



PORT COLBORNE

· HISTORICAL & MARINE MUSEUM ·

Port Colborne
Historical and Marine Museum:
**Board of Management
Strategic Plan**
2023-2028



Introduction

The Port Colborne Historical and Marine Museum was established by a Council By-law #410/74 in 1974. Port Colborne City Council appoints a Board of Management to act on behalf of Council to provide oversight to Museum staff who are supervised by the Museum Curator under the direction of the Director of Museum and Culture. The Museum has undertaken strategic planning in the past, approving plans in 2004, 2010, 2013, and 2018.



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Vision Statement

We envision a heritage and cultural presence that serves our community by preserving and sharing the history and marine heritage of Port Colborne and Humberstone.





Mission Statement

Our mission is to serve Port Colborne's residents and visitors by preserving, exhibiting, and interpreting the arts, histories, and cultures of Port Colborne and Humberstone.



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**We embrace
the values
of...**

1 ACCESSIBILIT



2 ACCOUNTABILITY



3 COLLABORATION



4 ENGAGEMENT



5 INNOVATION



6 INTEGRITY
& RESPECT



7 RESEARCH
& EDUCATION



Value Statements:

1

To create and maintain a space for all users to celebrate our culture, heritage, and marine history.

2

To provide access to the Museum's resources for research and education needs.

3

To preserve and protect the integrity of the heritage collection for which it has been entrusted by the people of Port Colborne.



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Value Statements:

4

To ensure the provision of accurate historical information for the knowledge of all peoples.

5

To treat all visitors with respect and honesty.

6

To act within the legal requirements of all levels of government.

7

Accountability, respect; embrace the cultural values of the communities;



Museum Strategic Pillars



Pillar 1

Focus on long term capital plans and budgets.



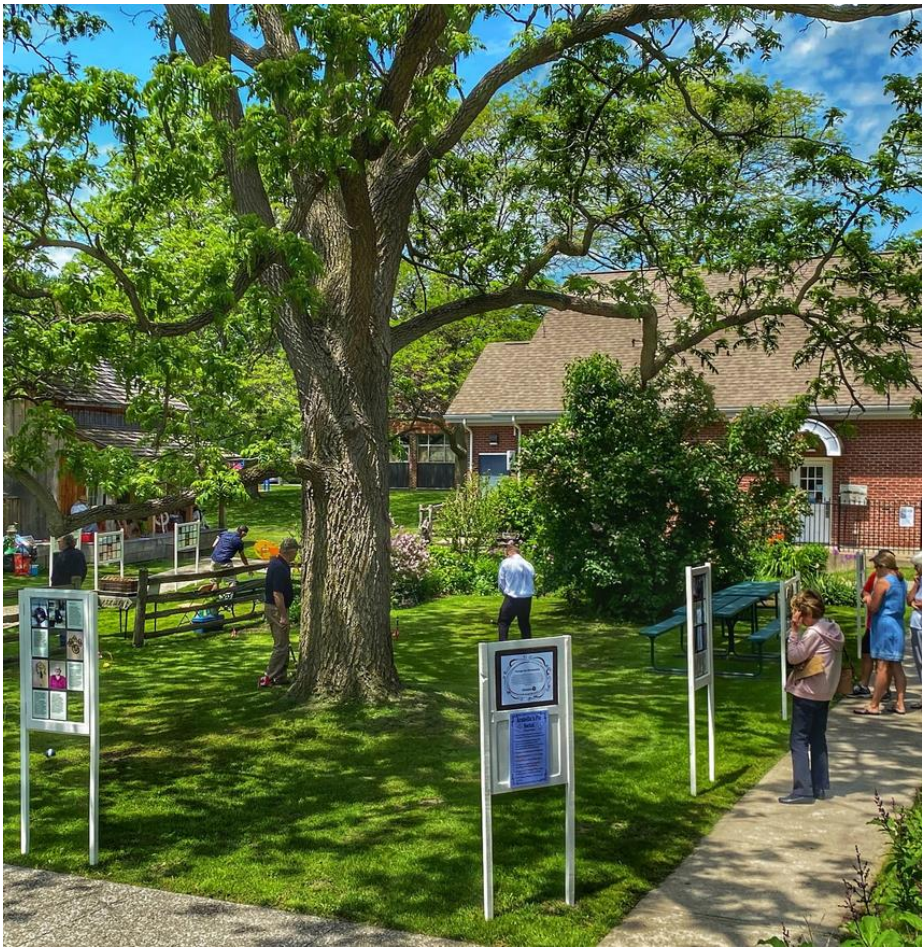
Pillar 2

Renew and integrate related cultural strategic plans (Museum and Library)



Pillar 3

Cultural Block - Providing residents and visitors with a safe, accessible outdoor destination that is also a platform for programs and events.





Strategic Goal: Serve & Preserve

Customer Service - Creating effective communication networks to determine user needs and tailor accessible services.

Action Items:

- Prioritize creating accessible content through digitization and online engaging programs and services.
- Create opportunities to ask the community what they want
- Ensure programming and facilities are accessible

Preservation: Acting as caretakers of tangible and intangible arts, culture, and heritage assests.

Action Items:

- Increase efforts to digitize the collection
- Continue to adhere to the Museum's Collection Management Policy
- Offer specific volunteer training as needed.
- Offer spaces for arts and culture exhibits and programming



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3 COLLABORATION



Strategic Goal: Collaboration

Seeking partners to
strengthen the delivery of
programs and services.

Action Items:

- Expand collaboration opportunities with other departments
- Partner with community groups to create new programming opportunities
- Increase heritage building interpretation
- Integrate established partnerships into programming and workshops
- Plan to collaborate within different cultural associations for better communication and serve the community.



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4 ENGAGEMENT



Strategic Goal: Engagement

Liaising with community stakeholders to raise awareness and increase access to the programs and services we offer.

Action Items:

- Develop a program with the City to service the growing tourism industry
- Increase programming for targeted demographics (under serviced groups: Francophone, Senior, and Youth).
- Create a volunteer management program
- Increase engagement on digital platforms



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5 INNOVATION



Strategic Goal: Expansion

Moving forward by growing our programs, services, and presence through best practices and innovation.

Action Items:

- Explore the development of a discovery centre by conducting structural study
- Ensure that new resources and staff capacity match future demand
- Utilize new facilities and partnerships more for programming
- Expand the service, programming, and event possibilities of all outdoor spaces
- Create new innovative methods of sharing Port Colborne's arts, culture, and heritage



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Corporate Alignment

As a Committee of Council, the Board of Management recognizes that we align with the city of Port Colborne's vision, mission, strategic pillars, community pillars, and corporate pillars held within the corporation's strategic plan.



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Acknowledgements:

Board of Management

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