

PERTH MUSEUM MASTER PLAN 2023-2027



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Introduction

Perth Museum, now located in the Matheson house at 11 Gore ST E, was created in 1925 by Archibald Campbell, a geologist and mineral collector. He wanted to provide his hometown of Perth with a general all-round museum and began with Campbell's own collection of minerals and rocks.

Over the next few years, the small museum received donations and gifts in the form of funds, display cases and artefacts to help its development. Some of these early contributors included the National Museum of Canada, the Geological Survey of Canada, both the Federal and Province of Ontario Archives, the Carnegie Corporation of New York, the Royal Museum of Ontario, McGill University as well as many individuals.

The museum was originally located on the top floor of the then Carnegie Library (now known as the McMillan Building) at 77 Gore Street E. By 1967, the Town of Perth had purchased Matheson House, considered the ideal location for the museum, and opened it as a Centennial Project.

Perth Museum's collections include archives, decorative and fine arts, natural sciences and furnished period rooms - three rooms in 1840s and one in 1890s decor. The main floor gallery, located in the Inderwick Wing, currently houses the Perth Visitor Information Centre. It is also used to display touring exhibits and items from the Museum collection. The third-floor gallery includes the Wilson geologic collection, display cases showing artefacts from Perth's past, and larger scale items from the Museum collection. The property includes a formal Victorian garden on the south side of the house and a kitchen garden with a working bake oven on the north side.

Both the Perth Museum and Matheson House are owned and operated by the Town of Perth with additional financial assistance from the Ontario Ministry of Culture. Support also comes from the community through donations, earned revenue and various fundraising events.



Perth Town Council



Pictured (clockwise from lower left): Deputy Mayor Ed McPherson, Councillor David Bird, Councillor Jim Bolt, Councillor Gary Waterfield, Councillor Barry Smith, Mayor Judy Brown, and Councillor Isabel Anne McRea (centre)

Mission

Perth Museum is a gathering place housed in the Matheson house, a National Historic Site, which interprets and preserves inclusive and accessible stories through objects, photographs and archival materials pertaining to thousands of years of history in the Perth area from multiple viewpoints.

Vision

Perth Museum is a cultural hub and tourist destination embedded in the Perth community, fostering connection with local history.

Guiding Principles

Perth Museum is committed to carrying out its mission through:

- Accountability
- Collaboration
- Transparency

Guiding Documents and Legislation

In addition to Town of Perth and Perth Museum policies and procedures, Perth Museum is guided by the following:

- The criteria established in Regulation 877, "Grants for Museums" under the Ontario Heritage Act, including the Standards for Community Museums for the Community Museum Operating Grant (CMOG) program
- International Council of Museum's Code of Ethics for Museums
- The Canadian Museums Association's Ethical Guidelines
- Truth and Reconciliation Commission of Canada: Calls to Action
- United Nations Declaration on the Rights of Indigenous Peoples (UNDRIP)



1. Strengthen the Museum and Visitor Information Centre's Visibility

Action	Year
A. Implement New Branding <ul style="list-style-type: none"> Update signage, brochures, gift shop stock and any other printed materials as required 	Ongoing
B. Develop Off-Site Booth <ul style="list-style-type: none"> Design and print a banner and/or signage for use at off-site events Design and print an information panel highlighting the Museum and Perth Prepare for selling select gift shop stock at offsite events Design a table-top display that is both engaging and portable 	2023 2024 2024 2024
C. Review and Update Signage <ul style="list-style-type: none"> Update interior signage and implement additional wayfinding signage Considering including something to indicate the Museum is celebrating 100 years in 2025 	2023 2024-2025
D. Update and Develop Exhibitions <ul style="list-style-type: none"> Update the displays on the third floor of the Museum Refresh the period rooms seasonally Create a schedule for offsite exhibits at locations including Lanark Lifestyles Create a schedule for the display along the gallery wall of the Visitor Information Centre 	2023 Ongoing 2023 2023

2. Develop Audience and Community Engagement Initiatives

Action	Year
A. Create Memorable and Shareable Experiences	
<ul style="list-style-type: none"> Consider photo opportunities for social media when laying out new displays in the Museum 	2022
<ul style="list-style-type: none"> Post signage with suggested hashtags and social media handles 	2023
<ul style="list-style-type: none"> Encourage visitors to leave a review of the Museum online 	Ongoing
B. Monitor the Needs and Interests of both the Community and the Museum's Audiences and Respond as Appropriate	
<ul style="list-style-type: none"> Track common questions from the public and consider how the Museum can respond appropriately 	Ongoing
<ul style="list-style-type: none"> Monitor both major and local news stories and consider if the Museum can build on that story through exhibitions or programs 	2022-2024
<ul style="list-style-type: none"> Update the attendance form to collect more accurate data from visitors 	2023
C. Partner and Collaborate with Indigenous Communities, Organizations, and People	
<ul style="list-style-type: none"> Collaborate with Indigenous communities, organizations and people to prioritize the work required with the Indigenous belongings in the Museum's collection, including but not limited to repatriation, ongoing care, display, programs and events 	Ongoing
<ul style="list-style-type: none"> Create a policy and procedure for repatriating the Indigenous belonging in the Museum's collection 	2023
<ul style="list-style-type: none"> Include multiple viewpoints of Perth history 	Ongoing
D. Partner and Collaborate with Perth Businesses and Community Organizations, Including Appropriate Networks	
<ul style="list-style-type: none"> Maintain memberships with Canada Museum Association, Ontario Museum Association, Lanark County Arts & Heritage and Kingston Association of Museums 	Ongoing
<ul style="list-style-type: none"> Seek opportunities to partner with organizations for programming, displays, and other opportunities 	Ongoing



3. Preserve Museum Assets

Action	Year
A. Monitor and Maintain Building and Grounds <ul style="list-style-type: none"> • Implement new data loggers to track temperature and humidity • Respond to the data to optimize the conditions in the building 	2023 Ongoing
B. Repatriate Indigenous Belongings <ul style="list-style-type: none"> • After the policy and procedures have been created, begin implementing over time 	Ongoing
C. Maximize and Revitalize Storage Areas <ul style="list-style-type: none"> • Purchase additional shelving as well as additional storage boxes to maximize existing spaces while meeting or exceeding best practices for collections management 	Ongoing
D. Digitize and Catalogue Collections <ul style="list-style-type: none"> • Upgrade collections database to one that is hosted online and is continually update, backed up, and can host additional users, permission, and records • Create procedures for collections management • Continue digitizing and cataloguing collections 	2023 2023 Ongoing

4. Progress Museum and Visitor Information Centre Operations

Action	Year
A. Clarify and Further Develop Staff and Volunteer Roles	
<ul style="list-style-type: none"> Update job descriptions for staff 	2023
<ul style="list-style-type: none"> Determine several different opportunities for volunteers, co-op students and interns 	Ongoing
<ul style="list-style-type: none"> Create workspaces for volunteers 	Ongoing
<ul style="list-style-type: none"> Create a form online for volunteer applications 	2024
<ul style="list-style-type: none"> Promote volunteer opportunities 	2024
B. Continue Building the Procedures Folder	
<ul style="list-style-type: none"> Prioritize procedures for collections management 	2023
<ul style="list-style-type: none"> As new steps are taken or created, ensure they are documents in the Procedures folder 	Ongoing
C. Increase and Diversify Revenue	
<ul style="list-style-type: none"> Monitor funding bodies and seek both operational and project grants for the Museum 	Ongoing
<ul style="list-style-type: none"> Consider developing additional programs with a small fee associated with them 	Ongoing
<ul style="list-style-type: none"> Promote what the Museum does with donations to encourage additional donations 	
D. Maximize Public and Non-Public Spaces	
<ul style="list-style-type: none"> Refresh each room or area to make the best use of that space 	Ongoing
<ul style="list-style-type: none"> Ensure there are enough workstations for all staff and volunteers 	Ongoing
<ul style="list-style-type: none"> Develop themed storage areas for event supplies, holiday decorations, building maintenance supplies, tourism brochures, gift shop stock, collections management supplies, programming and craft supplies, bake oven supplies and gift shop stock 	Ongoing