



MAM News

The Newsletter of the Manitoba Agricultural Museum

February
2019
Edition

ANNUAL GENERAL MEETING

Mark your calendar for the Annual General Meeting of membership in the Manitoba Agricultural Museum:

Saturday, March 16, 2019 at 1:30 pm
Austin Community Hall

PRESIDENT'S MESSAGE

Happy New Year!

It has been a cold start to our year, and with spring almost here, the Annual General Meeting is a great opportunity to venture out and catch up with dear friends, we haven't seen since the summer.

Our AGM will be held on Saturday March 16, 2019. The meeting will start at 1:30 pm and we encourage you to come earlier to complete your annual membership renewals.

The meeting will focus on our accomplishments of 2018 and share our direction, new events and volunteer opportunities for the up coming year. I hope to see many of you in attendance.

This year, we will be celebrating our 65th Annual Threshermen's Reunion and Stampede where we can continue to preserve and share our agricultural heritage.

I am excited to hear from all of you.

Come share your ideas and stories with us!

Angie Klym, MAM President

MEMBERSHIPS & CAMPGROUND

Membership and volunteer campground renewals are open. If you have the option to take your membership ahead of the AGM and the Reunion, consider doing it to make our staff and volunteers' tasks easier on these busy days.

MEMBERSHIPS

<http://www.ag-museum-mb.ca/memberships>

Public campground registrations will open on April 1, 2019.

CAMPGROUND WEBSITE

<http://www.ag-museum-mb.ca/public-camping>

EXECUTIVE DIRECTOR'S MESSAGE

2018 was wrapped up in a joyful and successful Winter Wonderland event that brought over 2000 visitors to our museum. What a blast to see hundreds of happy faces every night of the event. We cannot thank enough the volunteers who answered promptly to the call, for this event and all of our other volunteering opportunities last year. The Manitoba Agricultural Museum is very proud of this support and we counted over 14,000 reported hours of volunteering for 2018. Needless to say that this museum would not function without your support.

I would also like to take this opportunity to thank all of our sponsors, donors and community partners for their continued support. The generous contributions you make are used to support our activities towards the collection, the preservation, the interpretation and the demonstration of Manitoba's agricultural history. We are looking forward to a new year of exciting projects.

2019 will be an exciting year for the museum. As I will support the Board of Directors in their work on policies and strategic planning, I will keep working towards the growth of our existing and new activities and strive to strengthen our position amongst Manitoba museums.

MARKETING

A refresh of the visual image of the museum will be undertaken in order to provide a consistent image throughout our different marketing materials. The website will be updated to provide a user-friendly interface and connect with our audiences. The use of social media has proven in 2018 to be an efficient way to reach out to current and new audiences and efforts will be pursued in that direction. Relationships with traditional media will also be maintained and expanded, to grow our visibility as a museum and a touristic attraction.

EVENTS

We will continue to host our regular events and programming such as Manitoba Day and Mother's Day Quilt Show (both on the same date this year!), the Hands-on School Programs, Senior's Day, Open Farm Day, Winter Wonderland and more! Of course, the highlight of the year will be the celebration of the 65th edition of the Manitoba Threshermen's Reunion & Stampede. Please use this opportunity to share fond memories of the event throughout the years with us.

New initiatives are also emerging such as hosting participants of the 2019 Super Run for a day, organizing the first Stationary Engine School and steam demonstrations at the Red River Exhibition.

INTERPRETATION

Exciting interpretation projects will be in the works this year, focusing on improving the visitor experience at the museum and providing context to our incredible collections. The work on the Harvesting exhibit in the Centennial Building will continue while a multiyear way-finding project will begin, to offer better orientation to our visitors.

We will also continue developing our programming offer including the Hands-on School Programs as well as custom tours and experiences on the grounds.

COLLECTIONS PRESERVATION AND RESTORATIONS

We will continue working towards the improvement of our procedures and practices regarding the preservation of our collections. Storage and transit spaces will be setup while exhibit areas will be cleaned up and organized. Several projects of artifact restorations are in the works, including the restoration of St. Saviour's Church roof, the restoration of the Titan 45 and the return of the Case 50 from restoration.

FACILITIES

Every year the museum strives to improve the quality of our infrastructures and this year a few projects are in the works. We have undertaken organizing our office spaces and going through our archives as we prepare for the 65th edition of the Manitoba Threshermen's Reunion & Stampede. In the next few months we are hoping to improve our welcoming spaces both in the office and the gift shop, to better serve our visitors and members. The playground fence will be replaced, the Memorial Wall will be completed, and we are considering upgrades of the Dining Hall to pursue the efforts of 2018.

REVENUE STREAMS

We will continue growing our earned revenue through admissions to the museum and special events including the Manitoba Threshermen's Reunion & Stampede, Oakview sales, membership fees as well as our public campground. In 2019 and in future years, we will continue improve the quality of our services while assessing the successes and challenges of our earned revenue streams. We will continue developing tours and ad hoc programming to encourage return visitation and attract new audiences.

The Manitoba Agricultural Museum continues to encourage partnerships, sponsorships and donations

and support innovative fundraising initiatives such as the Heritage Harvest Growing Project. The museum will also grow its endowment funds and benefit from the support of the province of Manitoba through Manitoba Heritage Trust Program.

I am very excited about these 2019 projects and how they will contribute to the Manitoba Agricultural Museum's growth and stewardship. I cannot wait to see them unfold under the leadership and continuing efforts of our staff, committees and volunteers with the support and guidance of our Board of Directors. I feel very grateful to be starting 2019 in this position and work alongside you.

Anaïs Biernat, MAM Executive Director

STAFF

Anaïs Biernat – Executive Director

Dawn Scammell – Administration and Finance Services
Coordinator

Tom Lehockey – Yard Foreman

Diane and Dennis Pohl – Resident Caretakers

CONTRIBUTE TO MAM'S FINANCIAL STABILITY

The Museum has partnered with North Norfolk Foundation to establish a permanently-endowed Manitoba Heritage Trust Fund to support our work. Until March 31, 2021, the Province of Manitoba will stretch all gifts to this fund. Every \$2 given during this period has the potential to be stretched by an additional \$1. This means a gift of \$2 becomes \$3.

You can give online and get more information on how the provincial stretch works by following this link:

[https://wpgfdn.mycharitytools.com/
?pageId=d_fund&fundId=906](https://wpgfdn.mycharitytools.com/?pageId=d_fund&fundId=906)

2019 CALENDAR OF EVENTS

March 16 Annual General Meeting

March 25-30 MAM's presence at the Royal Manitoba Winter Fair

May 12 Manitoba Day AND Mother's Day Quilt Show

May 13 - June Hands-On School Tours

June 4 Senior's Day

June 14-16 Stationary Engine School

June 16 Father's Day

June 22-24 Steam School

July 25-28 65th Annual Threshermen's Reunion & Stampede

September 15 Open Farm Day

September 27-29 Culture Days

December 13-15, 20-22 Winter Wonderland