



100 John West Way
Aurora, Ontario
L4G 6J1
(905) 727-3123
aurora.ca

Town of Aurora
Information Report
No. CMS21-036

Subject: Museum Plan Status Update

Prepared by: Robin McDougall, Director of Community Services

Department: Community Services

Date: November 2, 2021

In accordance with the Procedure By-law, any Member of Council may request that this Information Report be placed on an upcoming General Committee or Council meeting agenda for discussion.

Executive Summary

This report provides information regarding the status of the Museum Plan (2021-2025) implementation activities.

- The recommendations and actions in the Museum Plan are guided by four key areas
- Accomplishments over the past year show the Town making progress on the recommendations
- The priorities for 2022 continue to support the recommendations from the Museum Plan while the archives move back into the new Aurora Town Square

Background

The original *Building the Foundation Museum Plan* was completed in 2015 with the *Next Level Museum Plan* was completed and presented to Council in January 2021. This updated plan builds off the foundation including a dynamic and relevant institution in which to record, collect, preserve, interpret, and exhibit Aurora's stories.

Analysis

The recommendations and actions in the Museum Plan are guided by four key areas

The Museum Plan is a living document that provides a map for increased use and development of the collection that responds to local needs and objectives by *valuing the cultural heritage and history of our community*. It outlines measurable goals, strategies, and action items in Four Key Areas:

- Access
- Collections Management & Conservation
- Partnerships
- Programmes & Outreach

Accomplishments over the past year show the Town making progress on the recommendations

During 2021, the Museum and Archives have been relocated during the construction of the Aurora Town Square, however, staff have been able to progress several initiatives from the plan.

- Curate annual exhibitions for the Aurora Sport Hall of Fames' New Inductees
- Launched Wardrobes Exhibit at Town Hall during May is Museum Month
- Two past physical exhibitions have been converted to online experiences (Plow in the Crest and A Legacy of Sport).
- Continue documentation and restoration of the Pet Cemetery (October)
- Continued bi-weekly column in the Auroran (Time Traveller's Diary)
- Collaboration and conversations with cultural partners are on going and ideas are fluid. Successful partnerships for Black History Month 2021, Culture Days 2021, and National Day for Truth and Reconciliation 2021
- Developed partnership with Aurora Public Library for Show & Tell program
- Supported a couple of off-site volunteers and onsite YMCA student placement
- Grant applications submitted for the 2022 Horse Show event and installation of the Korean War Memorial, awaiting response on grant submissions
- Collaborative programming for Town-run Special Events such as Canada Day and Indigenous Storytelling
- Revised Website launched May 2021 - ongoing updates to create more access to the collection

The priorities for 2022 will continue to support the recommendations from the Museum Plan while the archives move back into the new Aurora Town Square

With the completion of the new Aurora Town Square, the Museum and Archives will have a significant role in moving the archives back in to the new space. Moving and unpacking over 30,000 archival pieces will be a large task. While the move back to 22 Church Street will take up a portion of the work plan for 2022, staff will also focus on continuing to implement priorities from the Museum Plan. Some of the areas of focus will include:

- Horse Show Celebration for June 2022 (live event/publication) – in celebration of the 100th Anniversary
- Preliminary plans for Immigration Exhibition for 2023
- Upload archival photographs online
- Provide and maintain a repository of supporting files, documents, and reference
- Planning for 2023 opening in new space and new programming
- Continue to work with Cultural Partners to establish collaborative opportunities
- Support the Black History Month through online information sharing and the events and activities for February 2022
- Support the Indigenous Truth and Reconciliation Calls to Action including Education/Awareness through online sharing

Advisory Committee Review

Not applicable at this time, but as future initiatives are considered, staff will consult with the appropriate committee.

Legal Considerations

None.

Financial Implications

As per the Town's recently approved Fiscal Strategy, staff will ensure that all remaining outstanding Museum Plan deliverables are aligned with the Town's long-term capital and operating budget plans. This alignment is important in ensuring sufficient funding availability for the delivery of all remaining plan items.

Communications Considerations

The Town will use “inform” as the level of engagement associated with this report. The progress made to implement the Museum Plan will be communicated by way of the regular Council Highlights media release.

Link to Strategic Plan

The development of the various projects identified in the Museum Plan supports the following Strategic Plan goals and key objectives:

Supporting an exceptional quality of life for all in its accomplishment in satisfying requirements in the following key objectives within these goal statements:

- **Celebrating and promoting our culture**
- **Encourage an active and healthy lifestyle**
- **Strengthening the fabric of our community**

Alternative(s) to the Recommendation

1. Council may provide further direction.

Conclusions

The Town has made significant progress on the actions of the newly approved Museum Plan and will continue to do so in the coming years.

Attachments

None

Previous Reports

CMS21-009 – Museum Plan 2021-2025

Pre-submission Review

Agenda Management Team review on October 14, 2021

Approvals

Approved by Robin McDougall, Director, Community Services

Approved by Doug Nadorozny, Chief Administrative Officer