



**The Port Coquitlam Heritage and Cultural Society**

Annual Report

(In compliance with Partnership Agreement)

April 1, 2017 to March 31, 2018

PoCo Heritage: Where Stories Connect

# The Port Coquitlam Heritage and Cultural Society

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## Board of Directors

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<b>Position</b>	<b>Member</b>	<b>Term</b>
President	Julie Schmidt	2016-2018
Vice President	Linda Sliworsky	2017-2019
Past President	Brian Hubbard	2016-2018
Treasurer	Aynsley Wong Meldrum	2016-2018
Secretary	Judy Aird	2017-2019
Director at Large	Meg McLaughlin	2017-2019
Director at Large	Ann Pratt	2016-2018
Director at Large	Michelle Taylor	2016-2018
Director at Large	Marnie Maule	2017-2019

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## Committees

2017-2018

### City Events/May Day Committee

**Chair** Linda Sliworsky  
**Co-Chair** Aynsley Wong Meldrum

### Collections Committee

**Chair** Pippa Van Velzen

### Election Committee

**Chair** Pippa Van Velzen

### Exhibits and Displays Committee

**Chair** Julie Schmidt  
**Co-Chair** Meg McLaughlin

### Fundraising Committee

**Chair** Linda Sliworsky  
**Co-Chair** Marg Owens

### Grant Committee

**Chair** Marg Owens

### Human Resources Committee

**Chair** Julie Schmidt  
**Co-Chair** Aynsley Wong Meldrum

### Technology Committee

**Chair** Brian Hubbard

### Volunteer Coordinator

**Chair** Kelly Brown

## Significant Achievements and Challenges

### Achievements

- We were successful in securing many sources of grant and community funding:
  - \$20,000 *City of Port Coquitlam CCD Investment Grant – Organization Category (2015-2017):* This money funds our staff member at part time hours. This funding has been renewed for another three years.
  - \$30,000 *City of Port Coquitlam Additional Monies (2016-2018):* This money was used to increase our staff member to full time hours and increase her base salary to a living wage.
  - \$19,228 *Canada Summer Jobs Grant:* This money was used to hire three summer students.
  - \$9,000 *BC Canada 150: Celebrating B.C. Communities and their Contributions to Canada Grant:* This money is being used to upgrade the walking trail Continuum signs in Port Coquitlam in collaboration with Kwikwetlem First Nation.
  - \$6,500 *G&F Foundation Grant:* This was used to build an interactive kiosk in the Museum and Archives.
  - \$5,000 *City of Port Coquitlam Community Cultural Development Grant:* This funded the purchase of the Canadian Museum and History and Terry Fox Centre’s travelling exhibit, “Terry Fox: Running to the Heart of Canada”.
  - \$2,500 *BC Community Gaming Grant:* This money was used to produce a video which tied into our Journeys and Connections: Celebrating Canada’s 150<sup>th</sup> exhibit.
  - \$2,500 *Port Coquitlam Community Foundation Grant:* This grant funded half of the production of the community children’s book “Sarah and Michael Explore Port Coquitlam” in collaboration with the City of Port Coquitlam, Art Focus, Friends of Leigh Square (who contributed the other \$2,500), and local writers and artists.
  - \$5,400 *Vulnerability to Village Partnership:* We were invited to partner with United Way’s Avenues of Change initiative and Irvine Elementary School on their community building Little Free Library project.
  - \$1,500 *TELUS Fibre Community Program Port Coquitlam donation.*
  - \$500 *TELUS Match volunteer hours matching donation.*
  - \$686 *Not-For-Profits Helping Not-For-Profits Partnership:* We were invited to become Stage 43’s community partner for their production of The Fantasticks. We received \$1 from every ticket sold.
  - \$1,000 *FedEx Cares Employee Community Fund:* We were nominated for this community funding by a community member and FedEx employee.
  - \$103,814 Total operational, project, and community funding.**

- As a result of the funding opportunities listed above we were able to take on many exciting projects, one of which was the “Terry Fox: Running to the Heart of Canada” travelling exhibit. This has been our most popular exhibit ever and was attended by hundreds of regular visitors as well as over 550 students and teachers from local schools.
- After receiving Canada Summer Jobs funding we hired three 16 week full time, university students who focused on updating our collections and collection management system, and on sports research which was then used to create the “PoCo Stories: Sports” exhibit.
- In anticipation of hiring two student collection cataloguers last summer we purchased and upgraded our collections management database to PastPerfect, a dedicated museum collection management system. This system has now revolutionized our access to our collections which is in turn making them more accessible to the community through sharing on social media and use for research purposes.
- We have undertaken a very extensive and ongoing Strategic Planning initiative. This work is helping us focus on our vision, mission and values as we undertake our regular community programming and exhibits and as we reorganize the structure of the Society and the Museum and Archives into better functioning, community focused entities.
- Our staff and select Board members have been participating in ongoing professional development via community workshops and webinars.
- We have updated and filed our bylaws and constitution as required by Provincial changes to the Societies Act.
- Our Vice President and longtime volunteer, Linda Sliworsky was recognized for her a volunteer work at the City of Port Coquitlam’s Volunteer Awards and won the Volunteer Arts, Heritage, and Culture Awareness Award. Congratulations Linda!

## Challenges

- Due to the record amount of opportunities and funding that were made accessible to us due to Canada 150 we ended up overextended with regards to the projects we took on. At the time we did not have the capacity to handle the workload associated with these projects simultaneously, which created some challenges with their management and implementation. However, as a result of these challenges we have now focused on building our capacity in advance of the projects we take on so that we do not run into the same issues in future.
- Though our Strategic Planning process has been incredibly beneficial and has already resulted in better organization and planning within the Society and museum, the process has also presented many internal

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challenges associated with periods of transition. The last year has been a period of significant change and adjustment for all PoCo Heritage Board, staff, volunteers, and members.

- We have been very fortunate to have received Canada Summer Jobs funding for three students this past summer, and received an abundance of requests to volunteer with us. However, our ability to take on staff and volunteers is significantly restricted due to our limited office and computer space. As a result we were only able to request two summer students instead of three, and had to reject promising volunteers who requested to work with us.
- The above challenges were further compounded this last year with persistent issues with both of our laptops. These laptops were purchased to afford us greater flexibility so we could accept more volunteers, unfortunately the laptop integration issues are still being worked on.
- On June 13<sup>th</sup> a fire inspection was conducted in the museum, which concluded the front door was a fire door and needed to be kept closed until a magnetic safety release could be installed. As a result, our door remained closed for months and discouraged people from entering the museum despite signage indicating we were open. The City has now installed a magnetic latch which releases with the fire alarm. Thank you!



# Strategic Plan 2018-2020

## Vision

A community enriched by its culture and connected to its past.

## Mission

To celebrate and preserve Port Coquitlam's diverse heritage and culture through community engagement.

## Our Values

We *preserve* Port Coquitlam's history and heritage for future generations

We deliver *community focused* exhibits and programming

We celebrate the *diversity* within our community

We apply *professional* standards to what we do

## Strategic Priorities

### Priorities 1: Clarify Society and Museum organization

- a) Clarify our organizational structure and transition to a governance Board
- b) Clarify our roles and responsibilities
- c) Confirm active Committees and Task Forces
- d) Clarify our name and identity, and create a consistent media and communication strategy

### Priorities 2: Increase and diversify participation and attendance in the museum

- a) Increase attendance in the museum by developing diverse, engaging, community oriented exhibits and displays, and communicate with target audiences
- b) Create a Volunteer Program that provides experiences that are meaningful, challenging, and impart a sense of value to everyone who contributes to the Society and the Museum and Archives

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**Priorities 3: Demonstrate our value to the City and our community**

- a) Connect to our community by increasing and diversifying our programming and outreach
- b) Create a sustainable marketing and communication strategy
- c) Collaborate and strengthen relationships with our surrounding communities; the City, local businesses, community groups, and other heritage organizations

**Priorities 4: Build a long term sustainable base of funding**

- a) Maintain and deepen the partnership between the Society and the City of Port Coquitlam that is mutually beneficial
- b) Develop a coordinated and proactive strategy to obtain grants and external funding
- c) Expand revenues through unique fundraising events and activities

## Community Collaborators

In the last year we have dramatically increased the number of community partners we have collaborated with. We are very thankful for the opportunity to work with these groups and are excited to continue to work with them into the future!

- City of Port Coquitlam
- Downtown Businesses Improvement Association
- Ron McKinnon, MP
- TriCities Community TV
- Coquitlam Heritage
- Port Coquitlam Farmer's Market
- Port Coquitlam Genealogy Group
- Kwikwetlem First Nation
- United Way Avenues of Change
- School District 43/ Irvine Elementary School
- Port Coquitlam Art Drop In
- Hyde Creek
- Friends of Leigh Square
- Stage 43

## Exhibits and Displays

### PoCo Heritage Museum and Archives

<b>Date</b>	<b>Grand Opening</b>	<b>Exhibit/Display Name</b>
March 4 – August 26	March 25	Journeys and Connections: Celebrating Canada's 150 <sup>th</sup>
April – May	April 10	May Day
May-June	May 27	Marian Kroeker: Celebration of Life Display
July-August	July 1	Celebrating Canada 150
Sept 5 – November 29	Sept 15	Terry Fox: Running to the Heart of Canada
November 25 – January 6	November 25	Terry Fox: Hometown Legacy
February 8 – July 21	February 24	5 <sup>th</sup> Annual Christmas Tree Festival <i>PoCo Stories: Sports</i>

### City Hall

<b>Date</b>	<b>Exhibit/Display Name</b>
February – April	Pride in Diversity <i>Collaborator: Pitt River Middle School, Grade 7/8</i>
May – August	Stories of Heritage <i>Collaborator: Riverside Secondary School, Grade 11/12</i>
September – February	Port Coquitlam Then and Now <i>Collaborator: Central Community Elementary School, Grade 4/5</i>
February – Present	My PoCo Place <i>Collaborator: James Park Elementary School</i>

## Events and Programming

<b>Date</b>	<b>Place</b>	<b>Event/Program Name</b>	<b>Speaker</b>	<b>Attendance</b>
April 10	PoCo Heritage Museum and Archives	Rhymes of Times: Our Journey to Port Coquitlam or the Tri Cities	Julie Schmidt	3
April 11	PoCo Heritage Museum and Archives	Scouts Museum Tour and Stories	Aynsley Wong Meldrum	12
April 20	PoCo Heritage Museum and Archives	General Meeting and Annual General Meeting	-	22
April 24	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	7
May 8	PoCo Heritage Museum and Archives	Rhymes of Times: May Day	Julie Schmidt	5
May 12	Downtown PoCo	Heritage Tour and Choral Concert	Bryan Ness	15
May 13	Port Coquitlam	Trolley Heritage Tours	Bryan Ness & Karon Fuson	Public
May 15	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	5
May 18	The Gathering Place	Cultural Roundtable: Heritage and Connection presentation on International Museum Day	Julie Schmidt & Kelly Brown	30
May 25	PoCo Heritage Museum and Archives	An Evening at the Museum: Helping Immigrants Build a Future in Canada	Kathy Sherrell	13
May-August	Cities of Coquitlam Port Coquitlam	Canada 150 Community Explorer with Ron McKinnon, MP and Coquitlam Heritage	-	Public
June 12	PoCo Heritage Museum and Archives	Rhymes of Times: What Makes Us Canadian?	Julie Schmidt	6
June 15	PoCo Heritage Museum and Archives	General Meeting and Strawberry Shortcake Tea	-	20
June 15	Leigh Square	Farmer's Market: Heritage Table, Toys	-	Public

Date	Place	Event/Program Name	Speaker	Attendance
June 19	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	2
June 22	Leigh Square	Farmer's Market: Heritage Table, Toys	-	Public
June 29	Downtown PoCo	Heritage Tour for ISSBC	Bryan Ness	
June 29	Leigh Square	Farmer's Market: Wild and Wooly	-	Public
July 1	Castle Park	Canada Day: Heritage Booth <i>Celebrating Canada 150</i>	-	Public
July 6	Leigh Square	Farmer's Market: Heritage Table, Dogs	-	Public
July 13	Leigh Square	Farmer's Market: Heritage Table, Toys	-	Public
July 17	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	2
July 20	Leigh Square	Farmer's Market: Heritage Table, Clay	-	Public
July 27	Leigh Square	Farmer's Market: Heritage Table, Art	-	Public
August 3	Leigh Square	Farmer's Market: Heritage Table, Kitchen Supplies	-	Public
August 10	Downtown PoCo	Two Heritage Tours for ISSBC	Bryan Ness	30
August 20	PoCo Heritage Museum and Archives	Downtown PoCo Car Show: Famous Movie Cars Game	-	Public
August 21	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	2
August 24	Leigh Square	Farmer's Market: Heritage Table, Multicultural Days	-	Public
August 26	Leigh Square	Canada 150 Celebration: Heritage Table, Museum Tours, Souvenir Photos, and Journeys and Connections Video Interviews	-	Public
August 31	Leigh Square	Farmer's Market: Heritage Table, Toys and Terry Fox Postcards	-	Public

Date	Place	Event/Program Name	Speaker	Attendance
September 7	Leigh Square	Farmer's Market: Heritage Table, Aggie Hall	-	Public
September 11	PoCo Heritage Museum and Archives	Rhymes of Times: Welcome to the Summer Time	Julie Schmidt	6
September 14	Leigh Square	Farmer's Market: Heritage Table,	-	Public
September 15	PoCo Heritage Museum and Archives	Terry Fox: Running to the Heart of Canada Grand Opening and Fundraiser	Alison Ince Britt Andersen	80
September 17	Hyde Creek	Terry Fox Hometown Run: Exhibit Postcard Activity	-	Public
September 21	Leigh Square	Farmer's Market: Heritage Table,	-	Public
September 21	The Gathering Place	General Meeting and Speaker	Mike Forrest	22
September 28	Leigh Square	Farmer's Market: Heritage Table,	-	Public
September 30	PoCo Heritage Museum and Archives	Culture Days	-	75
September 30	Northside PoCo	Heritage Tour	Bryan Ness and Morley Deans	15
September 15 – November 29	PoCo Heritage Museum and Archives	Terry Fox Group Tours	Julie Schmidt, Bryan Ness, and Kelly Brown	500+
October 2	PoCo Heritage Museum and Archives	Rhymes of Times: Polishing Shoes	Julie Schmidt	7
October 14	Terry Fox Library	<i>Sarah and Michael Explore Port Coquitlam</i> Book Launch	Linda Sliworsky	40
October 16	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	5
October 26	PoCo Heritage Museum and Archives	An Evening At The Museum: Terry Fox	Bryan Ness	15
November 13	PoCo Heritage Museum and Archives	Rhymes of Times: War Stories	Julie Schmidt	5

<b>Date</b>	<b>Place</b>	<b>Event/Program Name</b>	<b>Speaker</b>	<b>Attendance</b>
November 16	PoCo Heritage Museum and Archives	General Meeting and Speaker	Bryan Ness	13
November 19	Hyde Creek	Hyde Creek Salmon Festival	-	Public
November 20	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	8
November 25	The Outlet	Holiday Santa Photos	-	150
November 25- January 6	Port Coquitlam	5 <sup>th</sup> Annual Christmas Tree Festival	-	Public
December 11	PoCo Heritage Museum and Archives	Rhymes of Times: Halifax Explosion	Julie Schmidt	7
December 14	Samz Pub	PoCo Heritage Christmas Lunch	-	25
December 18	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	8
January 6	PoCo Heritage Museum and Archives	5 <sup>th</sup> Annual Christmas Tree Festival Wrap-up Party	Linda Sliworsky	20
January 8	PoCo Heritage Museum and Archives	Rhymes of Times: Happy New Year	Julie Schmidt	4
January 15	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	6
January 25	Irvine Elementary School	Little Free Library Heritage Art Project	Julie Schmidt and Bryan Ness	90
February 5	PoCo Heritage Museum and Archives	Rhymes of Times: Pets	Julie Schmidt	5
February 15	PoCo Heritage Museum and Archives	General Meeting and Speaker	Jessica Yue	12
February 19	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	7



<b>Date</b>	<b>Place</b>	<b>Event/Program Name</b>	<b>Speaker</b>	<b>Attendance</b>
February 24	PoCo Heritage Museum and Archives	<i>PoCo Stories: Sports</i> Grand Opening	Julie Schmidt, Marisa Gagne, Jennifer Salling, Warren Hansen, Fred Sabatine	50
March 12	PoCo Heritage Museum and Archives	Rhymes of Times: Winter Mornings	Julie Schmidt	5
March 19	PoCo Heritage Museum and Archives	Heritage Writers' Group	Julie Schmidt	6
March 22	PoCo Heritage Museum and Archives	An Evening at the Museum	Brian Madaski	18

## Community Involvement

A board of staff member of PoCo Heritage attended the following community events on behalf of the Society.

Date	Place	Attended By
April 6	Cultural Roundtable: Festival Development	Julie Schmidt & Kelly Brown
April 7	Library Vimy Ridge Talk	Julie Schmidt & Kelly Brown
April 10	May Day Selection Tea	Julie Schmidt, Linda Sliworsky & Aynsley Wong Meldrum
April 26	PoCo Volunteer Awards	Julie Schmidt & Linda Sliworsky
April – September	Culture Days Planning Meetings	Kelly Brown
May 5	May Day Dinner and Opening Ceremony	Julie Schmidt, Linda Sliworsky & Kelly Brown
May 12	BC Heritage Fair 2017 at Burnaby Village Museum	Kelly Brown
May 13	May Day Mayor's Breakfast	Julie Schmidt, Linda Sliworsky & Kelly Brown
	May Day Parade	Julie Schmidt, Linda Sliworsky, Kelly Brown & Volunteers
May 18	Cultural Roundtable: Heritage and Connection	Julie Schmidt & Kelly Brown
May 24	Banner Recognition Event	Julie Schmidt
May 26	Downtown BIA AGM	Julie Schmidt
June 8	Truth and Reconciliation Panel	Julie Schmidt & Kelly Brown
June 15	Cultural Roundtable: Canada 150	Julie Schmidt & Kelly Brown
June 19	Port Moody Heritage AGM	Julie Schmidt
June 21	National Aboriginal Day Celebration at Kwikwetlem First Nation	Julie Schmidt & Kelly Brown
June 29	Coquitlam Heritage AGM	Julie Schmidt

August 26	Port Coquitlam Canada 150 Celebration	Board, Staff, and Volunteers
September 21	Cultural Roundtable: Animating City Spaces	Julie Schmidt & Kelly Brown
September 30	Rivers and Trails Festival	Museum Open, Julie Schmidt & Kelly Brown
October 24	City Council Presentation	Kelly Brown
October 26	Cultural Roundtable: Diversity and Inclusiveness	Julie Schmidt & Kelly Brown
November 11	Remembrance Day Wreath Presentation	Linda Sliworsky
November 14	City Council Presentation: 5 <sup>th</sup> Annual Christmas Tree Festival	Linda Sliworsky, Marnie Maule, and Volunteers
November 16	Cultural Roundtable: Brainstorm "Rainbow Project" Ideas	Julie Schmidt & Kelly Brown
December 9	Mackin House Museum Exhibit Opening	Julie Schmidt & Kelly Brown
December 10	City Workshop: Little Library Artwork	Marnie Maule
January 18	Cultural Roundtable: Communications and Branding	Julie Schmidt & Kelly Brown
February 13	City Council Presentation: Heritage Week	Kelly Brown
February 15	Cultural Roundtable: Art Focus 25 <sup>th</sup> Anniversary Show	Julie Schmidt & Kelly Brown
February 17	Mackin House Museum Exhibit Fashion Show	Kelly Brown
March 15	Cultural Roundtable: Artist Talk with Ronald Boersen	Julie Schmidt

## Society Statistics

### Communications

- Our website has decreased in visitors; there were 7,261 visitors to our website this year (down from 7,718 in the previous year, and 9,215 visitors the year before that).
- Our bi-weekly newsletter, Heritage Happenings, was sent out to 281 people last year. This number has increased to 430, an increase of 149 people (53%). An average of 35-40% of subscribers open the newsletter.
- Our Facebook followers has risen from 566 to 651 followers, which is an increase of 85 people (15%). The previous year's increase was 28%.
- Our Twitter followers have risen from 179 to 261 followers, which is an increase of 82 people (46%). The previous year's increase was 44%.
- Our Instagram followers have risen from 93 to 247 followers, which is an increase of 154 people (166%). The previous year's increase was 481%.

### Museum Attendance

These statistics are estimates based on the signatures left in our guest book. The majority of visitors do not sign the guest book and are therefore not accounted for in this breakdown. This tally also does not include the hundreds of visitors who booked Terry Fox exhibit tours with us.

	<b>April</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Aug.</b>	<b>Sept.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Jan.</b>	<b>Feb.</b>	<b>March</b>	<b>Total</b>
<b>Monday</b>	2	8	19	7	4	40	14	13	18	7	2	5	139
<b>Tuesday</b>	17	0	0	18	7	7	8	0	0	0	4	7	68
<b>Wednesday</b>	0	2	0	1	3	5	7	3	0	0	1	0	22
<b>Thursday</b>	12	20	28	5	11	9	20	43	0	0	3	48	199
<b>Friday</b>	0	9	2	0	1	112	4	6	0	0	0	1	135
<b>Saturday</b>	177	50	14	4	116	87	3	17	0	1	50	4	523
<b>Sunday</b>	0	0	0	0	71	0	0	0	0	0	0	0	71
	<b>208</b>	<b>89</b>	<b>63</b>	<b>35</b>	<b>213</b>	<b>260</b>	<b>56</b>	<b>82</b>	<b>18</b>	<b>8</b>	<b>60</b>	<b>65</b>	<b>1157</b>

## Museum and Archive Collections

Our collections consist of:

- Over 450 books in our library
- Over 6,000 archive photos
- Over 7,500 objects and archival records
- In the year we have had our new collection management software we have converted over 2,500 items and records to the new system.
- Our online collection via our website have 3945 records; 3,013 digitized photos, 437 newspapers, and 495 articles and virtual displays.

## Society Meetings

	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
<b>Board Meeting</b>	6 <sup>th</sup>	4 <sup>th</sup>	13 <sup>th</sup>		1 <sup>th</sup>	14 <sup>th</sup>	12 <sup>th</sup>	9 <sup>th</sup>		11 <sup>th</sup>	8 <sup>th</sup>	8 <sup>th</sup>
<b>General Meeting</b>	20 <sup>st</sup>		12 <sup>th</sup>			21 <sup>st</sup>		16 <sup>th</sup>		18 <sup>th</sup>		15 <sup>th</sup>

## Society Membership

In 2017 our membership included 59 individuals. This represents an 11% reduction from our 2016 membership of 66 individuals.

Note: The Society records its membership numbers based on calendar years.

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## Volunteer Hours

We had 35 dedicated volunteers who have contributed more than 4515 volunteer hours in this fiscal year. These volunteers have contributed valuable service in the following areas:

- Assistance with events and programming
- Fundraising efforts and events, programming, heritage tours, and museum and community events
- Collection management and cataloguing (digitization, condition reports, labelling, photographing etc.)
- Creating and installing museum exhibits
- Museum and community research