

COMMUNITY WATERFRONT HERITAGE CENTRE

STRATEGIC WORK PLAN 2021

MUST DO PRIORITY 1 – **ADMINISTRATION PRIORITY 2** – **OPERATIONAL PRIORITY 3** **AS COVID AVAILABLE PRIORITY 4** **AS FUNDED PRIORITY 5**

OBJECTIVE	ACTION	CWHC ROLE	WHO IS RESPONSIBLE	TIMELINE
Funding renewal	City of Owen Sound annual funding application	Submit request as in past years – potential to discuss tourism	City Director of Corporate Services Chair– for March mtg -City clerks dept. - Request deputation - update on 2021 plan - Nicole contact Stacey <i>CONNECT</i>	June 2021 for 2022 -CHECK - March presentation
Digital Media Strategy	- Coordinate a social media plan with regular posts, online community maintenance – create digital media strategy	Promotions and outreach to community for attracting and engagement	Board director assigned Summer students Digital media strategy <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	ONGOING as coordinated by digital strategy
Insurance renewal	annual policy renewal, review required?	Insure property, artifacts and board - review as required	Board director assigned Chair for review	March (usual renewal date – OHS)
Renewal of the Lease	on the building with the City of Owen Sound – potential to ask for entire space – discuss caboose refurb.	Approach the city for renewal	Chair to reach out - Board discussion needed on future needs/space - See potential tourism above in funding renewal <i>CONNECT</i>	Negotiate renewal of 5-year lease by October – city set timeline (ask in April? Or at presentation)
2021 exhibit	100 years of OSTC Content provider OSTC representative (collaborate to enhance the OSTC exhibit)	Approach for content and OSST for partnership	- content provider - OSTC rep - Exhibit committee: Chair (query Best Western panels) Directors – plan together Volunteers? <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	Immediately to plan a meeting to discuss April complete research and print panels Install in May (LAUNCH PARTY) Online virtual and videos through to December

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AGM	Set date to advise city council in presentation	Set date in early May – host on Zoom again	Secretary <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i>	February set Host in May
2020 Exhibit at library	When does it come down? Is there interest in having 2021 panels there as well?	Contact library for details on take down and new panels up	Secretary or Vice Chair <i>CONNECT</i> <i>ENGAGE</i>	March or April (Spring)
MAP FUNDING	Expenditures and final reporting on \$10,000 grant	Submit final report – explore further funds	Secretary & Treasurer <i>CONNECT</i>	March for final reporting
HODG FUND	Annual application for up to \$1545	Submit application	Secretary & Treasurer <i>CONNECT</i> <i>ENGAGE</i>	June application
CFGFB Capital	Cancelled in 2020 – explore other fund options	Letter of Intent (LOI) – if offered again in 2021	Chair will reach out to CFGFB <i>CONNECT</i> <i>ATTRACT</i>	March webinars LOI by June 1 Sept. deadline (if accepted to apply)
COLLECTION MAINTENANCE	Artifact accessioning, records maintenance and storage coordination	Public trust to preserve and protect collection	Curator & Summer Students Under direction of Collection Committee: Volunteers as recruited <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	ONGOING as available under COVID rules
VOLUNTEER TRAINING	As above – opportunity to include volunteers in training to support CWHC	Duty to train volunteers for correct handling	Volunteers and <i>RECRUIT</i> others who may be interested Curator or Students or Contract hire for accessioning/archive <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	ONGOING as available
STAFFING: Summer Students	- Applied for 4 – need to coordinate supervision	Seasonal employees to man museum (preserve collection etc) and coordinate events (virtual)	HR Committee: Chair (hire/onboard) Vice-Chair (roster volunteers) Director (hire/onboard) Potential volunteers: as identified to assist with payroll admin and summer camp - Director to reach out to <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i>	May to October

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STAFFING: Development Coordinator	Administrator and Partnership maintenance	Outlined in job description – staff to support all CWHC initiatives	HR Committee: Chair Vice Chair Director <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	May (week before Victoria Day weekend) PERMANENT P/T
Sponsorship	Develop a sponsorship package – with areas to sponsor including operations, exhibits, events etc.	Outreach to sponsors	Board <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	As part of overall Board strategy to support sustainable ops – policy development?
Portable Scale Train Layout	Is it ready? How will this be used?	Follow-up on completion with Blue Water Model railroaders	BWMR is in Lions Head Key volunteer - Reach out to BWMR Director? Secretary? <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	May – receipt TBD – mobile exhibit install
Kennedy whistle 1	Bypass button Timer control	Contact volunteers and suppliers for work/instructions	Vice Chair– for CWHC Volunteers Supplier <i>RECRUIT</i> <i>ENGAGE</i> <i>ATTRACT</i>	June
Kennedy Whistle 2	Pressure valve	Contact volunteers and suppliers for work/instructions	Vice Chair– for CWHC Volunteers as identified Supplier <i>RECRUIT</i> <i>ENGAGE</i> <i>ATTRACT</i>	June
Caboose	Refurbishment - preserve artifact (owned by the city)	As city owned, CWHC uses as a storytelling point	Director as tour guide Curator Summer Students <i>RECRUIT</i> <i>CONNECT</i> <i>ENGAGE</i> <i>ATTRACT</i>	May – October
Surveillance System	Protect the CWHC from vandalism	Install and review as necessary	Chair City of Owen Sound has central surveillance <i>CONNECT</i>	Ongoing

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Other funding: Resilient Communities Fund (RCF) (applied – pending)	RCF application is in – are there other funds available	Potential COVID relief etc.	Board Volunteers Project-specific Staff Seasonal and Development Staff Community partners RECRUIT CONNECT ENGAGE	April – decision? GRANT APP WORK PLAN (outlined): May: Board training & mktg plan for print media/digital June: promo video and website content July – Oct.: monthly webinars, surveys June - Oct: Outreach booth various locations Nov. – Feb: report, validate, evaluate – input for 2023 and beyond strat plan Feb – Mar.22 – report
ON Emergency Funding (applied – pending)	Small Business Grant for COVID relief	Prepare for opening – PPE/Plexi panels for staff etc.	Secretary RECRUIT CONNECT ENGAGE	- March deadline for receipts for reimbursement? - Purchase PPE and Plexi for install at CWHC as per application eligibility