

NEWSLETTER

FALL 2024 · VOLUME 42, NUMBER 1



A PUBLICATION OF THE MUSEUM ASSOCIATION OF NEWFOUNDLAND AND LABRADOR

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The Museum Association of Newfoundland & Labrador (MANL) is a 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.

Registered Charity Number: 10775 6199 RR0001

2024 CONFERENCE & AGM

Dates: October 25-26

Location: 9 Bonaventure Ave, St. John's, NL

Schedule

Friday, October 25, 2024

8:30 am – ANLA AGM

9:30 am – Meet and Greet

10:00 am – Opening Remarks

10:30 am – Explore More with Grants

11 :15 am – CEDP Project Grant Program

12:00 pm – Lunch (Included)

1:00 pm – Meet, Ask, Nurture, and Learn: Breakout sessions focused on four discussion areas that bind us in the heritage industry.

4:00 pm – Wrap Up

Members' Night

6:00 pm – Gathering

6:30 pm – Members' Updates

7:30 pm – Members' Social

Saturday, October 26, 2024

8:30 am – The Rooms: How a Treasure Becomes an Exhibit

10:00 am – MANL Beginnings: English Tea Party

10:30 am – Digital Museums Canada

12:00 pm – Awards Luncheon & AGM

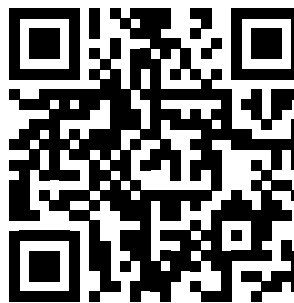
2:00 pm – Peer Share Panel: Turning an Idea into Reality!

3:15 pm – What Binds Us? Let's explore


4:00 pm – Final Thoughts

The schedule is subject to change. For the up-to-date version, please visit museumsnl.ca.

REGISTER BY OCTOBER 16!



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Autumn Reflections

President's Report

Dear Members and Friends,

As the vibrant colors of autumn sweep across Newfoundland and Labrador, I am reminded of the incredible richness of our province's heritage, a tapestry of stories, traditions, and history that we at the Museum Association of Newfoundland & Labrador (MANL) are proud to safeguard and celebrate. It's been an exciting year for MANL, filled with energy, growth, and collaboration. I'm delighted to share some reflections and insights as we continue raising the profile of museums across the province.

Museums are more than just places where artifacts live; they are dynamic community hubs of learning and culture. In 2024, we focused on ensuring museums are recognized for the vital role they play in shaping how we understand and interact with the world around us. Our #ExploreMoreIn24 has been an incredible success, engagement is up, and the response has been nothing short of inspiring!

This year, we have proudly embraced the Provincial Vision 2026 strategy, aligning our efforts to strengthen and promote our cultural heritage. By incorporating Vision 2026 into our work, we're helping shape a future where museums play an even more integral role in preserving and celebrating Newfoundland and Labrador's identity. We've also made great strides in education and professional development, delivering workshops and training programs that empower museum professionals to adapt to our changing needs. Whether we're embracing digital tools or designing programs to combat social isolation, we are equipping our members with the skills to stay relevant in today's fast-paced world.

Most rewarding has been the partnerships developed with like-minded heritage organizations, as well as musical groups, adding luster to our museum events and exhibits. These collaborations have opened opportunities for our museums to be key players in



the cultural-tourism economy, enhancing the visitor experience. As we move into the last months of 2024, my message to you is simple: we are just getting started. The potential of our museums is boundless, and with your continued support, we will keep finding new ways to bring history to life, connect with our communities, ensuring our museums thrive for years to come.

Heartfelt thanks to our dedicated staff and volunteers. Your hard work, creativity, and commitment are the driving forces behind our successes and the heart of everything we do. Thank you for your passion, commitment, and belief in the power of what we do. Let's keep raising the profile of our museums, one exhibit, one story, one visitor, at a time.

Linda Hickey
President, Museum Association of NL

Executive Director's Report

Hello Members and Supporters!

The students are back to school, the summer season has ended, the nights are drawing in, we all need a good newsletter to explore. Our team has been very busy this year and we are excited to share some exciting information and updates.

Let's start with who is sitting in the Executive Director's chair at MANL, well that is me! My name is Janet Rumsey, and I have been working in the tourism industry for over five years and I have had a special interest in our heritage stories.

Since taking on the role of Executive Director, I had the opportunity to bring greetings during Museum Day at Blackhead One-Room School and Church Museum and attended their annual Tea Party. I was privileged to attend O'Brien Farm's private viewing of their new exhibit, "Confederation: Through the Eyes of Aly O'Brien".

My husband joined me as we walked underground 650 feet to explore the Bell Island No. 2 Mine. It was our first tour, what an incredible experience! Then we enjoyed the café coffee & sweets, and purchased matching hoodies in the gift store. I am looking forward to visiting your museums and meeting you as we move forward.

Museums collect and preserve our objects and materials of religious, cultural and historical value. They are a storehouse of old artefacts, objects, and our history. Museums help to preserve and promote our cultural heritage. They are a good source of entertainment. Each may approach it differently, but they all offer the public an opportunity to see these important collections and have their version of the same experience.

We are at a very pivotal time for museums. We



face challenges including declining attendance, financial constraints, and a changing audience. We have a vision of working collaboratively with you to raise the awareness of our museums across the province, explore opportunities to transform and expand the role of museums in new directions.

I am thankful that we have such support and great partnerships as an organization. We are fortunate to be hosting our first in-person conference since 2019. With support from The Rooms, we can hold our full conference in one location this year. I really hope you register and join us as we explore what binds us.

Thank you for your continued support.

Janet Rumsey
Executive Director, Museum Association of NL

Digital Needs Assessment Survey

MANL's anonymous Digital Needs Assessment Survey ran from November 21, 2023 to March 31, 2024. The survey consisted of 12 questions and received responses from 48 institutions, which amounts to a 31% participation rate.

The aim of the survey was to identify digital needs of MANL's membership and obtain information regarding ways in which those needs can be addressed by MANL. Another purpose of the survey was to assess digital challenges of the membership so that the outreach aspect of MANL's digital transformation strategy could be developed and modified with that in mind.

The survey showed that, while offering online training and other digital services is crucial for removing accessibility barriers for those members who can't avail of MANL's in-person services, some MANL member institutions (the majority of which are small, volunteer-run, non-profit organizations) are not prepared to access fully-integrated digital learning due to unstable internet connection, lack of equipment, and insufficient digital skills.

At this time, offering a combination of in-person, online and hybrid programs seems to be the best option to enable the membership to access MANL's services. In addition, work must continue, through education, to increase digital literacy and skills of the membership, while accessing funding to enable the membership to increase digital capacities in all areas of operations.

MANL's Digital Needs Assessment Survey was made possible thanks to the generous support of the United Way Newfoundland and Labrador's Community Services Recovery Fund.

About the Community Services Recovery Fund

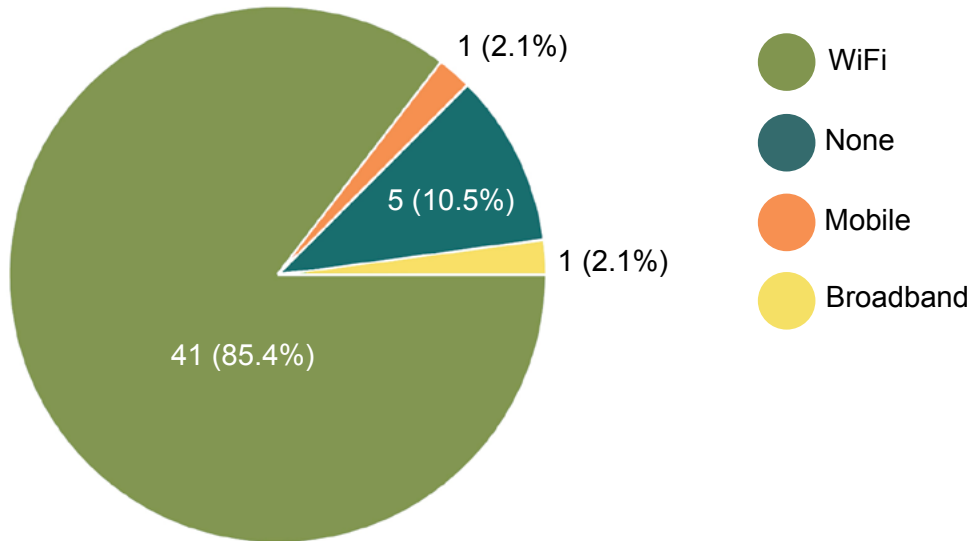
In 2021, the Government of Canada created the Community Services Recovery Fund — a \$400 million fund aimed to provide much-needed support to community service organizations experiencing ongoing challenges due to the pressures created by the COVID-19 pandemic.

In November 2022, the Government of Canada announced that United Way Centraide Canada, together with the Canadian Red Cross and Community Foundations of Canada, had been selected as a National Funder for the Community Service Recovery Fund.

Recognizing the tremendous impacts of the pandemic on community service organizations, United Way Centraide Canada stepped forward as a powerful voice advocating for new and improved funding support for the non-profit and charitable sector — including a budget proposal that was endorsed by a coalition of Canada's largest non-profits.

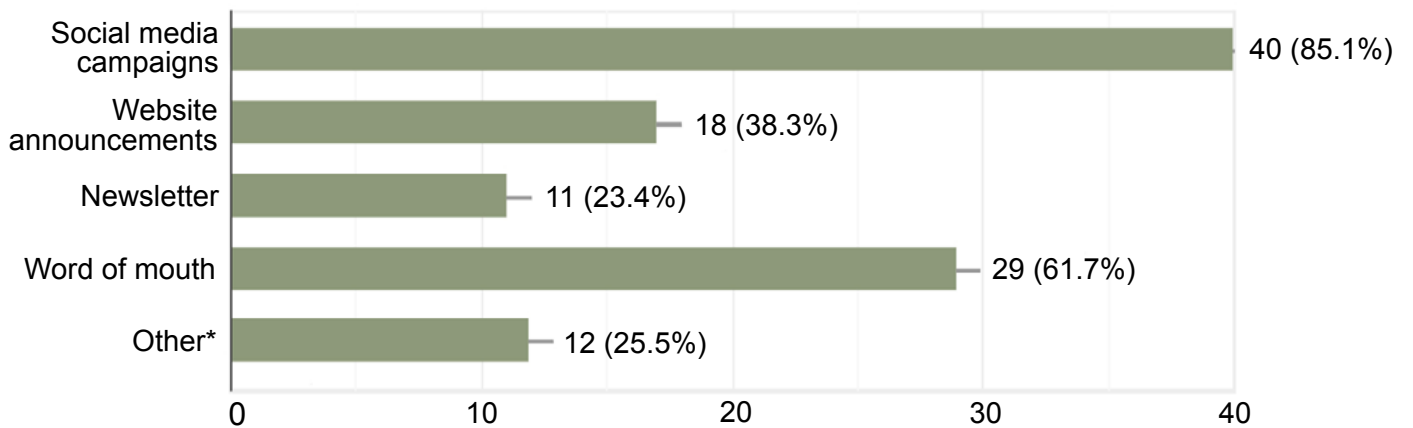
1. What type of connection does your organization use to access Internet?

48 responses



2. How does your audience usually find out about the programs your organization offers?

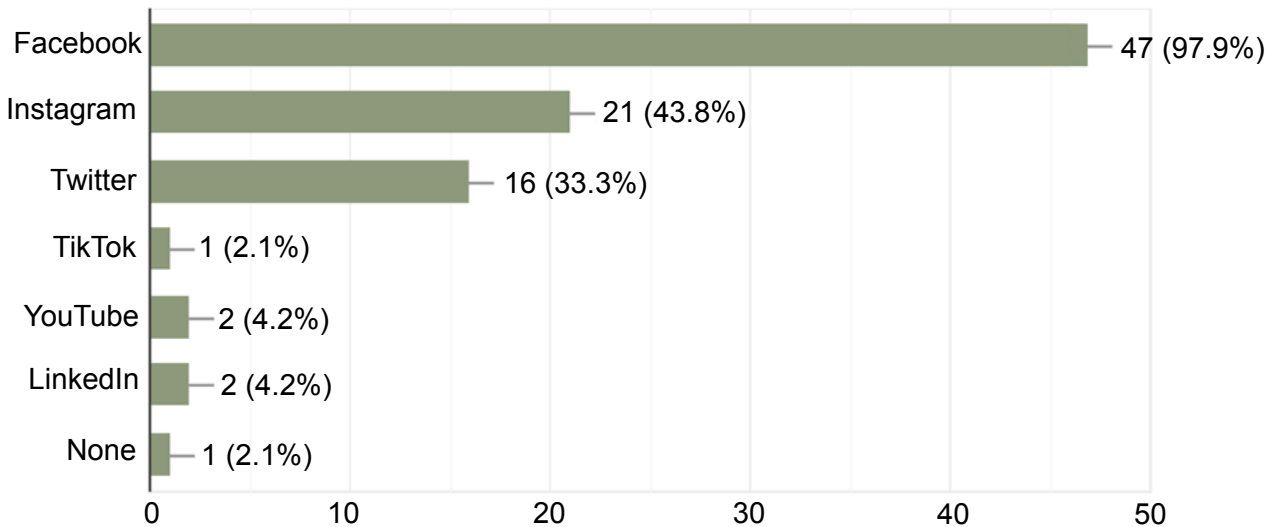
48 responses



* Posters, LED screens, town bulletin board, email, local advertising in stores.

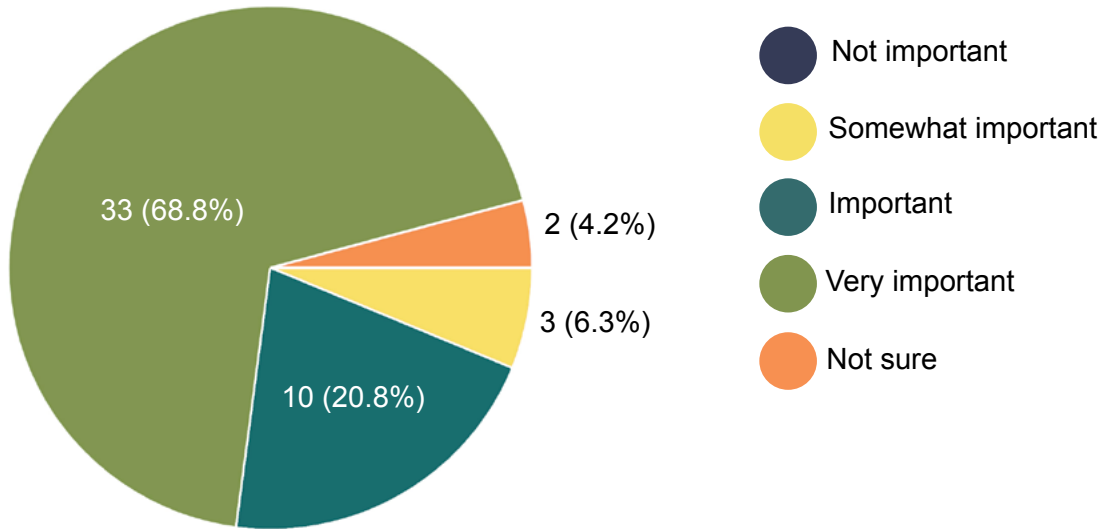
3. What social media platform(s) does your organization use?

48 responses



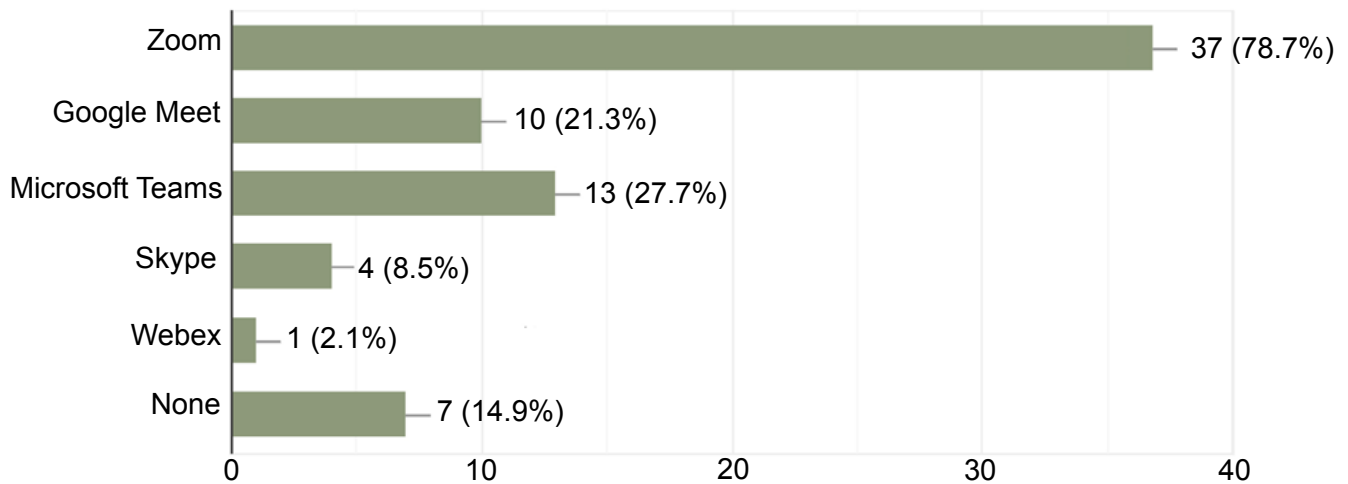
4. How important is having an online presence to your organization?

48 responses



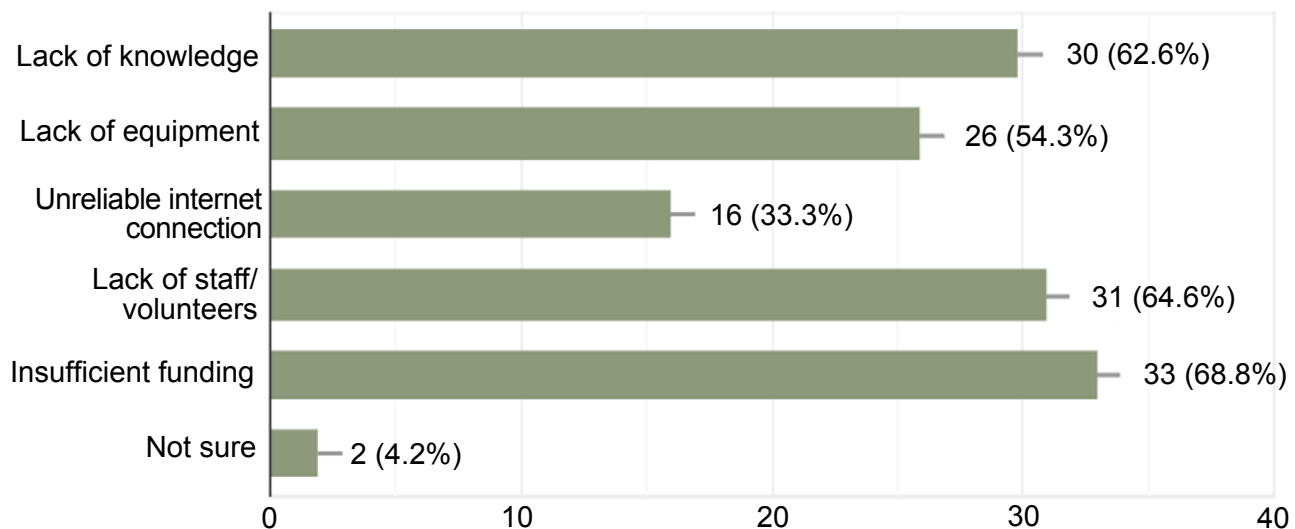
5. What video conferencing software does your organization use?

47 responses



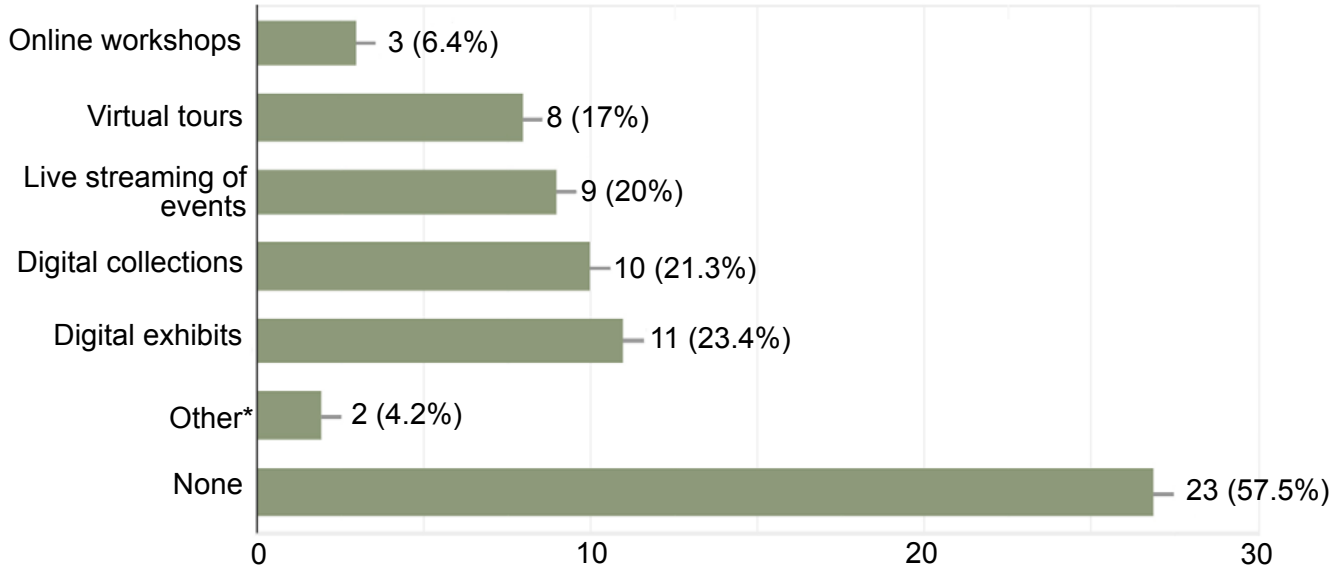
6. When it comes to digital programming and operations, what are the main barriers your organization faces?

48 responses



7. What digital programming does your organization currently offer to the public?

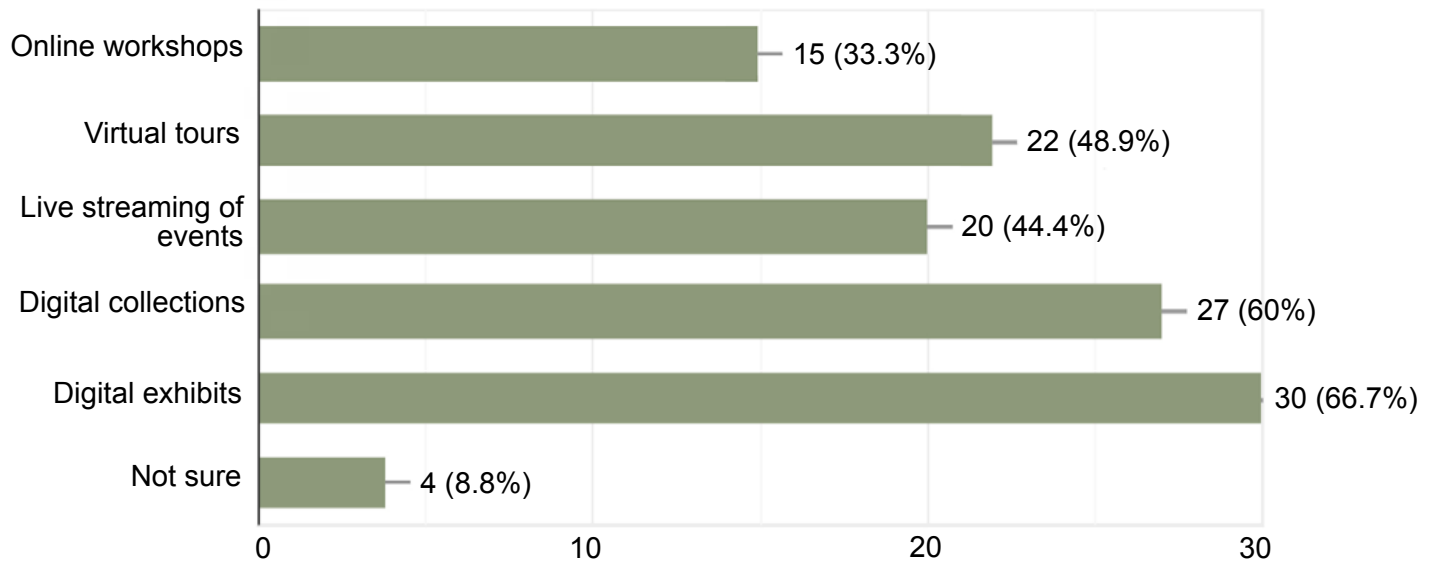
48 responses



*School programming, online presentations

8. What digital programming would your organization like to offer to the public in the future?

45 responses



Happy Anniversary Heritage NL!

2024 marks the 40th anniversary of the establishment of the Heritage Foundation of Newfoundland and Labrador (Heritage NL), a provincial crown agency with a mandate to stimulate an understanding of and an appreciation for the province's built and intangible heritage. Since 1984, Heritage NL has been doing just that - through programs that recognize the province's built and intangible heritage, by providing financial support for built heritage preservation, and by supporting intangible cultural heritage projects and practitioners.

To date, Heritage NL has designated over 340 Registered Heritage Structures, 6 Registered Heritage Districts, and has disbursed \$3.5M towards the preservation of heritage structures. Heritage NL has also supported countless community oral history and intangible cultural heritage projects, ensuring that valuable community resources are preserved for future generations. The organization also facilitates the transmission of our province's heritage skills through inventories, workshops, and mentoring opportunities. To celebrate, Heritage NL is highlighting its accomplishments this year. For more information, please visit their website: heritagenl.ca.



Photo Credit: Heritage NL

New Funding for Battle Harbour Historic Trust

The Battle Harbour Historic Trust recently received close to \$150,000 in funding from the federal and provincial governments.

The Honourable Andrew Parsons, KC, Minister of Industry, Energy and Technology announced contributions of \$32,868 from the Regional Development Fund to support the Battle Harbour Historic Trust Inc. Yvonne Jones, Parliamentary Secretary to the Minister of Northern Affairs and to the Minister of National Defence (Northern Defence) and Member of Parliament for Labrador, also announced a contribution of \$104,512 through ACOA's Innovative Communities Fund (ICF). The announcement was made on behalf of the Honourable Gudie Hutchings, Minister of Rural Economic Development and Minister responsible for ACOA.

These investments will help the Battle Harbour Historic Trust with safety and accessibility upgrades to the Merchant Building and Grenfell Cottage. Funding will also provide improved culinary experiences for visitors, as well as assist with marketing activities to help promote the national historic site.



Photo Credit: Battle Harbour Historic Trust

#ExploreMoreIn24

Check out these highlights from our #ExploreMoreIn24 social media campaign!

Corner Brook Museum and Archive

The 1999 Canada Winter Games brought with them a new mascot, his name was Tauttuit! The Corner Brook Museum and Archive has his birth certificate as well as photos from his birthday and other events around town!



Cupids Legacy Centre

Inside the Cupids Legacy Centre, there is a remarkable collection in their Family History Resource Centre. This archive preserves the history of the local communities since John Guy's settlement in 1610. If you visit, you can learn more about local family trees, research your own, or add to the collection!



Photo Credit: Cupids Legacy Centre

Torbay History House & Museum

During the summer of 2024, the Torbay History House & Museum has been undertaking a fascinating project that delves into Newfoundland life during and around the 1840s, and what that entailed for the community of Torbay. As part of this project, their museum assistant, Hannah Cooper, has tasked herself with re-creating six recipes available from the time over six weeks!



Photo Credit: Hannah Cooper

Dr. Henry N. Payne Community Museum

On September 26th Heritage NL was at the Memory Mug Up at the Dr. Henry N. Payne Community Museum in Cow Head, as part of the Gros Morne Fall Fest. Local seniors and Grade 10 students crammed into the kitchen and shared tales of ghostly lighthouse keepers, fires, strange dreams, and more!



Photo Credit: Heritage NL

Ever Active... The Heritage Committee of Witless Bay

Maureen Walsh – The Heritage Committee of Witless Bay

The Witless Bay Heritage Committee is planning another busy program for 2024- 25. Building on the success of an exhibition of over 50 hand-hooked rugs from the area organized for Winterfest in 2023, the Heritage Committee has been hosting sessions for those interested in learning the art and/or working on their own projects in the company of other mat makers. This year's activities will include demonstrations of other crafts and activities, such as wet felting so participants can make their own dryer balls, learning old-time step dancing, etc. Sessions begin on October 3 at 7:00 p.m. in the Puffin Centre.

Maintaining and upgrading the original community cemetery with graves dated from the late 1700s remains a priority for the committee. As has become a tradition, on November 11th, the Heritage Committee will honour former members of the Royal Newfoundland Regiment and the Canadian Forces with a ceremony at the Holy Cross cemetery. The Roman Catholic church of 178 years is in the process of being sold.

Continuing with their project of producing story boards for areas of significance in the community, and to recognize the contribution of the Catholic church to Witless Bay, the Heritage Committee will place several panels in the Town. The original church bell has been removed from its location near the church and will be relocated to the Holy Cross Cemetery. A story board will offer a history of the bell. Other story boards will be placed on the Avenue, the location of the former church, convent, and "the Palace", i.e., the priest's house.

The Town Council is supportive of the Heritage Committee through an annual grant, and it assists

by providing public works resources to help with projects, such as with the community graveyard. The relationship is mutual. The Town Council has sought the assistance of the Heritage Committee to develop interpretive panels in an area being redeveloped as a tourist/recreation area, and members have contributed to this effort.

Always interested in encouraging involvement of young people in the Heritage Committee, an opportunity to earn a scholarship is being developed with Mobile Central High School. The focus will be on the heritage of the Irish Loop. Students will be encouraged to use a variety of mediums such as, acting, videos, etc., to display the results of their research. Through the scholarship, the Heritage Committee hopes to raise the profile of the importance of heritage among young people, and perhaps attract new members.

As an integral part of Witless Bay, the Heritage Committee continues to support and sponsor events to celebrate the contribution of persons, past and present, who add to our rich heritage.

For further information contact:

Maureen Walsh

(709) 689-5087

maureenwalsh22@hotmail.com

Hant's Harbour Willow Tree Heritage Society AGM and Board Elections

Marlayne Hardy, President – Hant's Harbour Willow Tree Heritage Society

This past July, the Willow Tree Heritage Society in Hant's Harbour held its annual general meeting, where new board members were elected to usher the Society into its next phase. Outgoing President Doris Short expressed her delight in welcoming new members to the Board, who are set to continue the impactful work that has been carried out over the last three decades.

"There has been a lot of hard work involved in collecting, preserving, and protecting our heritage in the community of Hant's Harbour," said Short. "A lot of work is still required and I am sure that with our energetic new members, our society will be in good hands."

Incoming President, Marlayne Hardy, emphasized the importance of building on past achievements.

"Our goal is to continue the incredible work that the Society has already accomplished," said Hardy. "The focus of the new executive will be enhancing our digital presence and ensuring the sustainability of the organization so that Hant's Harbour's rich history is preserved for future generations."

The Willow Tree Heritage Society operates the Willow Tree Museum, the Willow Tree Cemetery, and the Registered Historical Fishing Premises in the town of Hant's Harbour, Trinity Bay—a town with a history dating back to the migratory fishery of the early 17th century.



Newly elected Willow Tree Heritage Board Members left-to-right: Martha Soper, Gary Critch (Vice-President), Alma Critch, Delilah Bown, Marlayne Hardy (President), Doris Short (Past President), Fran Pelley, Ethel Piercy, Craig Pelley (Treasurer). Missing from photo: Gerry Stone.

United Steel Workers Visit #2 Mine Tour & Museum: A Journey Underground

Linda Hickey, President – Bell Island Heritage Society



This season, the #2 Mine Tour and Museum had the distinct honor of welcoming over 400 members of the United Steelworkers of America and Canada as part of their 50th Anniversary celebration. This milestone event was not only a reunion for the steelworkers but also a journey back to the roots of the iron ore, where it all began.

Over the course of two days, Bell Island was alive with excitement. Ferry rides across the tickle on a sunny day set the tone, with buses filled with eager travelers pulling up at the museum. Each visitor was greeted with a warm bagged breakfast, featuring our now-famous tea buns and a steaming cup of Miner's Blend Coffee—a true taste of local hospitality.

As our guests embarked on the underground mine tour, led by our incredible visitor experience team, the connection between their history and the island's rich mining past became palpable. Marty the Miner, our beloved mascot, made an appearance, sparking

laughter and endless photo opportunities. With gifts from our museum shop in hand, many visitors left with mementos to remind them of this special visit.

But the adventure didn't end there. Our guests were whisked away on a tour of Bell Island, taking in the beauty and history of the landscape before settling in for a traditional Newfoundland "Cold Plate" dinner at St. Michael's Parish and St. Cyprian's Hall, where the ladies of the parish served up hearty helpings of local delicacies.

It was an event that highlighted the deep connection between the steelworkers and our island's proud history, and it was made all the more special by the incredible teamwork and warm hospitality shown by the museum staff, the volunteers, and the community.

We're proud to have been a part of the United Steelworkers' 50th Anniversary celebrations and to have shared a piece of Bell Island's story with them. Here's to many more years of shared memories and milestones!



Celebrating Museum Day NL 2024

Bonnie Ryan – Blackhead Museum

We have such a rich culture and heritage to celebrate in this province. And we must also celebrate the work of the dedicated volunteers and professionals that have spent their lives protecting the heritage of Newfoundland and Labrador.

excellent French translation of Linda’s speech by Maxyme Hickey, a level III student at Rocher-du-Nord Ecole in St. John’s.

Linda’s speech was followed by brief remarks by Bonnie Ryan of the Blackhead Museum, and Janet Rumsey, Executive Director of MANL. Janet then

read the Proclamation on behalf of Steve Crocker, Minister of Tourism, Culture, Arts and Recreation. The Minister sent his regrets as he could not make the celebration.

With all the formalities out of the way, the real celebrating started! Attendees were treated to the music of Hamilton Sound. The band was awesome! All hands had a great time and we kicked up our heels! It

was lovely to see MANL staff in attendance – Janet, Kseniia and Anne. Attendees were treated to a lovely cup of tea, sandwiches, sweet treats and a celebration cake, all compliments of the Blackhead Museum.

It was a great day! We look forward to Museum Day NL 2025!



*Dancing to the great music of Hamilton Sound.
Photo credit: Anne Madden*

Museums Day is a day to celebrate all our accomplishments. This year’s celebration was held on July 13 th and was hosted at the Blackhead Museum near Cape Spear. There is no better place than an 1879 former one room school and church along a rugged coastline to mark such an occasion.

The afternoon began with a warm welcome by Linda Hickey, President of MANL. Linda also recited a beautiful poem that she composed called, “Museums Day Newfoundland and Labrador”. There was an

Professional Development

Midday Museums – Memories in the Landscape: The Cupids Trails Project

Date: October 29, 2024

Time: 12:00 pm NDT

Fee: Free

Presenter: Katie Crane

Location: Online via Zoom

What happens to the memory of communities after they have disappeared, their houses long gone, and the people moved away? The Cupids Trails project began with this question in mind, as a way of honouring and preserving the memory of the former communities that once existed where two trails now wind through the town of Cupids, NL.

This talk will explore how the Cupids Trails project was developed, focusing on the use of public folklore to create an engaging and interactive experience. Through a blend of archival research and oral history interviews, the project allows hikers to journey back in time, walking along the paths of these vanished communities.

About Katie Crane

Katie Crane is a PhD candidate in Folklore at Memorial University, analyzing the reasons why people in Newfoundland and Labrador are interested in the care for historic cemeteries. She holds an MA in Public Sector Folklore from Memorial University and has worked for museums and heritage organizations such as the Logy Bay-Middle Cove-Outer Cove Museum, Heritage NL, and Admiralty House Communications Museum.

Pre-registration is required. Registration information will be available soon.

Practical Things to Know About Running a Museum or Heritage Organization in Newfoundland and Labrador

Dates: November 13, 20 and 27, 2024

Fee: Free

Instructor: Lara Maynard

Location: Online via Zoom

This professional development seminar is suitable for anyone who is (or might like to be) involved with operating a museum or heritage organization in Newfoundland and Labrador, whether as paid staff or volunteer. It will introduce participants to the basics of running a museum or heritage group, including the forms your nonprofit organization can take, responsibilities, administration, compliance with regulations, and finding funding. And also recommend some helpful resources for keeping your organization on track, in good standing.

This is an elective course for MANL's Museum Studies Certificate Program, but you do not have to be completing the certificate to take the course.

Sponsored by the United Way Newfoundland and Labrador's Community Services Recovery Fund.

Schedule

Module 1: The Form of Your Museum or Heritage Organization

Wednesday, November 13, 2024

7:30 – 8:30 pm NST

Module 2: Recruiting, Orientation and Retaining Volunteers for Your Museum or Heritage Organization Board

Wednesday, November 20, 2024

7:30 – 8:30 pm NST

Module 3: Meetings, Financial Records, Funding

Wednesday, November 27, 2024

7:30 – 8:30 pm NST

Please be advised that this free pilot program is currently only available to MANL and ANLA members. Pre-registration is required. Registration information will be available soon.

Research

We are delighted to announce that MANL members have several opportunities this fall to assist Memorial University students and contribute to their education and research.

Cultural Heritage in Conflict and Crisis (Archeology 3684) students are seeking to assist museums and heritage organizations in developing an emergency response plan.

For further information, please contact the instructor for the program, Dr. Shannon Lewis-Simpson, email: smlewis@mun.ca by October 15, 2024.

Newfoundland's Stories: Donations of Primary Sources is the title of Kendra Burrige's project. She is an Undergraduate honours student, Department of History, MUN and is seeking input from MANL members as she researches the connection between Newfoundlanders and their donations and how these donations help preserve the culture and history of Newfoundland.

Indigenous Representation at Newfoundland and Labrador Museums is a project by Jared Hogan, PhD candidate, Department of Archaeology, MUN. Jared's project explores Indigenous representation at non-Indigenous-led community, provincial, and federal museums in Newfoundland and Labrador, while comparing their representation of Indigenous cultures to Indigenous-led museums.

For more information, please contact MANL.

Call for Instructors!

The Museum Association of Newfoundland and Labrador is hiring an instructor to teach a core course in MANL's Certificate in Museum Studies Program: Introduction to Collections Management.

Course Description

During this two-day workshop participants will learn about collections management policies and procedures and skills required to manage museum collections. This course explores topics on public trust and museum collections, acquisitions, registration, cataloguing and records management.

The course is to be offered in 2025. For more information, contact MANL at membership@museumsnl.ca.

Subscribe to Our Museum Announcements!

Want to stay up to date on funding opportunities, MANL workshops and activities, as well as other exciting museum and heritage society news? Subscribe to our weekly Museum Announcements, mailed out every Thursday: museumsnl.ca/museum-announcements/

Contact us at membership@museumsnl.ca with your upcoming events, programs, announcements, employment opportunities, meetings and news, and we will post it in our Museum Announcements!



WHAT BINDS US?

Let's Explore...

MANL CONFERENCE & AGM



OCTOBER 25-26, 2024, ST. JOHN'S, NL

REGISTER BY OCTOBER 16!

