

# Huron Museum

Town of Midland Council Chambers

April 10, 2019 5 p.m.

# 2018 Highlights

- Completed Military Collection Audit
- Streamlined donation process
- Completed Strategic Marketing Plan
- Partnership Project with Askennonnia Seniors Centre and Georgian Bay District Secondary School
- Quest Partnership Project – “From Food to Monument.”
- New Education Program – Echoes of War
- Recognized by the Ministry of Tourism, Culture & Sport as museum that upholds all required standards and policies.
- Began efforts on new strategic plan



# 3-Year Strategic Plan

1. Increase Financial, Human Resource and Organizational Capacity
2. Renew Facility and Expand Capacity to Pursue Mandate
3. Review Scope and Approach to Marketing
4. Build Stronger Relationships
5. Increase community Engagement and Participation



General stores served an important role in the early days of settlement. They were a system that was essential to the rural economy and provided services that were not available elsewhere. As a result, many rural people began to rely on them and kept an account open at the general store. The credit was paid off with cash around once the state of crops in the fall, major crops in the spring or from logging over the winter. Accounts could even be settled through bartering and vegetables from the garden or meat from slaughter animals. General stores were needed because mail orders were not available and many people did not have the money to buy goods and other items without taking on their credit. The store could give credit and other items without taking on their credit. The store could be brought to the store in two ways, or the store could be brought to the store. At the same time, customers could buy the store. The store could be depended on for services making it a store that was very popular with customers that others.



# 2019

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- Continue to offer meaningful employment opportunities that enhance museum programming and the tourism experience
- Military Exhibit
- Implementing Marketing Strategy
- Collections Audit
- Partnership Project – Legion Museum and Sports Hall of Fame
- Continue to support tourism and cultural initiatives in North Simcoe

Thank you

