



featured museum:

Corner Brook Museum & Archives

SEE ARTICLE ON PAGE 12 & 13



**Winter
2014**

NEWSLETTER

Vol.33, No.1 *A Publication of the Museum Association of Newfoundland & Labrador*



MANL's AGM & Conference "What's YOUR Story?" took place in Gander, NL . Read more on pages 6-7!

**"What's YOUR
Story?"
AGM Recap**

6

**Overview of CEDP
Changes**

10

**Rolling Interactives
at The Rooms**

15

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The deadline for article submissions is one month prior to the publication: March 1st for No. 1 (April), June 1st for No. 2 (July), September 1st for No. 3 (October), December 1st for No. 4 (January).

The Museum Association of Newfoundland & Labrador (MANL) is a nonprofit, charitable organization that seeks to promote the interests of community-based museums, groups, individuals and government organizations involved in the preservation and presentation of the province's cultural and natural heritage.

MANL gratefully acknowledges the financial support of the Government of Newfoundland and Labrador, and the Department of Canadian Heritage, Museums Assistance Program.

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President's Report

The board and staff of your Museum Association were very pleased to welcome delegates to our 34th Annual Conference and General Meeting, in Gander, during October. The theme for the convention "What's YOUR Story" is a true testament to our ability as a people to spin a good yarn. Our story is always delivered with a sprinkling of colloquial language and a diverse mix of fact and fiction. We help the visitor see our history through phrases and expressions that often bring a mischievous grin to our faces while eliciting appreciative smiles from the listener. We have treasured this gift and are always willing to share it with whoever will listen. The stories in our communities are alive and well in the province of Newfoundland and Labrador thanks to you.

During the conference MANL held its Annual General Meeting and election of officers. The 2013-2014 slate includes: President- Teresita McCarthy, Immediate Past President - Peter Latta, Vice President- John Griffin, Secretary- Diane Curtis, Treasurer – Angela Noseworthy, Labrador Director- Jamie Brake, Western Director – Glenda Reid Bavis, Central Director – Teresa Greene, Eastern Director – Joan Kane, Avalon Director – Bev King, St. John's Director – Keith Moore. I would like to congratulate our new board members for their willingness to serve and thank them in advance for the work they will do on your behalf. I would also like to thank our former Labrador Director- Joan Anderson, Central Director- Andrew Shea and St. John's Director- Contessa Small, who have retired from the board, for their untiring efforts. We wish them good luck as they embark upon new endeavours. Our annual awards presentation was also held at the closing banquet. The Cupids Legacy Centre was selected as this year's recipient of the Award of Merit. We would like to congratulate this very deserving winner.

On October 26'13, there was special meeting held at the MANL office regarding changes to the constitution. These changes were outlined in a letter delivered to the membership earlier in the month and discussed during the Annual General Meeting in Gander. These changes were passed by those in attendance.

In closing, on behalf of the board and staff, I hope that you had a Merry Christmas and I wish you a prosperous New Year! As the sentinels of our heritage, may you always be proud to share your gift and let the visitor in on YOUR story!

Respectfully,
Teresita E. McCarthy (Teddy)

Executive Director's Report

The New Year is upon us and I hope you are all surviving this early winter and midwinter thaw. Please remember to check your museums to ensure they are safe during the season. The fluctuation in temperatures can cause many concerns that we need to monitor.

It was great to see so many members at our conference last October and I look forward to seeing everyone at the conference in Corner Brook this year. MANL has a new website and content management system that will allow us to provide new services. Most notably is the combination of our social media feeds on our home page. Social media provides us all with a free marketing opportunities and a greater audience for our services. Our Facebook news feed is located in a tab on the right of the screen allowing visitors to view recent activity and like us from the home screen. Similarly, our Twitter feed streams through the home page providing visitors with new information as we tweet. MANL's site now features a member's only section where we will provide access to many of our resources. The museum pages will be upgraded to comply with a Tourism Assurance Plan (TAP) requirement. This will give each museum an internet presence directly listing their name in our URL. Please visit our website to check your listing and let us know if there are any problems with the content.

Membership renewal is approaching and we will be including a form with a few questions we hope you will answer and return with your membership renewal. One question will be related to our member benefits program. Many of our museums currently participate in free or discounted admission and gift shop discounts for our members. One of the goals of this marketing strategy is to bring one member into the site who will be accompanied by family or friends who pay and increase gift shop sales. Participation in this program helps build a stronger museum community through cross promotion and increased visitation. We hope more of our museums will participate and be listed in the 2014 benefits guide. If you have any questions concerning our programs please feel free to contact the office. I wish you all a Happy New Year.

Regards,
Ken Flynn

Professional Development Report

As it gets colder during the winter, it is nice to reminisce over the past summer. Since our last PD report, MANL has been busy offering training opportunities to our membership. In June we had a week of training at our offices in St. John's. All of the three workshops offered were very well received. The new workshop "Intangible Cultural Heritage: Digitization", a compliment to our new ICH guide, was offered to participants to rave reviews. I want to express my gratitude to Dale Jarvis and his team for facilitating this session. Jane Severs, Executive Director of Association of Heritage Industries (AHI), also taught that week. Her "Exhibit Planning" course was very informative and capped off by a visit to the Rooms to evaluate their exhibition, **"The Roaring Twenties: Heels, Hemlines and High Spirits."** I would like to express our thanks to the Rooms and to Jane for making this session such a success.

One of our professional development highlights each year is our Annual General Meeting and Conference. This year we were in beautiful Gander for the event. It was a great location and the staff and board worked tirelessly to make the conference enjoyable, educational, and beneficial for all of the participants. During the two days there were a number of very interesting sessions, such as Communications Planning, Working with your Collections: Text and Interpretation and how to develop a unique product or experience at your site. The weekend was full of great discussions and information sharing. On behalf of MANL, I would like to thank all of the presenters who volunteered their time to travel to the conference and share their knowledge and experience with all of those in attendance.

As most of our sites have slowed down for the winter season it is a good time to take advantage of training opportunities that will be available. The staff of MANL will be travelling to communities around the province to offer workshops and advice. When MANL is in your area please take advantage of the chance to take in a workshop or stop by to touch base with staff and colleagues. We are always happy to see and hear from the membership. I hope to see you at our next workshop!

Kind Regards,
Danielle Rundquist

WHAT'S HAPPENING @ MANL



Jamie Brake,
Labrador Regional
Director

What is your favourite smell?
Freshly ground hazelnut vanilla coffee

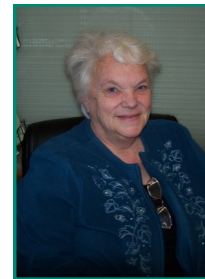
beans, Clementine oranges, freshly cut grass, and wood smoke in the fall. **What is your favourite season?** I think I like whichever season it is at the time – so right now, I'm loving winter. But if I only had one season left, and I could pick it, I think it would have to be fall. **What is your favourite time of day?** My favourite times of day are dawn and dusk for the light and the relative stillness. Things are a little bit more beautiful then. **What is your favourite restaurant and why?** Charlotte's takeout in Norman's Cove for fries dressing and gravy, and Denver's in CBS for chicken and burger platters. Not the healthiest food in the world, but I grew up in these places and this stuff takes me right back. Loves it. **What was your first job?** I think my first job was as a camp councilor, but I had lawn mowing, paper route and ice-cream man gigs around the same time.



Keith Moore,
St. John's
Regional Director

What is your favourite museum experience?
Science North in

Sudbury. **What can you always be found with?** My iPhone... unfortunately. **What is your favourite soup? Why?** Campbell's Chicken Noodle Soup, the microwave version. It's quick to make, edible, and keeps you going during the long exhibit installs. **What is the furthest you have traveled?** Jamaica. I love a good all-inclusive vacation. **What is your favourite smell?** Freshly baked homemade bread **What is your favourite restaurant and why?** The Squid Jigger in Calvert. They have some of the best hot wings money can buy. **What's your favourite ice cream flavour?** Chocolate and Rocky Road, please do not make me choose. **What was your first job?** Stockroom Clerk at Bargain Giant **What is your favourite book?** Tigana by Guy Gavriel Kay. **Coffee or Tea?** Coffee, 2 cream 2 sugar.



Teresa Greene,
Central Regional
Director

What is the furthest you have traveled? We took a cruise from New

York to Chile travelling through the Panama Canal with a couple of days in Santiago before we headed home. **What is your favourite restaurant and why?** I would say 48 High in Grand Falls – Windsor, in my experience they have good food, excellent service at a reasonable price, plus they cater to special diets. **What was your first job?** Comp-tometer Operator (look this up on Google, they are quite the machines) I worked in the accounts office of a large department store. **What is your favourite album?** "Sounds of Silence" by Simon and Garfunkel, my favourite single from this album is "Homeward Bound". **Where did you spend your summers?** Our family holidays when I was young were spent at Penmaenmawr in North Wales. We would spend our days on the beach or in Snowdonia National Park among the beautiful mountains.



New "Look & Feel" to MANL Website

Our website has been updated so make sure you are too! Visit www.manl.nf.ca then click on "Museums" to find your museum listing. If any changes need to be made to your listing or if you require a new listing please contact Sarah Wade by email: manl@nf.aibn.com or by phone: (709) 722-9034. We look forward to hearing from you!

Marystown Heritage Museum Launches Book

Submitted by: Albert Dober, Chairperson of the Board

The History of Marystown (Mortier Bay) was published by the Board of Directors of the Marystown Heritage Museum and was edited by three board members namely Gerald Cheeseman, Albert Dober and Con Fitzpatrick. The publication records the patterns of settlement and population growth, the lifestyles, religion, and culture, as well as the Educational, economical, political and social development of the area from the early days to the present.

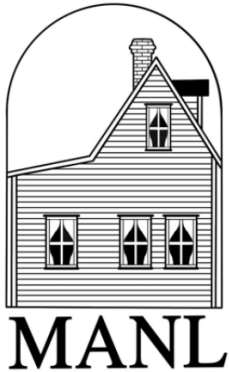
The planning, research, and editing took six years to complete. One hundred and twenty-five individuals were interviewed and many citizens contributed documents, information and pictures. There are two hundred and seventy-six pages in the book and four hundred and fifty copies were printed.



Con Fitzpatrick, Albert Dober and Gerald Cheeseman from the Marystown Heritage Museum

Photo credit: Mary Walsh

The book is available for purchase at the Marystown Heritage Museum on Ville Marie Drive, Marystown, NL. You can call the Museum for more information at (709) 279-2463.



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What's YOUR Story?

Submitted by: Sarah Wade, Outreach Officer

This year the MANL staff and Board set off on a (short) journey to Gander for our 34th Conference and Annual General Meeting at Sinbad's Hotel & Suites. Delegates had the opportunity to gather together with individuals representing museums and heritage organizations across Newfoundland and Labrador; to discuss the preservation of our cultural and natural heritage and to delve into the theme of the conference, which was "What's YOUR Story?"

At our Conference, we were able to provide a variety of pre-conference and conference workshop. On the morning of Friday, October 4th we kicked things off with our pre-conference workshops. In one room we had Jane Serves, Interpretative Planner, teaching **"Working with your Collection: Text and Interpretation Techniques"**. This one day workshop explored how museums can effectively use text to engage their visitors. Jane touched on printed labels and exhibit panels to screen-based media. In the other room, Pat Curran, with the Community Capacity Building Program, talked about "Communications Planning". The session dealt with communication as a strategic tool, whether in the form of public relations, marketing, advertising, or promotion. After the lunch break the participants in both workshops carried on in the same sessions, which involved group discussions and learning activities.

That evening everyone gathered at the newly renovated North Atlantic Aviation Museum in Gander for the reception. There we ate appetizers, viewed the exhibits and were serenaded by the talented piano player, Lewis Gosse. We had the pleasure of having Councillor Robert Anstey say a few kind words and bring a hearty welcome to the town. It is at the reception where we had the much anticipated members' update. This is a highlight for a lot of people at the conference because it is so inspiring to hear about all the remarkable work

being undertaken by staff and volunteers throughout Newfoundland and Labrador. While delegates were limited in time (quack-quack) everyone mingled afterwards with friends, both new and old.

On Saturday, October 5th we held two concurrent sessions in the morning at the hotel. One session discussed **"Stories and Communities: The importance of regional variation in local museums"** with Peter Laracy, General Manager of the Cupids Legacy Centre. In this session Mr. Laracy certainly didn't hold back – he danced, played the accordion and shared a story or two. The second option in the morning was **"Connecting thru archives – How archival resources can help you find and tell your story."**



President Teresita McCarthy with presents Jennifer Finn, Beverley King and Edith Samson.

Photo credit: Desmond McCarthy



Diane Curtis with presenters Patti Broughton, Cynthia Randell and Janet Costigan.

Photo credit: Desmond McCarthy

Continued...

This session was led by John Griffin with the A.C. Hunter Library and Vice-President of MANL and Ev Elliot, Volunteer Archivist with the Botwood Heritage Society. Later in the morning we had another two concurrent workshop sessions: **“The Church Museum: Life Stories and Meaning in the Saving of a 19th Century Church in Newfoundland”** that was presented by Annemarie Christie, a Folklore Graduate Student at Memorial University of Newfoundland and **“Enticing your visitors: How to develop and promote a unique product or experience.”** This session was presented by Janet Costigan, Marketing Specialist with the Department of Innovation Trade and Rural Development. Cynthia Randall, Manager of the Grenfell Heritage Society, and Patti Broughton, Executive Director of the Colony of Avalon.

After an informative morning, everyone settled in for the AGM and luncheon. During the AGM the Annual Reports were presented to the delegates. President Teresita McCarthy, Executive Director Ken Flynn, John Griffin, who presented on behalf of Angela Noseworthy the Treasurer for the Board, and Professional Development Coordinator/Preservation Advisor Danielle Rundquist presented their respective reports. If you would like to read more about these reports please contact the office and we can send you a copy. Once everyone was feeling refreshed we started things up again with a group session that was delivered by Lucy Alway with the Department of Tourism, Culture & Recreation on **“Updates to the Cultural Economic Development Program (CEDP)”**.

Our banquet was held Saturday night and we were honoured to have our very own President Teresita McCarthy addressed the delegates to congratulate our members’ on their hard work and devotion to the presentation and preservation of the natural and cultural heritage in the province. As always, Ms. McCarthy friendly demeanor made everyone present feel inspired and excited to continue on in their journey to find, share and celebrate their stories. During this time Cupids Legacy Centre was awarded the Award of Merit. The Award of Merit recognizes the Cupids Legacy Centre’s significant contributions to the practice of museum and heritage work in Newfoundland and Labrador and for their outstanding achievement in the development of the provinces cultural heritage, including research, collection, documentation, exhibition, public programming and management. Joan Andersen, Labrador Regional Director, Contessa Small, St. John’s Regional Director and Andrew Shea, Central Regional Director were recognized for their time spent on the Board. Although MANL is sad to say farewell to such knowledgeable Board members, we know that they will continue contributing to the heritage sector.



Thank you to everyone who participated and helped out in any way. Also, MANL would like to thank our sponsors: the Heritage Foundation of Newfoundland and Labrador, Scotia Bank, Bell Island Heritage Society, Inc., Carr McLean and the Wooden Boat Museum of Newfoundland and Labrador. These events would not have been a success without the generous support you have provided us throughout. We appreciate you sponsoring a Conference that brings together individuals and groups working towards the preservation and promotion of the province's material and cultural heritage. For more pictures from the AGM and past MANL events please visit: www.flickr.com/photos/manl/. See you in Corner Brook!

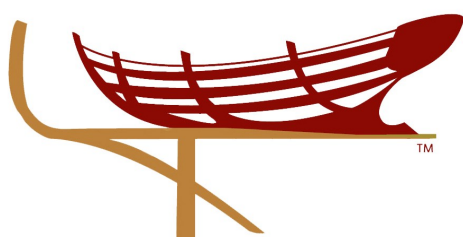
* For further information of changes to CEDP please refer to pages 10-11.

{special} **THANKS**

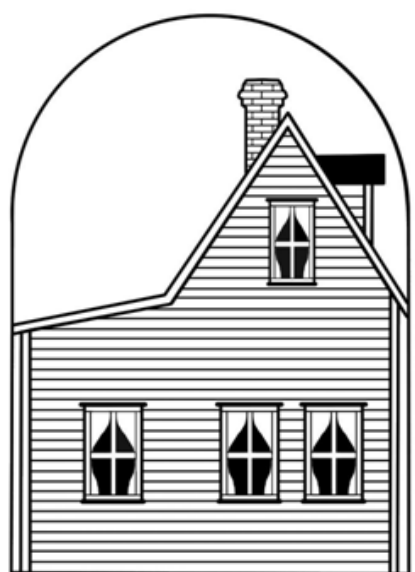
to our 2013 AGM & Conference Sponsors!



Bell Island Heritage Society Inc.

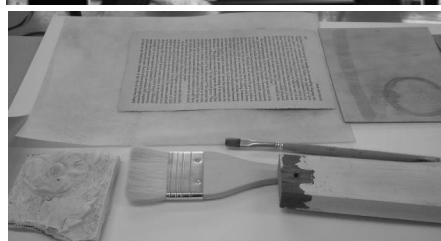


Wooden Boat Museum
of Newfoundland and Labrador



MANL

Museum Association of
Newfoundland & Labrador



save the date | MANL AGM & CONFERENCE

17.10.2014

The Museum Association of Newfoundland & Labrador invites you to our 2014 Annual General Meeting (AGM) and Conference in **Corner Brook, Newfoundland and Labrador** from Friday, **October 17 to Sunday, October 19**. To find out more about the Corner Brook Museum and Archives check out pages 12-13!

See you at the AGM!

WHAT'S HAPPENING AT YOUR MUSEUM?

Contact MANL with the details of your upcoming events!
Call (709) 722-9034 or E-mail: manl@nf.aibn.com

Overview of CEDP Changes

A breakdown of what you need to know

Submitted by: Jane Severs, Interpretive Planner

By now, most of you are aware that changes have been implemented to the province's Cultural Economic Development Program (CEDP). New entry requirements, or "minimum standards", have been developed by the CEDP Advisory Committee, assessment forms have been sent to all current recipients of CEDP operational grants, and review procedures for the returned forms are being finalized.

These changes are the result of nearly two years of research, debate, evaluation and more debate (for an overview of the process, check out <http://ahinl.com/news/2013/10/16/cedp-update>). Every effort has been made to ensure that the new guidelines help the CEDP meet its overall goals - respecting heritage resources, sustaining operations, benefiting communities and engaging audiences - without placing an unnecessary burden on applicants ... particularly the province's smallest heritage organizations. Members of the Advisory Committee are confident we're on the right track. However, we know there are at least a few of you who are worried about what these changes might mean for your organization. So here's a run down on the changes and their implications.

First, all applicants will be required to meet the program's new entry requirements. Specifically, by **2016**, your organization must:

- **Meet current eligibility requirements**
- **Comply with the Newfoundland and Labrador Tourism Board's Tourism Assurance Program or TAP.** Specifically:
 - **Possess public liability insurance** - Your policy number will be required as proof of insurance. In some cases, heritage organizations may be covered by their municipality's policy. For example, if your museum is located in a space owned and operated by your town. Check with your Town Office to see if this applies to you.
 - **Demonstrate the ability to respond to inquiries within 24 hours** - Basically, this is an email address and a telephone number that is checked by someone in your organization on a daily basis. A couple of points to note. First, it's ok to use a free email provider (e.g. gmail, yahoo or hotmail) for your organization's email account as long as your email address contains the name of your organization. For example, outportmuseum@gmail.com. Second, it's important to note that you'll need to provide a phone number that works year-round. In a perfect world, this would mean a dedicated business phone line that's staffed all year. However, everyone recognizes this is impractical for most seasonal operations. As a result, TAP will accept a dedicated and regularly checked answering service with a message that clearly establishes visitor expectations. Something like:

Hello. You've reached the Outport Interpretation Centre. We're currently closed for the season and will re-open on May 24, 2014. For site details including our location, programming and hours of operation please check out our website at www.outportinterpretation.ca. If you have questions, please leave a message or drop us an email at info@outportinterpretation.ca. We will do our best to respond within 24 hours.

Visit MANL's NEW website

Scan this QR Code on your Smartphone or go to www.manl.nf.ca.



Continued...

- **Provide an up-to-date web presence** - You have a few options for this one including a standalone website for your museum, or a Facebook business page. You can also go with a presence on your town's website as long as the info about your museum is on a separate page(s) with a Clear url. For example, www.smithsharbour.com/outportmuseum is fine. www.smithsharbour.com/index.php/component/mtree/listing is not.
- **Possess all necessary licenses and permits** - This will depend on the kind of services you offer visitors and include things like food and beverage permits if you operate a cafe, or a liquor license if you serve alcohol. This also includes the necessary paperwork for any firearms in your collection.
- **Deliver actual experiences and services as advertised** - this includes being open for business during your advertised opening hours.
- **Be in good standing with the province's tourism complaints system**

TAP also stipulates that businesses charging more than a nominal fee for admission must have the ability to accept credit and debit cards. There's still some discussion about what is and what isn't a "nominal fee". We'll keep you updated on that one. At this point, it's safe to say if you're currently charging \$5 or less for admission, this won't apply to you.

Next, your organization must possess the following two documents. These documents must be customized to meet the specific needs of your organization and must be formally approved by your board:

- **A Mission Statement**
- **A Collections Policy**

Finally, you must have an up-to-date profile on either MANL's or ANLA's web listing.

And that's it. If any of this has you stressed out ... relax. The assessment form sent to current recipients of CEDP operational grants will be used to determine where each organization currently sits in relation to the new guidelines and to identify what steps they need to take in order to meet the new standards. Think of it as a progress report rather than a final judgement. You'll have until 2016 to make any necessary changes. Plus, members of the CEDP Advisory Committee (TCR, MANL, ANLA, and AHI) are here to offer any assistance we can.

Root Cellars Recognized As Heritage

Submitted by: Jo Sawyer

The Agricultural History Society of Newfoundland and Labrador is pleased to have had their nomination of ROOT CELLARS recognized as a **Distinct Cultural Tradition/Practice** by the Provincial Historic Commemorations Program (October 18, 2013). In the summer of 2011 the Society partnered with The Heritage Foundation of Newfoundland and Labrador to put images and stories of 100 root cellars on the Digital Archives Initiative (DAI) of Memorial University's library site for public access. This initiative was funded by the Culture and Economic Development Program of the Department of Tourism, Culture and Recreation, and was widely supported by individuals and communities across the province who recognize the historical importance of root cellars in sustaining early settlement by providing storage and preservation of home grown food through the winter months.

FEATURED MUSEUM:

Corner Brook Museum & Archives

Location: 2 West Street, Corner Brook, Newfoundland & Labrador

Hours: Currently closed for the winter season. Tours and archival services available upon request.

Admission: \$5.00 for adults and \$3.00 for youth and students



Corner Brook Museum and Archives

Article and photo credit: George French

The Corner Brook Museum and Archives (CBMA) has dedicated itself to preserving, interpreting and displaying the history and heritage of Corner Brook and the surrounding area for the past 16 years. Over these past 16 years the CBMA has enjoyed many successes and accomplishments as well as gain much expertise in the museum and archival sectors.

This past July saw the first full year of operations since our reopening after the closure of the CBMA site in October 2009. In 2009 the City of Corner Brook began preparations for the construction of their New City Hall, which would see the Museum building incorporated into the City Hall complex being built. That October the CBMA prepared to close site operations and place over a thousand artifacts into storage.

The CBMA moved its offices and archives to another site and continued operations on a reduced scale. During the relocation, the CBMA continued providing

archival services, and began focusing on future operational planning for the Museum once it reopened.

In March 2012, the CBMA returned to the Museum premises and began the process of resetting the Museum and revamping some of the previous exhibits. Currently the exhibits include Corner Brook/Bay of Island's Settler's History, Military, War Brides, Aboriginal, Pulp and Paper Making, Natural History/Wildlife and Fisheries. With the reopening in July 2012 the CBMA launched a new permanent Cook and Canada Exhibition in conjunction with The Captain James Cook Museum in Whitby, England; designed during our off site relocation. In the future we will be focusing on the commemorations relating to World War One and the

Royal Newfoundland Regiment with exhibitions and events over the next few years.



View of the Life in the Bay of Island's and Corner Brook Exhibition.

Photo credit: George French



View of the Newfoundland/Local Military and Cook in Canada (Capt. James Cook) Exhibitions.

Photo credit: George French

The construction of the New City Hall has afforded us new opportunities for exhibition. We currently have a temporary exhibit on the history of the four former municipalities that make up Corner Brook and Municipal Amalgamation located in the City Hall Atrium. We are looking to turn this into a permanent installation. The construction has also granted us a new enclosed space, formally part of our roof that can now be developed. This will allow us another 1000 sq. ft. of exhibition space and an additional 500 sq. ft. that can be used for the expansion of the Archives.

Continued...

This past summer saw the launch of new programming initiatives'. One of these new initiatives was a children's event, focusing on making paper by hand from recycled paper. This event also included a tour of the Museum with emphasis on Corner Brook's Forestry and Paper Mill histories. Another children's event that the CBMA held was a live reptile's show. This show was an educational event and also included tours of the Museum and City Hall as we had done with the paper making event.

For Corner Brook Day we partnered with the City and put on a number of events including free Museum tours, children's safety programming presented by the Royal Newfoundland Constabulary and a musical event by the Gros Morn Summer Music Festival, as well as helping with the unveiling of plaques for fallen soldiers.

We added events for adults such as our lunch time lecture series with lectures on the History of the Green Team in the Newfoundland and Labrador, a history of photography and a lecture on the dynamics between the areas of Public History and Academic History.



Educational reptile show held by the CBMA and presented by Reptiles on the Rock. Presenter and Herpetologist Michelle holds Zero the Corn Snake.

Photo credit: Rachael Wile

We also hosted other events including an onsite lecture for the Canadian University Expo in June and hosting tours of the Museum for the Expo's reception held next door at City Hall. We also held a lecture by Archivist Burt Rigs in the fall of 2012 on the subject of the Royal Newfoundland Regiment, focusing on those that served in the Regiment from the Bay of Islands area.



CBMA Tour Guide Lucas Morneau instructs children in one of the steps of making paper by hand.

Photo credit: Lindsy George

For 2014 the CBMA hopes to have a full schedule of events for summer activities including those listed above and the addition of new ones.

In July we began partnering with Humber Elementary school on their Humber Hold App. This app is being developed by students in grades three, four and six to be a walking tour of the City and will be available online through Apple's App Store. This app will be a walking tour of the downtown area of the City and focus on sites and areas historic to the City. The students will take images of the sites as they are today and use images from the CBMA's Archive to overlay with the current images to show the difference that has taken place with time. When finished the app will be for the general public's use and also will be marketed to Cruise ship visitors and tourists both inside and outside the province.

This fall the CBMA has begun to look to the future by starting the process of developing a new ten year strategic plan to guide the CBMA's direction. This process included public consultations and stakeholder meetings to help guide us through the process. The plan will be unveiled at our AGM in May 2014.



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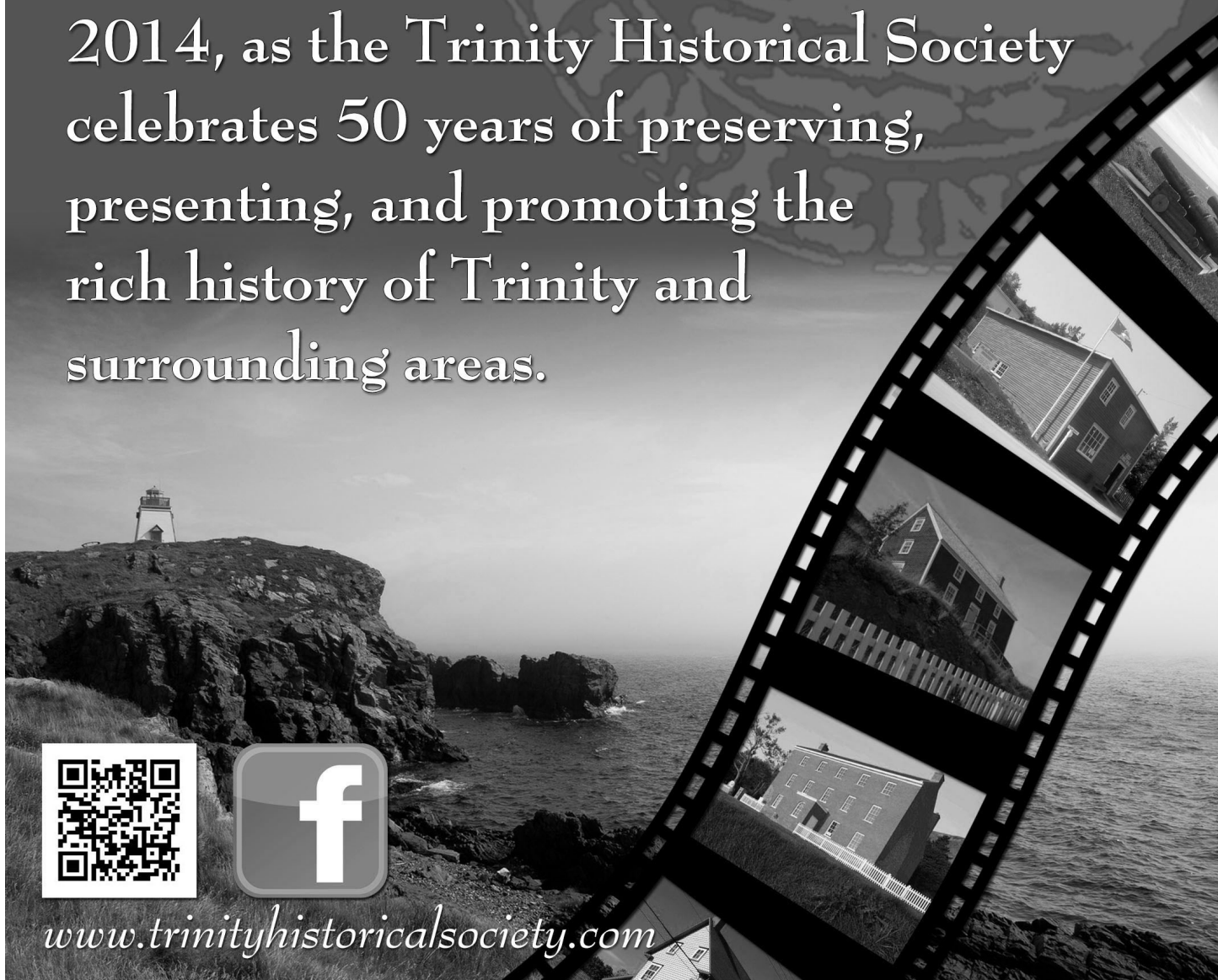
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Rolling Interactives at The Rooms

Submitted by: Angela Noseworthy, Education and Public Programming Officer

When the recently opened Husky Energy and Elinor Gill Ratcliff Galleries were still in the brainstorming stage, hands-on activities were identified early as a priority. Any activities would have to be clear, engaging, yet flexible and easy to put away. Rolling storage carts were designed and incorporated into the exhibition, to be housed in a dedicated programming area. While all visitors are welcome to explore the self-guided carts, they are specifically targeted to family groups to create interactive and social experiences. Cart contents allow visitors to handle educational artifacts to provide engaging learning opportunities that build on the themes of the exhibition. The aim is to encourage families to slow down, become engaged and have discussions – an experience they will want to repeat on future visits.

The content of the carts was developed by the Education and Public Programming Unit along with curators working on the exhibition. Themes were picked for two self-guided carts to be completed for the opening: *Survival on the Land and Sea* and *Play*. One cart explores the needs of people to survive – shelter, clothing and food, while the other presents lessons learned through play. The themes are interpreted through text mounted to the outside of clear containers that hold educational artifacts. Some of the objects include snowshoes, a tea doll and string to play Cat's Cradle. Any extra text required (ex: game instructions) and laminated photographs can be found inside the bins. Each cart also includes a “make & take” activity that children can create to take home, extending their learning time. These require classroom supplies such as coloured pencils and scissors.



Interactive Carts at The Rooms

Photo credit: Angela Noseworthy

We included a mix of reproduction and real objects. Historical objects used are considered part of The Rooms education collection, which is a collection of objects used solely by the Education and Public Programming Unit. Objects placed in this collection are historically significant and of educational value, but not of the proper quality to acquire

into the museum collection. Handwritten tags were attached to each learning object with historical information and The Rooms stamp.

The carts have been in use since early July. They are pulled out onto the floor, some of the bins are placed on top, and the carts are left unattended in the gallery for visitors to explore. We've had a lot of positive feedback from our visitors, and many families have been observed playing with the carts for 5-10 minutes before they move on. Most enjoyable seems to be the simple games such as pin & cup or things to try on such as snow goggles. By monitoring the supplies in the bins, we can tell that the bins left inside the cart are used less often. This indicates that visitors are comfortable exploring those clearly pulled out, but are not as likely to find those behind closed doors.

The carts are inspected regularly and inventoried each week. Visitors have been respectful of the learning objects, as well as other visitors around them. Items are usually found placed back in the bins, however not always in their correct spot. This may indicate visitors are not aware of the connection between the learning object and the theme of each bin. In depth evaluation of the learning objectives is required to determine the final outcomes. From observations and written feedback, we do know we are creating an opportunity for our visitors to have fun and create memorable experiences.



Contents of the Interactive Carts

Photo credit: Angela Noseworthy

Whether big or small, any museum can easily create a “tickle trunk” of their own for visitors to explore. Families will appreciate having a space to be engaged and learn together and they just may become regular visitors.

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