

Parksville & District Historical Society

Executive Directors Report 2016 AGM

To the PDHS Membership and Executive Board,

This is a list of the biggest tasks/projects that were completed this year, most of which would have been impossible to complete without my permanent and seasonal staff. There are many items that I have chosen to omit as they fall under general operations functions, for eg. yearly pest control, general repairs, etc.

These completed tasks/projects are in no particular order:

1. We completed construction on the Blacksmith shop; Dave Kasprick has been working in the shop and doing demonstrations during the summer. We are planning on teaching Blacksmithing workshops in the summer of 2017.
2. Conducted fundraising for the Blacksmith Shop and we were able to pay for it's construction completely from our fundraising efforts.
3. Launched the Traditional-Crafters-in-Residence Program with a very successful Raku and Horsehair Firing Demonstration. Potters Larry and Dee Aguilar demonstrated out of a storage room attached to the Craig Cottage and will continue to do so in 2017. The Blacksmith shop is part of this program and we will be adding more traditional medium crafters next year.
4. Completed the Storage Room Configuration project which has increased the quality of our artifact and archival storage standards. This project saw the establishment of a dedicated research space for archival researchers as well as a dedicated administrative office.
5. Implemented a new accounting system and completed the Point of Sale upgrade.
6. Conducting a market research survey that will be used to guide the process of redeveloping and redesigning the main exhibit hall.

7. We've been offered Ms. Moore's cabin at Moorecroft Regional Park by the RDN. There is no RDN funding available so we will be identifying and applying for grants to help us protect this piece of local heritage.
8. We increased our media presence dramatically this year. Jill Davies published numerous articles about local history with our assistance, we published many press releases, I conducted monthly radio interviews, and we were featured on Shaw TV as well.
9. The website and membership module has undergone massive improvements.
10. Got the new Parksville Museum logo and letterhead completed as well as co-wrote the branding guidelines that will be used for all our marketing. Please see addendum for our new logo and it's variations. In addition, the museum also has a branding guideline which we will use to maintain the integrity of the logo and our brand.
11. The design and printing of an historical calendar has been great success.
12. Hosted multiple events for the Brant Festival.
13. I applied for our inclusion and, as a result, have been selected for a National Museum study on community museums. The study will be taking place next year and is being conducted by Canadian Heritage.
14. We had some staff turnover: we've hired long time student employee Michelle Gan as our Operations Manager and Market Manager. This will allow me to focus on curatorial tasks that were being neglected.
15. We did multiple community events this year: particularly the Inside Scoop trade show and the Craig Street Market.
16. I completed and submitted 6 grant applications this year: So far we have gotten three of the 6.
17. Michelle Gan started work on expanding the gift shop and developing our consignment procedures – our gift shop is steadily increasing as a viable revenue stream.
18. We redesigned the church rental packages and have seen a dramatic increase in rentals.
19. We started developing more children's programming.
20. Facilitated and implemented the Urban Farm School program in collaboration with Gaia College and Canadian Organic Growers association.
21. Set Parksville Museum up as an Internship Co-op placement for VIU students – we got excellent students from this collaboration and will be doing it again next year!

22. Developed great partnerships with: VIU, Arrowsmith Community Justice, PQB Tourism Association, Forward House and Inclusion Parksville.
23. We hosted an Art Collective known as the Beachcomber 5 for an art exhibit and sale.
24. Designed and installed new temporary signs.
25. We received funding for 5 students this year; as a result they completed the following project:
 - a. Redesigned 5 exhibit cases
 - b. Conducted more detailed research on our buildings
 - c. helped with the storage room configuration
 - d. helped with the set-up of a dedicated administrative office space
 - e. designing a plaque to acknowledge our location as Nanoose First Nation's Traditional Territory
 - f. assisted in maintaining buildings and landscaping.
 - g. Catalogued hundreds of artifacts.
26. Notable donations. We received quite a few interesting items this year but most notably:
 - a. 1890's cutter sleigh that was used in the area 60 years ago.
 - b. A large collection of bound newspapers from PQB News.

Addendum: Parksville Museum Logo with all variations.



1. Detailed in Black



2. Detailed in White



3. Silhouette in Black



4. Detailed in White