



Cortes Island MUSEUM & ARCHIVES

reflect imagine celebrate

REPORT FOR THE FISCAL YEAR OF 2020

We wish to acknowledge the **toq qaymix^w** (Klahoose), **łəʔamen qaymix^w** (Tla'amin) and **ʔop qaymix^w** (Homalco) Nations upon whose territories the programs and activities of the Cortes Island Museum & Archives take place.

“*Reflect, imagine, celebrate*” are words that capture the essence of the Cortes Island Museum & Archives Society (CIMAS). In reflecting on 2020, CIMAS experienced a year of challenges and changes, and turned its efforts inward to imagine moving forward as an organization that opens its collections to the world. We significantly enhanced our online presence through our recent project, *Unlocking the Archives*, allowing users worldwide to search our collection via our new Online Archives web portal. We have directed additional energies toward fostering a culture of openness and inclusivity.

BOARD OF DIRECTORS 2020

President:	Donna Collins
Vice President:	Nancy Kendel
Treasurer:	Nora Disney
Acting Secretary:	Carol London
Directors:	L. Bohart, I. Disney, D. Dragseth, B. Ellingsen, R. Hanson, B. MacDonald, D. McLaren, D. Manson, J. Milton

reflect

Our main gallery featured two evolving exhibits: *That Was Then / This Is Now: A 20 Year Retrospective* and *Curiouser & Curiouser*; the latter was taken down late in 2020 in preparation for a new exhibit. In curating these exhibits we reflected generally on how museums came into being and specifically on our own practices – their appropriateness and effectiveness. One emerging learning point for CIMAS was the need to change how we connect and engage with the First Nations whose territories include Cortes Island, and specifically with the Klahoose First Nation. This year the board unanimously agreed to and signed the Rod Naknakim Declaration acknowledging that the ownership of First Nations artifacts resides with Indigenous Peoples.

CIMAS continues to stretch its capabilities and learn ways to deliver new and innovative programming.

“Great experience. I loved it here!”
From Cortes Island Museum Comments Box

STAFF 2020

Managing Director/Curator: Jane Newman
Administration/Host/Website Editor: Gina Trzesicka
Summer Host/Interpreter: Maëve Leduc

Our generous funders include:



Reflections on 2020:

BOARD FOCUS

This year board members reached out to Cortes Islanders to fill vacancies on the board, welcoming Carol London as our board secretary to replace Donna Collins who stepped into the president's position. Bruce Ellingsen is also a new director, and his knowledge of Island history makes him a great asset to the Artifacts committee. Pivoting from in-person programming to offering online activities was a major focus. Although pivoting took time to imagine, organize and implement, the CIMAS online presence increased by 150%! A portion of this can be attributed to increased online computer use by the general public while in lockdown; enhanced content and posting frequency undoubtedly also contributed. Another board focus was to advance the development of a knowledgeable repatriation committee, continuing the process of artifacts repatriation.

STAFF FOCUS

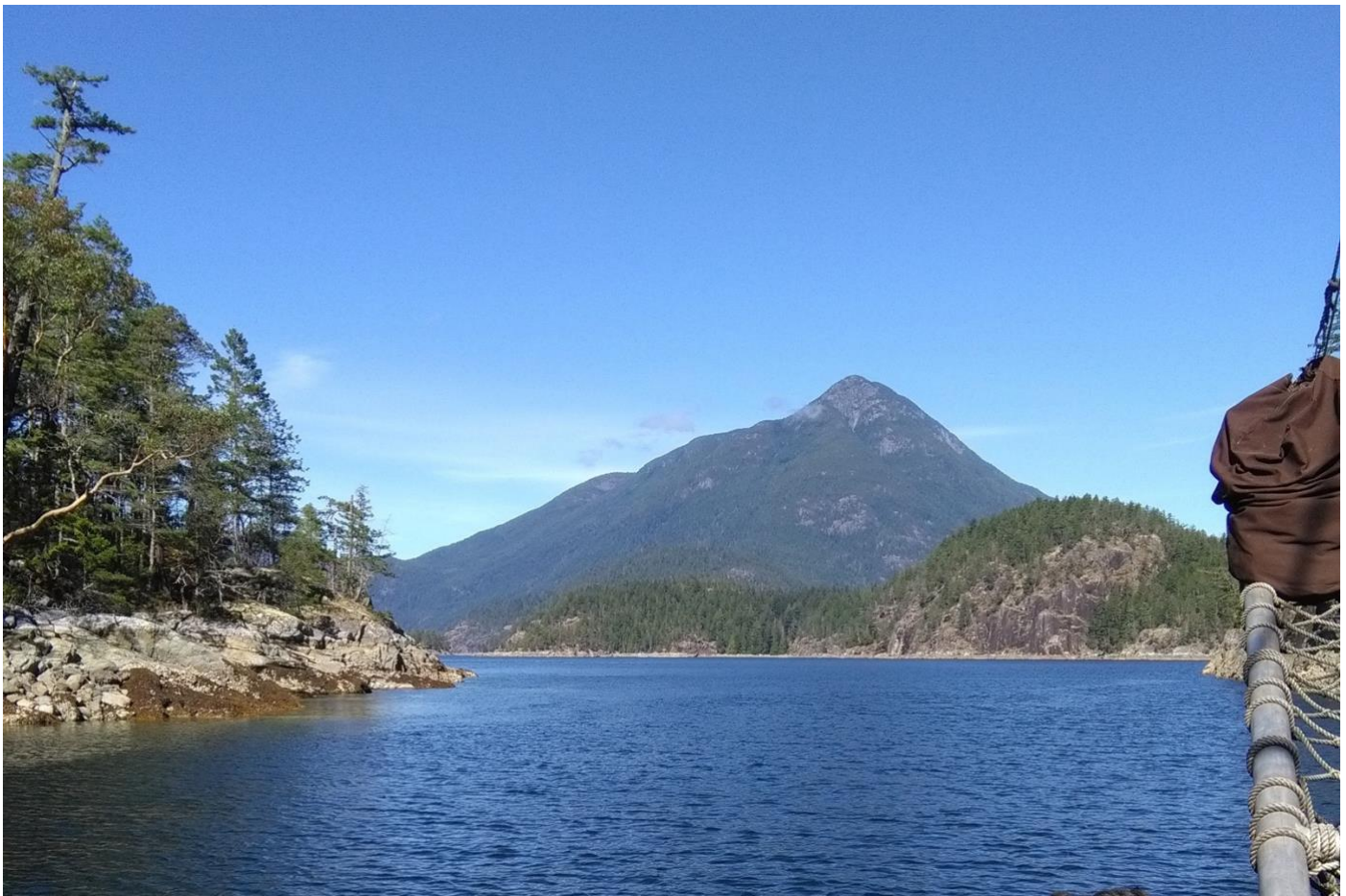
As well as admirably completing a myriad of required tasks, Jane Newman, the Managing Director/Curator (MDC) also focused her artistic energy toward the co-curation, with Nancy Kendel, of a new exhibit *Listening to Bees*. Gina Trzesicka, who provides administrative assistance, exhibit interpretation and website management, has been more active than ever before. Pivoting from in-person visits to creating an enticing, interactive online experience has largely occupied Gina's creative and technical expertise. The summer host/interpreter would, in a normal year, provide exhibit interpretation, tourist information, and assist guests with their purchases from the Museum Shop. In 2020, Maëve Leduc, the host/interpreter, had an added responsibility – to ensure the museum's COVID-19 protocols were followed by every visitor.

CIMAS FUNDRAISING

CIMAS generates income through memberships, donations, the Museum Shop, community programming, and Misty Isles Historic Cruises. In 2020, as a result of COVID-19, visitor numbers were reduced by nearly 70% and most in-person programming was cancelled. Hosting online programming events did not generate equivalent levels of donations, and only two Misty Isles cruises were held. To support Misty Isles Adventures, CIMAS did not collect commissions from these trips. As a result of all these changes, our fundraising income was significantly reduced.



At Manson's Lagoon – socially distanced.



Misty Isles Historic Cruises

GRANTS RECEIVED

- Employment & Social Development Canada – to cover a portion of the summer host’s wages
- Documentary Heritage Community Program – to digitize our historic photograph collection and acquire a web interface to provide online access to our descriptive database and digitized records
- BC Gaming – to support the Public Education and Archives programs
- BC Arts Council Operating Assistance – to cover the MDC wages
- Destination BC Visitor Services COVID-19 Health & Safety Grant – to purchase hand sanitizer stations and other materials to provide a COVID-19 safe space
- BC Arts Supplement – to support operational expenses
- BC Arts Resiliency – deferred
- Heritage Canada Emergency Supplement – deferred
- Strathcona Regional District – Grant-in-Aid – to cover a significant portion of the *Wild Cortes* exhibit space rental

TRAINING FOR STAFF AND VOLUNTEERS

- CIMAS – Staff Training
- AABC – Introduction to MemoryBC
- AABC/BCMA – Managing Personal Information in Collections
- AABC/CCI – Digital Preservation
- BCMA – Online conference, five speakers
- BC Arts Council – Design Online Artist Residency
- Hootsuite – Social Trends 2021
- Joan Garry Consulting – 5 Steps the Best Boards are Taking Right Now

MEMBERSHIPS

There were 172 members in 2020 (down 60% from 2019).

VOLUNTEERS	84 volunteers donated 4,401 hours!!!
TOURIST VISITOR INFO BOOTH	CIMAS, as the official Tourist/Visitor Information Booth for Cortes Island, provides pamphlets, maps, and local information. This service benefits CIMAS by attracting people to the museum providing an opportunity to entice visitors to come in and explore the exhibits.
EXHIBITIONS	<p>Main Gallery: <i>That Was Then / This Is Now: A 20 Year Retrospective</i> and <i>Curiouser & Curiouser</i>. The retrospective exhibit continued to evolve through the year with the addition and exchange of artifacts. The <i>Curiouser & Curiouser</i> exhibit remained open until December when it was removed to make room for the new <i>Listening to Bees</i> exhibit.</p> <p>An interpretive sign was added to the outdoor <i>Big Tree</i> exhibit.</p> <p>Wild Cortes: The CIMAS satellite natural history exhibit is housed at the Linnaea Education Centre. Programming participation and direction was provided through a series of three meetings of five organizations (CIMAS, Linnaea Farm Society, Friends of Cortes Island, Children's Forest Trust, and Discovery Islands Eco-mapping Project) collectively known as the Cortes Wild! partnership. Volunteer recruitment for <i>Wild Cortes</i> is an ongoing effort, intent on increasing the number of days the exhibit is open, with a goal of eventually matching the museum's hours.</p> <p>Preparations for a new exhibit, <i>The Big Three</i>, began in the fall of 2020, and will encompass the Partners Exhibit area and the EcoLab.</p>
	<p>MAIN GALLERY: (Visitors – 974) <i>Curiouser & Curiouser</i> – C. Gronau <i>That Was Then / This Is Now</i> – CIMAS MINI EXHIBIT: None WILD CORTES: (Visitors – 77) Linnaea Education Centre POP-UP EXHIBITS: None</p>
ARTIFACT COLLECTION	The expanded Artifact Committee has focused on a stepped-up process of reviewing, categorising, and accessioning artifacts in the collection, ensuring they fall within the collection mandate. The Committee made wonderful progress through weekly meetings.
HERITAGE GARDEN	<p>The Heritage Garden was popular with visitors, many enjoying a relaxing break or lunch at the picnic table under the apple trees even while CIMAS was closed April to June.</p> <p>Garden activities included planting of new shrubs, pruning the apple trees, liming the trees, lawn and garden beds, and soil improvement. The garden was maintained this year by seven volunteers.</p>
PUBLIC PROGRAMMING & COMMUNITY OUTREACH	<p>CIMAS was unable to offer our usual programming for residents and visitors due to COVID-19. Under the COVID-19 restrictions we conducted the following events safely and received appreciative feedback:</p> <p>CIMAS Events and Tours:</p> <ul style="list-style-type: none"> • Spring Bird Count (Audience – 42) <p>Co-sponsored Events:</p> <ul style="list-style-type: none"> • 2 Nature Tours, with FOCI (Audience – 18) • Christmas Bird Count, with Bird Studies Canada (Audience – 36) • 4 Literary Afternoons, with Cortes Island Seniors Society (Audience – 71) • 2 History Tours, with Misty Isles (Audience – 12) • Stories from Christmas Past, Radio Talks CKTZ Radio (Radio Audience – 5,000) • Wild Cortes Exhibit Tour, with Cortes Island Seniors Society (Audience – 16)

ONLINE PRESENCE

- cortesmuseum.com
- Facebook
- YouTube
- MemoryBC
- Instagram
- Google My Business
- Pinterest
- Trip Advisor

The Online Presence Committee was established to analyze the CIMAS website, and social media accounts, and make recommendations for additions and improvements. With this input, the information posted onto the website resulted in significant increases in every data set.

Website (7,521 users, 16,135 page views, 9,761 sessions)

Updates include:

- Addition of online interactive puzzles created from CIMAS exhibit, activity, and archive photos
- Promotion of the "Butterfly Sightings" page generated additional postings
- Addition of three digitized History Photo Albums
- Installation of a free plugin SEO (Search Engine Optimization)
- Addition of a new page with audio files of CKTZ Radio programs

Facebook (482 Followers, 456 Likes – an increase of +130% in both)

- 68 posts were added during the year

MemoryBC – this website hosted by the Archives Association of British Columbia contains a description of CIMAS archival holdings

Instagram – Instagram account was added in October 2020 for promoting photos from our Archives

- 33 Instagram posts

ARCHIVES COLLECTION

In April, we received a two-year grant from Library & Archives Canada for our project *Unlocking the Archives*. The first year saw the digitization of nearly 4,000 historic photographs, and the creation of a new web portal to provide access to our collection beyond museum walls. In our [Online Archives](#), users can view digitized images, listen to oral history interviews, and search through more than 7,000 archival record descriptions, with options to share content and give feedback. Next year will see a social media campaign to share photographs and raise awareness of our collection and the new web portal.

We received and processed six accessions, which included photos dating from 1910 to 1982. Research requests were down to 16 from 29 in the previous year.

ARCHIVISTS
Jill Milton
Donna McLaren
Valerie Wernet

imagine

Imagine that our organization has the human and financial capacity balanced with both the growth and change needed to fully realize our potential. To achieve this, CIMAS envisions the continued integration of community feedback, specifically to improve and expand offerings regarding Indigenous history with curatorial leadership from the Klahoose First Nation, and to expand access to include people who aren't already involved in the Museum. In embracing these two ideas we are more open to telling all aspects of Cortes Island history and reflecting on a more inclusive and diverse perspective.

CIMAS is always looking to collaborate with inspired individuals or organizations with interesting exhibit or programming ideas. Don't be shy – come and talk to us! If your exhibit proposal is approved, CIMAS will provide curatorial support and, if necessary, seek funding. Programming proposals that benefit the community are always welcome. Through these invitations we hope to bring more diversity to our organization and to the design and implementation of our programs.

Some ideas that CIMAS is considering for 2021 and beyond include:

- open two new exhibits, *The Big Three* and *Listening to Bees*
- explore new programming models and funding
- develop more online interactive activities
- process artifact backlog and digitization using the new collection management software, and include the artifact collection in the CIMAS searchable online database
- explore new fundraising activities and volunteer opportunities for Wild Cortes
- repair Heritage Garden fencing
- develop the next 5-year Strategic Plan (postponed in 2020 due to COVID-19)



*“What an inspiring display of information!
And the... [host]... is really helpful!”*

From Cortes Island Museum Comments Box

celebrate

We have reason to *celebrate*! We celebrate our dedicated members, our hardworking volunteers, our supportive staff, our inquisitive visitors, and the vibrant Cortes Island communities. We celebrate our organization's courage and resilience to continue to explore and dream of a more inclusive future. We celebrate surviving a year full of stress, struggles and change. We celebrate all of you!

The following people generously contributed their energy and time to various aspects of our operations and fundraising programs. Thank you!

2020 Cortes Island Museum Volunteers – THANK YOU!		
Aufochs-Gillespie, Manda	Hayden, Brian	Robinson, Christine
Baron-Preston, Liam	Henbury, Peter	Ruffell, Jackie
Bevington, Joan	Hall, Helen	Savage, Fred
Bertagnolli, John	Jacobs, Richard	Saxifrage, Carrie
Blueth, Irene	Johnson, Norah	Saxifrage, Barry
Bohart, Laurel	Jordan, Lynne	Scott, Brian
Bohart, Tom	Kendel, Nancy	Schellengberg, Carolyn
Brill, Connie	Kendel, Ray	Sirk, George
Collins, Donna	Kipp, Yvonne	Skechly, Erin
Cormack, Gordie	Koeberling, Uschi	Souch, Dan
Dancing, Wolf	Kuropatwa, Kendall	Sprungman, John
Dinim, Gabriel	Leader Mense, Sabina	Steigeman, Iris
Disney, Ian	Lilico, Norleen	Statton, Samantha
Disney, Nora	Maddigan, Kate	Strijbos, Ester
Dobb, Holly-Anne	MacDonald, Bonnie	Tompkins, Arlene
Dragseth, Chris	McDiarmid, Karen	Trueman, Carol
Dragseth, Debbie	McLaren, Donna	Trueman, Richard
Ellingsen, Andy	Manson, Donna	Trzesicki, Jurek
Ellingsen, Bruce	Martilla, Lynn	Trzesicka, Gina
Elliott, Peter	Milton, Jill	Verschuur, Henry
Fast, Gillian	Moore, Mike	Verhoeve, Carina
Fast, Gary	Napper, Chris	Waddell, Cali
Finley, Elke	Nawrocki, Monica	Weyler, Rex
Gram, Charlene	Newman, Jane	Willow, Autumn
Gronau-Douglas, Aileen	Nettle, Tamias	Williams, Judith
Gronau, Christian	Ophoff, Bill	Wood, Sandra
Grundmann, Erika	Racine, Helene	Yendall, Lloyd
Hanson, Rose	Rae, Murray	Yip, Mike
84 Volunteers Contributed 4401 Hours – Thank You!		