 2021, the museum received 32 research requests. These requests came from all over the world, from the Netherlands to New Mexico. These requests included: photographic and genealogy services; deed, mortgage and tax roll searches; general genealogy; and built heritage research. The museum also responded to image requests. An example of a 2021 image request was by Bruce Deachman at the Ottawa Citizen, who is working on a story about former Osgoode Township reeve, Ira Morgan.

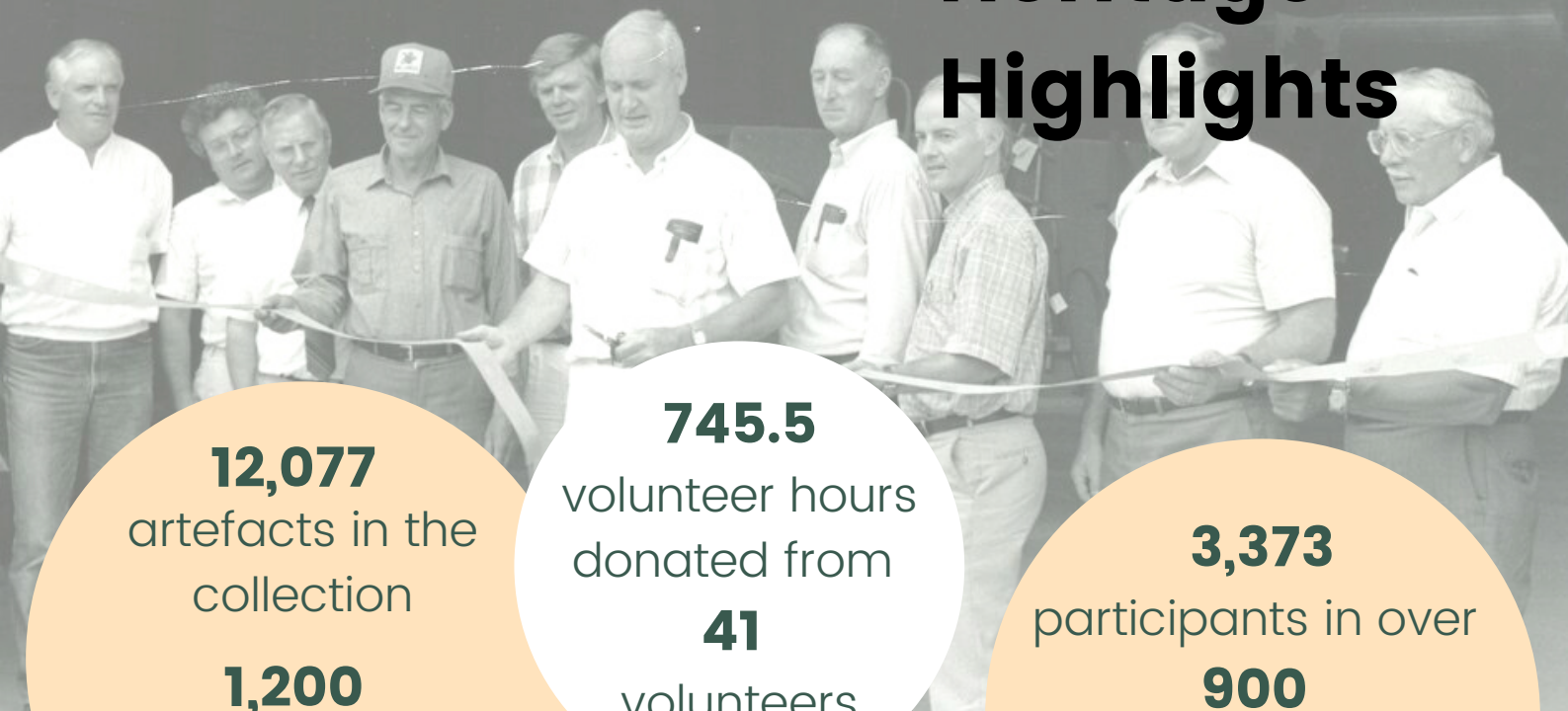
146 publications were purchased in 2021. Anticipated sales of the Latimer Diary for 2021-22 publication is 50, valued at \$1250.

Research Projects

The main research project of 2021 was the proofing and printing of the Latimer Diary publication. The publication explores the life of a rural Metcalfe family and community from 1907 to 1952. Local historian Sarah Cooper drafted the publication and partnered with the museum to have it edited and printed.

Staff continued with the Osgoode Township cemetery index project, to update indexes so that researchers can find gravestones that pertain to their research. Research also supported social media engagement.

Heritage Highlights



12,077

artefacts in the collection

1,200

new records added in 2021

745.5

volunteer hours donated from

41

volunteers

3,373

participants in over

900

in-person and virtual experiences

Over
\$ **13,000**
individual and corporate donations



705 followers

33% increase over 2020



321 followers

8.8% increase over 2020



1442

35% increase over 2020
followers

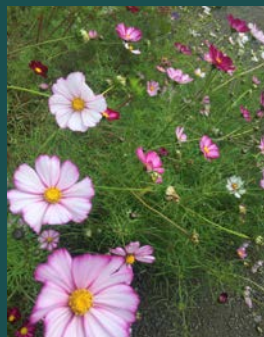


26,690 web visits

11% increase over 2020

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.



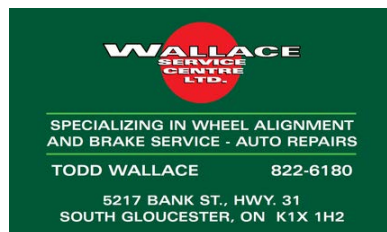
Doug Thompson
Cheryl Sullivan
Carolle Dallas-Arbuckle
Sue Hill
Doris Prescott
Helen Porteous
Carley Scharf
Tracey D'Aviero
Casey Gray
Jennifer Thivierge
Keith Porteous
Danielle Pensa
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Kathy Kelsey
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Patti Mitton
Christine Moore
Michelle Simard
Adam Kaegi
Erica Holbrough
Jennifer Mohring
Oliver Morhing
Craig McDougall
Michelle Chisholm
Lawrence Jordan
Camouflage Landscaping
Ottawa Amitabha Buddhist Temple

Ryann Parent
Dalen Parent
Mikayla McDonald
Alex Kluge
Robyn Borschewski
Katie Kluge
Raina Barr
Emilie Darlington
Sally and David Gray
Sarah Cooper Godoy
Michael O'Hagan
Charlie Rideout
Laura
Brian and Betty McGowan
Debbie DeCooman
Laura Grasmeyer
Ann Gunthorpe

Metcalf Community Association
Greely Community Association
Vernon Community Association
Kenmore Community Association
Osgoode Village Community Association
Osgoode Ward Councillor George Darouze
Crerar's Honey
Michael Daley
Jane Cooper
Dianne Harkin
Wallace Service Centre
Friends for a Greener Vernon
SweetPeas Pantry
Osgoode Ward Business Association
South Nation Conservation
Metcalf Pharmacy
Laird's U-Cut Trees
Nepean-Rideau-Osgoode Community
Resource Centre (NROCR) (NROCR)
Omamiwinini Pimadjwown: Algonquin Way
Cultural Centre
Metcalf Agricultural Society
Winchester Catering
Foodland Greely
Greely Sand and Gravel
Carleton Musheoom
Metcalf Golf Club
Guy Fuels
O'Farrell Financial Services - Sarah Chisholm
Dementia Society of Ottawa-Renfrew
Sarah Shapiro, Horticultural Therapist
Autism Ontario
North Dundas Building Supplies



Ottawa Branch



Osgoode Township Museum

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