Lake Country Heritage & Cultural Society

Summary
Annual Report
Year Ending January 31, 2021

Operating:
Lake Country Museum & Archives

Presenting our Past. Illuminating our Future.
President's Report

- Over the last year, the Lake Country Heritage and Cultural Society (LCHCS) Board raised our full-time employee status at 30 hours to one FTE in order to move forward on developing our strategic plan, our social media presence and our earned revenues/donations.

- The Collections Committee is rationalizing our holdings and ensuring that the artifacts we retain are properly accessioned.

- We continue to prepare exhibits that will rotate in the community.

- The social media initiatives undertaken this year have been spectacularly successful.

- And, our collaboration with the Lake Country Rotary Club is moving forward on two fronts. We are sharing our C-can storage with the Club and they are planning to install vents and a fan to ameliorate the humid conditions within. Richard Gibbons and Rotary President Sandy Wightman have been working collaboratively to plan, design, partially fund, and build the enclosure of the annex in order to enlarge our enclosed space.

Our mission:
Telling the story of Lake Country's region while providing an opportunity to learn through research, education and collaboration.

Dr. Duane Thomson
President
Executive Summary

- The Lake Country Museum & Archives operation was impacted both positively and negatively by COVID-19. Annual attendance was down with a three-month public closure, programs were altered and, in some cases cancelled and safety plans were developed prior to reopening. A full reset of statistical date collection resulted.

- The Board of Director’s investigated a variety of strategies for long-term sustainability, and admission for entry to the museum and tours were implemented.

- Staying true to our purpose to collect, preserve, educate and inspire our audience, the Board of Directors developed a Five-Year Strategic Plan to ensure our continued success. In follow-up to the plan, provided is the Five-Year Financial Forecast.

- Day camps were implemented in the fall and winter break. Full COVID-19 program safety protocols were executed.

- Our donors stood by us as we adjusted operations and they enhanced their contribution of time and money. Our community ensured the museum thrived during a challenging year. For that, we thank you!

Lynn Fanelli
Executive Director
2020-2025 Strategic Plan Summary

Strategic Plan Goal #1
Increase public awareness of the Museum, its offerings and accomplishments by developing a marketing and communications plan.

Strategic Plan Goal #2
Establish a centre which provides educational opportunities for the community.

Strategic Plan Goal #3
Increase annual income by diversifying revenue streams and establishing more sustainable sources of funding (supported by a 5-year budget forecast).

Strategic Plan Goal #4
Develop a master plan to acquire permanent and/or expanded or enhanced physical facilities.

Strategic Plan Goal #5
Ensure that labour requirements are met and are managed efficiently.

Strategic Plan Goal #6
Improve the Museum's ability to preserve and make accessible heritage resources to the community by expanding its focus on collections management.

Strategic Plan Goal #7
Improve the Museum's ability to preserve and make accessible heritage resources to the community by expanding its focus on archives management.

Strategic Plan Goal #8
Improve the Museum's ability to educate and make accessible heritage resources to the community by enhancing exhibits to reflect our community and the issues they face today.

Strategic Plan Goal #9
Ensure the Society has the capacity to manage all aspects of its operations, while investing in new enterprise and opportunities.
The Museum received a donation from the Oyama Traditional School. The Archival inclusions have been assessed, and we are beginning repair, restoration and accessioning. The items of greatest interest are the yearbooks, class photos going back as far as the fifties, and a framed stereoscopic photo of the Marquis and Marchioness Oyama from 1904. It is framed, and a possible provenance is that it was held by the Oyama Post Office, before being transferred to the school.

A donation from the Allan Claridge family was added to the collection. Allan Claridge was an Oyama fruit grower, and President of the B.C. Fruit Growers Association from 1966 to 1972.

A donation of early Okanagan Land Company account books show the original owners of land in 1907 and 1908, when the land company was selling off their lots in Lake Country.

These were the first to be released after irrigation was brought in to the area. Duane Thomson has acquired the original maps that tie the lot and plan numbers to these original owners. This is a future project that could be of great interest to a research student.

The District of Lake Country is interested in establishing a Building Heritage Registry. We have, in Archives, a Heritage Report commissioned in 1988 that covers a number of possible heritage buildings, Photos and maps are included in most cases.

Laura Neame
Archivist
The Lake Country Museum Collections Committee came into existence in the spring of 2020 and has been very active. They formulated guidelines, policies, practices and implemented the process.

- During its first year in existence, the Collections Committee sorted, accessioned and stored items and artifacts. Some items were judged to be redundant or unsuitable for the collection and have been removed from public display, de-accessioned, and disposed of;

- Planning for the year ahead, including regular sessions to evaluate new Museum acquisitions, sorting and evaluating artifacts displayed in the Museum's onsite annex and stored (in boxes and bins) in the room at the east end of the annex, and artifacts/items stored in the facility at Jack Seaton Park.

Bob Hayes
Collections Committee
RECONCILIATION. District of Lake Country – MARCH

The Exhibits Committee decided that we needed to take a look at the work of the TRC in acknowledging injustices against Indigenous people in the past, and the issues it has led to today. We gave a brief history of the past wrongdoings, in particular, the operation of Residential Schools and the issues suffered by many attending them.

ASPEN GROVE GOLF COURSE. District of Lake Country – AUGUST

Aspen Grove golf course was a hugely popular place with a great number of community members and its closure was widely lamented. With the help of Rodi Gorell, the last course superintendent of Aspen Grove we presented a timeline of the club which we displayed along with artifacts and photographs lent to us by Rodi.

THE NAMING OF OYAMA. Oyama Community Hall – SEPTEMBER

This exhibit will be on permanent display in the Oyama Community Hall. A talk was given on how Oyama got its name, with a brief history of Oyama’s namesake. Many of the items on display were donated by Linda Kennedy who is related to both the Campbell-Brown and Knox families.
FASHION FALLOUT - JUNE
This was our first virtual launch. For the feature exhibit we decided to expand on the display we put together in the GESS display for Art Walk 2019’s “Art in Fashion” theme. We looked at the negative impact of fashion on both the environment and society, as well as ways individuals are companies can/are addressing the issues.

KIDS ON THE BLOCK. George Elliot Secondary School – SEPTEMBER
We took a look at some of Lake Country's sports stars. We covered Art Arnold, Baseball player; Don Arnold and Wayne Pretty, Olympic rowers, Brian Gatzke, volleyball player; Helen Gatzke, basketball player; Ken Witzke, shotput and volleyball. The exhibit was launched online from the museum and then moved to GESS.

ASIAN HERITAGE OKANAGAN - August
The museum housed a traveling exhibit curated by the Okanagan Asian Heritage Society. The display told stories of local pioneers to the Okanagan, their struggles and success stories. We thank the Society for all their hard work and dedication in producing the educational display.
DAY CAMPS
Children returned to the classroom for the first time since 1984 when the Okanagan Centre School closed. Thirteen weeks of day camps are permitted by the Province of BC and with that in mind, student staff created a thirteen-week program for implementation.

CURRICULUM MATERIALS
Ten lesson plans for grades one to four were developed. The plans were distributed to School District 23, local elementary schools and home school parents.

To enhance the availability of educational material, All Aboard and Apply Valley were unloaded onto BC Regional Digitized History for educator use.

PROGRAMS
Family day at the museum was celebrated by just over 100 children and family members. It was the best ever attended annual holiday on record.

COVID-19 impacted the annual Okanagan Regional library series and the annual lectures held in the community and at GESS, plus all in person engagements were cancelled. However, online presentations and programs increased with participation in BC Culture Days, Heritage Week and numerous ZOOM presentations.
Visitor Metrics

Instagram
Annual Users 1181
Up 287% from last year

Facebook Group
Annual Users 710
Up 108% from last year

Website
Annual Users 5680
Up 46% from last year

Facebook Page
Annual Users 884
Up 58% from last year

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Financial Notes:
Revenue kept pace with our increased expenditures this past year with increases in donations, grants, and earned income.

The Arnold Investment was maintained and increased by interest earned on the investment.

A pandemic relief grant for 10% of the wages incurred from March to June was received from the Federal Government. No other relief benefits were received.

The total value of the volunteer contribution was $49,144.50 (average 2020 annual wage in British Columbia at $29.34 per hour multiplied by 1675 hours of volunteer labour).

Tom Turner
Treasurer
# Five Year Financial Projection

## Proposed Budget: Lake Country Heritage and Cultural Society

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**Notes:**
- Cancellation and exhibits split one student
- Art and Education with one student
- Project grants at $100,000+ and increasing at 2%/year. Additional expenses if grants increase
- Marketing: variable contract services
- Community events revenue includes admissions, membership, donations and sponsorships, and earned income
- O&O grant increased by 1.5% COLA in 2021. Additional 20000 in 2023 to bring us to one PTE than COLA

Prepared March 2023
Thank you for the support!