



The Corporation of the City of Sault Ste. Marie
Historic Sites Board
Agenda

Wednesday, April 9, 2025

12:00 pm - 1:30 pm

Old Stone House

Meetings may be viewed live on the City's YouTube channel
<https://www.youtube.com/user/SaultSteMarieOntario>

Pages

1. Call to Order

We acknowledge with respect, that we are meeting in Robinson-Huron Treaty territory, that the land on which we are gathered is the traditional territory of the Anishinaabe, known as Bawaating. Bawaating is the home of Garden River First Nation, Batchewana First Nation, and the Historic Sault Ste. Marie Métis Council.

2. Declaration of Pecuniary Interest

3. Adoption of Agenda

Agenda for Historic Sites Board, April 9th, 2025.

Resolved that the Agenda for Historic Sites Board meeting for April 9, 2025 as presented be approved.

4. Adoption of Minutes

4 - 6

Minutes of the February 12, 2025 meeting of the Historic Sites Board.

Resolved that Minutes of Historic Sites Board meeting of February 12, 2025 be approved.

5. Business Arising

6. Accounts

no financials prepared for YTD 2025.

- 1) drafted Annual Report 2024 for Council Meeting end of May - Annual Report is required by HSB by-laws - see attached
- 2) Firearms exemption by-law - Council report March 17th, 2025 - see attached
- 3) Digital Plan - draft plan attached - final approval required in May
- 4) PRESENTATION - Branding & Logo's overview - by J. Enriquez - Digital Intern - May decision - see attached

Notes:

FedNor Tourism Growth Project - \$190,000 announcement

Components are: Website, Blockhouse heat, AR & exhibit augmentation, Marketing

Resolved that the Historic Sites Board approve the 2024 Annual Report, as presented.

Resolved that the Historic Sites Board approve the 2024 to 2029 Digital Plan as presented.

Municipal Heritage Committee**New Business**

MAY IS MUSEUM MONTH!

May begins Tourism Season, Bus Tours, Cruise Ships, and Summer Students.

Note: Affiliated organizations:

- 1) Friends of ECNHS - May AGM & Open House
- 2) Living History Algoma - June AGM & Open House

Next Meeting

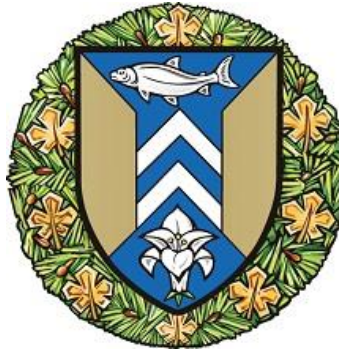
May 14, 2025

12:00 noon

Summer Kitchen

Adjournment

Resolved that this Committee now adjourn.



**The Corporation of the City of Sault Ste. Marie
Historic Sites Board
Minutes**

Wednesday, February 12, 2025
12:00 pm ~ Summer Kitchen

Present: S. Casola, D. Conyers, Councillor S. Hollingsworth, H. Bot, B. Paat, C. Caputo, L. Siegwart, C. Tomchick, J. vanHaaften, S. Walker

Officials: K. Fisher, Curator ECNHS
N. Maione, Director CD&ES

1. Call to Order

K.Fisher called the meeting to order, and carried out the proceedings through to the completion of election of officers.

2. Declaration of Pecuniary Interest

None Noted

3. Procedure By-Law for HSB committee of Council

K.Fisher provided a quick overview and recommended that the Members review the Procedure By-Law in full detail. Copy provided in the HSB orientation binder.

4. Election of Officers

Moved by: S. Walker

Seconded by: H. Bot

Resolved that the Nominations be open for the position of Chair HSB 2025 & 2026.

Carried

Moved by: D. Conyers

Seconded by: H. Bot

Resolved that the Historic Sites Board nominate S. Casola, for Chair of the HSB committee of Council.

Carried

Moved by: H. Bot

Seconded by: B. Paat

Resolved that the nominations be open for the position of Vice-Chair HSB.

Carried

Moved by: S. Casola

Seconded by: D. Conyers

Resolved that the Historic Sites Board nominate H. Bott, for Vice Chair of the HSB committee of Council.

Carried

5. Adoption of Agenda

Newly elected S. Casola - Chair, called the meeting to order at 12:15 p.m.

Moved by: D. Conyers

Seconded by: S. Walker

Resolved that the Agenda for Historic Sites Board meeting for February 12, 2025 as presented be approved.

Carried

6. Adoption of Minutes

Moved by: S. Hollingsworth

Seconded by: D. Conyers

Resolved that Minutes of Historic Sites Board meeting of December 11, 2024 be approved.

Moved and Seconded by members present at the December meeting.

Carried

7. Business Arising

none noted

8. Accounts

The YTD December 2024 statement was reviewed and discussed.

Unaudited and not official statement. Finance department still doing year end adjustments.

Moved by: H. Bot

Seconded by: B. Paat

Resolved that the members of the Historic Sites Board approve the expenditures to date - YTD estimated expenditures December 2024.

Carried

9. Curator's Report

Curator reviewed events, programs, projects, and site administrative details. Questions and comments were noted. Program suggestions noted.

10. Municipal Heritage Committee

February 16th to 22nd, 2025 - Social Media blitz, Heritage Walking tour on Saturday February 22, built heritage timeline panels at SSM Public Library on display.

11. New Business

1. Overview of meeting dates and tasks / agenda items for each.

April – branding, logo, Annual Report discussion, Strategic Plan

May – Museum month, final Annual Report, final policies for CMOG & Provincial Standards

2. Capital projects 2024, and future.

3. Overview of FedNor Tourism Growth Project funding.

12. Next Meeting

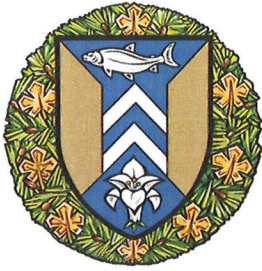
April 9, 2025 12:00 noon Summer Kitchen - ECNHS

13. Adjournment

Moved by: S. Walker

Seconded by: B. Paat

Resolved that this Committee now adjourn.



**The Corporation of the
City of Sault Ste. Marie**

COUNCIL REPORT

March 17, 2025

TO: Mayor Matthew Shoemaker and Members of City Council
AUTHOR: Kathy Fisher, Curator ECNHS
DEPARTMENT: Community Development and Enterprise Services
RE: 2025 Firearms and Noise By-law Exemptions – Ermatinger
Clergue National Historic Site

Purpose

The purpose of this request is to obtain Council approval to allow exemptions to the current firearms regulation and the noise by-law.

Background

In 2025, staff and volunteers of the ECNHS will be hosting a number of special events at the Site. At these events, re-enactors from the Royal Newfoundland Regiment and the Coureur Du Bois II demonstrate the loading and firing of militia muskets and our cannon (black powder shooting).

A temporary exemption of firearms regulation 2008-168, regulation R.1.2.6 is requested from May to December 2024. These exemptions would permit the staff and volunteers of the Ermatinger Clergue National Historic Site (ECNHS) to carry out period re-enactments (black powder musters and cannon firing), during operations and special events on the ECNHS grounds.

Due to the noise of which the muskets and cannon provide, a temporary exemption of the noise By-law 80-200 regulation is also requested from May through December 2025.

Analysis

This application to Council is in regard to the annual exemption for the purposes of the discharge of historic firearms within the City limits at the Ermatinger Clergue National Historic Site.

Due to the nature of the ECNHS, the re-enactors are contacted to be part of our interpretation on a regular basis – sometimes with little-to-no lead-time, and they are most willing to join our re-enactments and programs.

Financial Implications

There is no financial impact to the City with regards to this matter.

2025 Firearms and Noise By-law Exemptions – Ermatinger Clergue National
Historic Site
March 17, 2025
Page 2.

Strategic Plan / Policy Impact / Climate Impact

This matter is not specifically identified; however, is linked to the plan through aiding the City of Sault Ste. Marie in developing a rich Cultural and Heritage Site with living history interpretation.

Recommendation

It is therefore recommended that Council take the following action:

The relevant By-law 2025## is listed under item 12 of the Agenda and will be read with all by-laws under that item.

Respectfully submitted,

Kathy Fisher, Curator
Ermatinger Clergue National Historic Site
705.759.5443
k.fisher@cityssm.on.ca



Ermatinger • Clergue
National Historic Site

2024 ANNUAL REPORT

ERMATINGER • CLERGUE NATIONAL HISTORIC SITE



Table of Contents

Executive Summary Page 3

Mandate & Governance..... Page 4

Key Performance Indicators..... Page 5

Educational Programming..... Page 6

Special Events..... Page 6

Museum Retail Gift Shop..... Page 7

Personalized Paving Bricks..... Page 7

Donations..... Page 7

AGCO Licence..... Page 8

Museum Standards & Operations..... Page 8

Volunteers Page 9

Staffing.....Page 10

Digital Strategy.....Page 10

Virtual Engagement.....Page 12

Collections Management Page 12

Exhibits.....Page 13

Maintenance / Restoration / Asset Management..... Page 13

Summary..... Page 14



Ermatinger • Clergue
National Historic Site

Executive Summary

In 2024, the Ermatinger Clergue National Historic Site (ECNHS) welcomed a total of 28991 visitors. This year we curated a few new excursions for our Cruise Ship and Bus Tour companies. The Great Canadian Maple excursion connected the history of maple syrup in the fur trade, to the current manufacturing and processing. Passengers enjoyed a full day and our homemade blueberry pancakes and local maple syrup. When reviewing our key performance indicators, visitation from a general tourist – general admissions – still have not regained the levels we realized pre-pandemic. However, our continued evolution of community programming and events enables us to maintain our sustainability, and we thank the Sault Ste. Marie & Algoma community for their patronage.

With the approval of FedNor's Youth Intern, our social media and branding has taken on new looks, new consistency, and new social media strategies. We engaged our Regional Tourism partners to assist with marketing especially for the annual Fall Rendezvous, created virtual impressions and engagements which will create new exposure of our festivals and attract visitors for future events.

Sustaining and maintaining our 2 largest artifacts – the Ermatinger Old Stone House, and the Clergue Blockhouse are always part of our asset management and maintenance plan. 2024 afforded us the replacement of the cedar shake roof of the Ermatinger Old Stone House, Cedar split rail fencing, Palisade restoration, and a new shed.

The Friends of ECNHS, and our hosts of the annual Fall Rendezvous, provided a remarkable lineup of heritage interpreters / re-enactors. This event received multiple funding support from Canadian Heritage – Local Festivals, Experience Ontario 2023, and the City of Sault Ste. Marie's Arts & Culture Assistance Program. Indigenous Culinary features, and program content expansion, combined with the additional marketing and promotion, brought a very robust festival over the 4 days. Marketing was coordinated with our regional tourism partners. This festival also supported the grade 7 curriculum, where we hosted approximately 1500 students from both school boards in the Algoma district. Fall Rendezvous is one of the key large-scale festivals showcased with Ontario Culture Days and the Sault Ste. Marie hub.

I was extremely proud to be able to attend the grand opening of the Métis Nation of Ontario – Sault Ste. Marie new facility and museum, on John Street, this summer. Our connection with the MNO is integral to our stories. Ermatinger's children were Métis, and the land lots along the St. Marys River – where our current Site and Heritage Discovery Centre sits, are all on historic Métis and Indigenous plots.

As the City works and meets with Garden River First Nation, we look forward to the completion of the friendship accord, and the continuation of reconciliation. I believe that the future of our Site requires the involvement of our First Nation peoples and the true stories of our shared histories.

As the Ermatinger Clergue National Historic Site Curator, I continue to facilitate open dialogue in our community, it's partners and agencies, as we continue to uncover the enriched history and culture of our Site, the people, and their histories. In 2024 we revisited and updated the ECNHS Strategic Plan with the Historic Site Board, and we were mindful to continue developing a more diverse path moving forward. This includes collaboration, partnerships, and being cognizant that museums hold cultural patrimony and that the atmosphere in which we exhibit requires a creation that becomes more valuable than the artifacts themselves, after all, it is the Spirit that Sings.

The continued services offered at the Site through community programs, events, and general visitation, is a result of our dedicated community partners, supporting funders, and the remarkable dedication and support by the staff, volunteers, board members and patrons, and our Friends of ECNHS. We look forward to new opportunities in 2025!

Kathy Fisher, Curator
Ermatinger Clergue National Historic Site

Bsc Recreation Management, Bsc Therapeutic Recreation,
Humanities Associates Degree with concentration in Fine Arts
OMA Certificate in Museum Studies
AMCTO – MAP

Mandate

The Ermatinger Clergue National Historic Site provides visitors to, and residents of Sault Ste. Marie with an opportunity to experience the history of our community through the preservation and historic interpretation of artifacts related to the Site; within the Ermatinger Old Stone House, the Clergue Blockhouse, the Heritage Discovery Centre, including the heritage gardens and grounds and through related festivals and events.

Mission

At the Ermatinger Clergue National Historic Site, our mission is to facilitate dialogue, engage, and create an atmosphere that tells our stories steeped in stone, where cultures meet.

Governance

The Ermatinger Clergue National Historic Site is owned and operated by the City of Sault Ste. Marie, under the management of the Historic Sites Board, an appointed Board of Council. The 2024 Board comprised of six Council-appointed citizens and one Council member.

The Historic Sites Board By-law mandates the responsibilities of the Board in overseeing the operations of the Ermatinger Clergue National Historic Site, on behalf of Council.

In 2018 and 2019, the Historic Sites Board reviewed and revised their strategic plan and governance policy to reflect the direction of the Ontario Museum Association, Ontario Cultural Plan, City of Sault Ste. Marie’s corporate strategic plan, and the SSM Downtown Association plan. The strategic plan was updated and revised in 2024 to reflect the operations and directions to 2029. Outcome based goals, timelines and resources assigned are the next steps within this governance document.

The Historic Sites Board along with the Curator, ensure that each year, the Ontario standards for Museums are met and submitted to the Ministry of Tourism, Culture, and Sport.

ECNHS maintains the annual membership with the Ontario Museums Association, and the Canadian Museums Association. Membership with the Ontario Historical Society is maintained through the Friends of ECNHS.

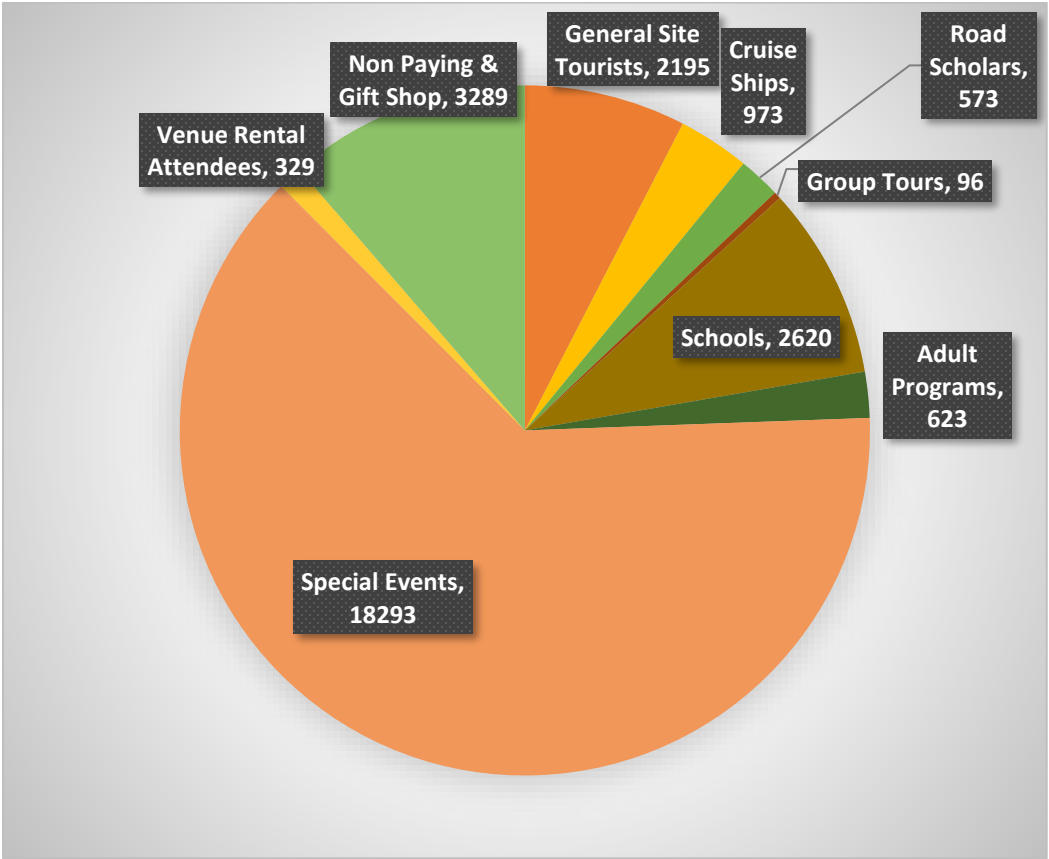
The staff and management of the Ermatinger Clergue National Historic Site fall within the Corporation through the Community Services and Enterprise Services, Recreation and Culture Division.

Historic Sites Board 2024	
Kelly Marshall	Chair
Sylvana Casola	Vice-Chair
Sandra Hollingsworth	Councillor
David Conyers	
Charlotte Wiseman	
Heather Bot	
Brittany Paat	

Key Performance Indicators

Overall Visitation

KPI	2019	2022	2023	2024
Total Visitation	31065	26708	30823	28991
General Tourists	4983	1558	1711	2195
Cruise Ship Visitors	1813	895	1213	973
Bus Tour Visitors	459	327	343	573
Group Tour Visitors	611	45	195	96
Students	2033	2073	2285	2620
Adult Programming	567	96	583	623
Special Events	17667	18620	21776	18293
Venue users	394	134	22	329
Non paying & Gift Shop visitors	2198	2849	2477	3289



User Fees:

The KPI’s listed above are attached to council approved user fees: admission fees and programming fees.

Passes: We do offer free family passes at the **Sault Ste. Marie Public Library locations**. In 2024 these were signed out 41 times. Other free passes are offered by request.

Educational Programming

2024 students visited for curriculum-based tours with 2,620 students served.

Curriculum programs focus:

- K to 2 Long Ago
- 1 to 3 **Yuletide**
- 3 **Pioneer Living** – 2-hour program & 3-hour program
- 4 to 6 Early Explorers
- 7 (6 to 8) **1812, Fur Trade**, Confederation
- 10 Canadian History
- 10 Civics – in combination with Civic Centre
- 11/12 Culinary Tourism
- K to 8 Summer Pioneers – end of year field trips

The three *italicized* programs are our most popular for curriculum field trips, however, we do receive classes for all the programs listed.

Pricing for curriculum programs are usually \$6 per student, with the only exception being the 3-hour program which is \$10 per student. This program offers more hands-on experiences and lunch is provided.

We have one full time Programmer, and one part time programmer who are the main curriculum instructors for these. Cost recovery from educational tours offsets the programmer’s part time wages.

Special Events

Special Events comprised 66% of our visitation in 2024.

Events for 2024:

- March Break program in Partnership with the other Cultural Centres – Cultural Corridor Family Pass
- Egg Hunt – Easter Saturday
- Lilac & Lavender – June, Strawberry – July, Blueberry – August
- Canada Day at Roberta Bondar Pavilion
- Ukrainian Festival – September
- **FALL RENDEZVOUS – September**
- Halloween House – October
- Moonlight Magic – November
- Christmas Tea’s – December

Fall Rendezvous is sponsored and brought to us by our hosts: “Friends of ECNHS”. The Friends is a non-profit, charitable organization. This group of volunteers secure the resources for the festival through Federal, Provincial, and Municipal funding levels, plus local business sponsors, and donations in kind.

Fall Rendezvous is also registered as one of the signature events for **Ontario Culture Days**. Sault Ste. Marie ranked #4 for the top Participating Small Municipalities in Canada!

Special Events net revenue’s assist us in maintaining our part time employees required to assist in this area, as well as our heritage restoration projects for the Site.

Gift Shop – The Post

The gift shop takes a team to ensure that we have product, pricing, and accurate book-keeping.

This year we branched out and partnered with Destination Ontario – at the Ontario Travel Information Centre, and with Station Mall New York News. Each of these offsite venue’s sold our merchandise on consignment for us.

We attended the Canada Day activities at the Roberta Bondar Pavilion and brought as much “Canada” inventory as we could. It was a sell out!

Top 10 sellers in order of total quantities sold in 2024 (which do not reflect top items in \$\$).

- Seed packages
- Postcards
- Hoodies & Sweatshirts
- Magnets
- Napkins
- T-shirts
- Maple products
- Preserves
- Ball Caps
- Candles

Consignment sales (local artists) were next in line for top sales. Followed by mugs, toys, and décor.

Net Revenue 2024	\$14,120.00
Net Revenue 2023 (fully reopened)	\$10,268.78
Net Revenue 2022 (begin re-opening)	\$ 4761.00
Net Revenue 2021 (COVID capacity limits & curbside):	\$ 8050.00
Net Revenue 2020 (COVID lockdowns & curbside):	\$ 5802.57
Net Revenue 2019:	\$13,352.31

Net revenues assist and offset the part time administrative assistants who take care of the merchandising and book-keeping.

Personalized Paving Bricks

The ongoing sales of the personalized paving bricks allows people the opportunity to either use this gift as a celebration of life, condolence, wedding gift, and more. Installation occurs once a year in the spring. Proceeds from the sales of the bricks offers the Historic Sites Board with funds strategically earmarked for Site projects and restoration. Annual sales are approximately \$1000 per year and are kept in trust until required. Individuals purchasing a brick receives a letter for income tax purposes.

Donations

In 2024 we received \$4800 in donations. These are kept in trust and are utilized for restoration projects. Donations to the HSB trust are provided letters for income tax purposes.

AGCO – Liquor Licence

In February 2020 we were granted a liquor licence, that allows us to sell alcohol within the grounds of the Site. Fencing to fencing and inside the areas of the Heritage Discovery Centre and the Summer Kitchen. The licence expires in May 2025 and will require an application for renewal.

The original licence costs were \$1355.

Net revenue of costs (of wine & beer, and bartender services) over revenue for the total 5 years, is approximately \$4500. This also reflects and includes the pandemic years where cash bar was not offered.

Renewal in 2025 is: \$300 for 2 years or \$600 for 4 years.

The AGCO liquor licence allow us to offer a cash bar to the bus tour groups, for their dinner / lunch bookings, and for any of our special events &/or our evening in the summer kitchen program. Cash bar is also available for venue rentals, and private party bookings.

Museum Standards

DAYS OPEN: - 180 minimum required for Museums Standards

Months	2019 # of days open	2020 # of days open	2021 # of days open	2022 # days open	2023 # of days open	2024 # of days open
January	21	21	0	0	21	20
February	19	21	0	15 gift shop / curbside	19	19
March	21	10 – begin shut down	12 gift shop only	25 gift shop / curbside	21	21
April	20	0	10 gift shop only	16 gift shop / 5 open	20	21
May	26	0	19 gift shop only	21	26	25
June	30	6 gift shop & curb	24 gift shop only	30	30	30
July	31	23 gift shop & yard	22	31	31	31
August	31	20 gift shop & yard	22	31	31	31
September	30	22 gift shop & yard	25	30	30	30
October	27	23 with restrictions	22	24	27	28
November	20	20 with restrictions	22	21	20	22
December	16	17 with restrictions	22 with restrictions	14	16	15
TOTALS	292	183	200	258	292	293

HOURS OPEN: – 1060 minimum required for Museum Standards

2019 REGULAR OPERATIONS we were open 2728 Hours

2020 PANDEMIC YEAR we were open 1090 Hours

2021 PANDEMIC YEAR we were open 1200 hours

2022 Partial PANDEMIC YEAR & we were open = 1806 hours

2023 REGULAR OPERATIONS we were open 2728 hours

2024 REGULAR OPERATIONS we were open 2735 hours

Volunteers

Volunteers who assist in activities, events, and programming are a mix of individuals from the following areas:

- Members of the Historic Sites Board
- Members of the Friends of Ermatinger • Clergue National Historic Site
- Adult and Youth Re-Enactors
- Adults & Seniors (55+) who individually want to assist in many capacities
- Youth for events & co-op placements

2024 volunteers were trained in the AODA and OHRC, health & safety, and some volunteers received their police checks.

The area in which we need to invest more time in recruitment and retention, is in the area of Youth volunteers.

The Site is managed by a volunteer Board (Historic Sites Board) which is comprised of **6 members** contributing a total of 125 hours for Board Meetings. Members for the Sault Ste. Marie Historic Sites Board are appointed by City Council every 2 years.

The Ermatinger Clergue National Historic Site has **32 volunteers** who contribute 1730 hours, including the Board members.

We are graced with some volunteers that have achieved over 30 years of service, bringing “History to Life”! Volunteers with milestone years of service are acknowledged at the Ontario Volunteer Service Awards held annually.

Staffing Levels

The Ermatinger Clergue National Historic Site consists of 3 buildings and heritage gardens, operated year-round, since the 2015 opening of the Heritage Discovery Centre.

Due to the funding programs and projects for: Digital Strategy and Collections Management, some of the part time staff were provided more hours to assist the Curator in completing the projects, and in 2024 we received FedNor funding for a Digital Intern.

2024 Staff levels at the Ermatinger Clergue National Historic Site were as follows:

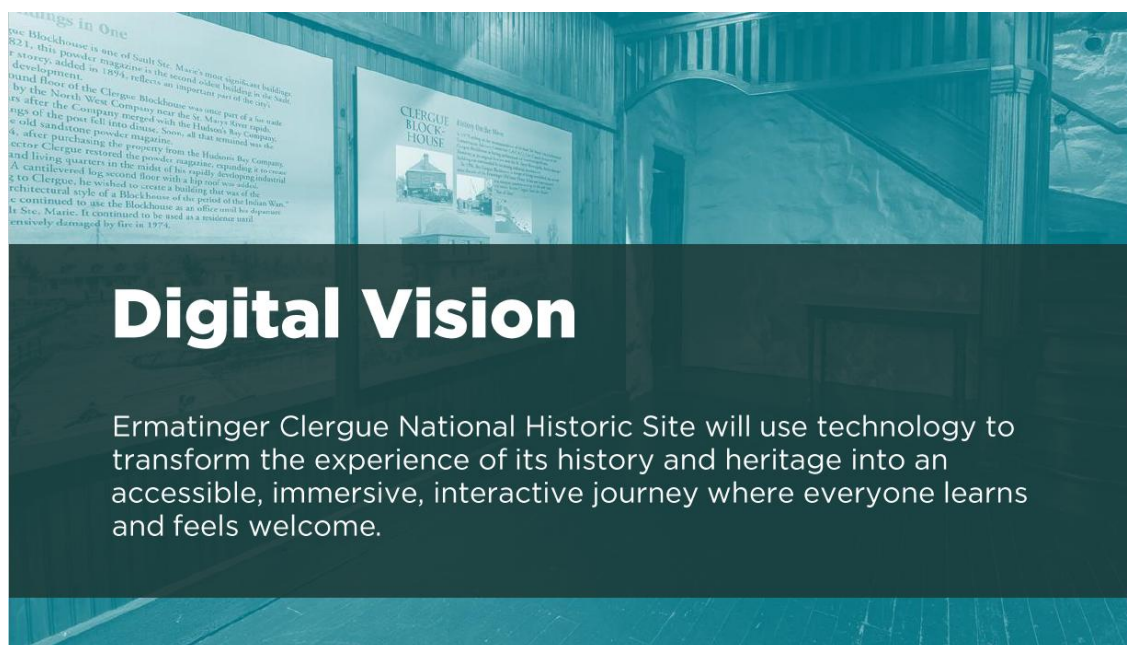
Regular year-round staff:

- 1 Full Time Permanent Curator
- 1 Full Time Permanent (Heritage) Programmer Assistant
- 1 Part Time Gardener / Grounds / Housekeeper - seasonal
- 1 Part Time Cook
- 1 Part Time Administrative Assistant & Gift Shop Administrator
- 1 Part Time Interpreter (often comprised of a few people)

Students:

- 1 summer student for ECNHS – 14 weeks
- 1 Young Canada Works Summer Student (Federally Funded) – 14 weeks
- 1 summer student for Municipal Heritage & ECNHS – 14 weeks
- 2 Métis Nation – Summer Career Placement – 8 weeks each

Digital Strategy



Digital Vision

Ermatinger Clergue National Historic Site will use technology to transform the experience of its history and heritage into an accessible, immersive, interactive journey where everyone learns and feels welcome.

Digital Strategy

In 2023, we were fortunate to receive funding through Canadian Heritage, Museums Assistance Program, for the completion of a Digital Strategy. LORD Cultural Resources were contracted to lead us through the process.

The approach was a process of 2 key steps:

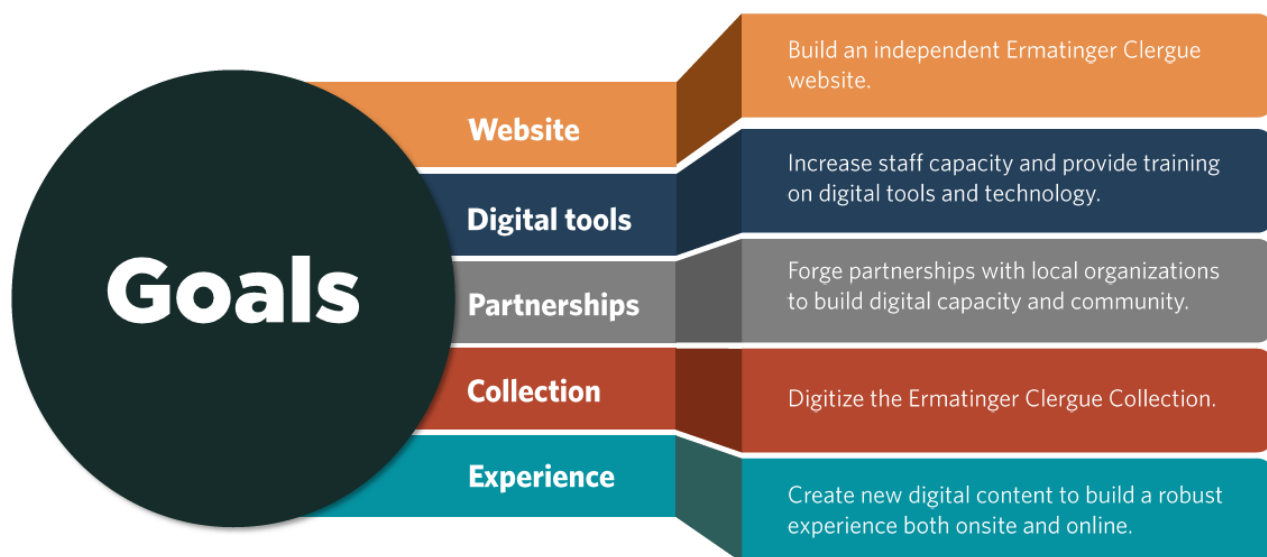
Step 1: Digital needs assessment, consultation, and research

- a. Start-up meeting
- b. Digital needs assessment
- c. Internal and external consultation and SWOT analysis
- d. Site visit
- e. Trends and leading practice research
- f. Key findings report

Step 2: Strategy development

- a. Strategy development workshop
- b. Draft digital strategy and presentation for approval
- c. Final strategy

The basics of the Strategy Recommendations / Goals are:



From the Digital Strategy, we applied for the following in 2024:

- 1) FedNor Youth Internship funding – approved for 12 months, with possible extension up to 18 months
- 2) FedNor Tourism Growth Program – Phase 1 approved in 2024, Phase 2 awaiting approval.
 - a. Website
 - b. Digital content & Augmented exhibit components
 - c. Marketing
 - d. Blockhouse heat & air
- 3) Application to Tourism SSM for financial assistance / contribution to the FedNor Tourism Growth projects – approved

Virtual Engagement

The total "FOLLOWERS" on our Facebook:		2451
The total "FOLLOWERS" on our Instagram:	1078	
Facebook Views:		343,534
Instagram Views:		40,481
Facebook Reach – increased 29.1 % from 2023:		248,710
Instagram Reach:		8614
Facebook Visits – increased by 40.6% from 2023:		18,792
Instagram Visits:		1085

Virtual Social Media Campaigns

- As part of the provincial festival funding for Fall Rendezvous, through the "Friends ECNHS", marketing strategies focused on digital and social media campaigns. Our regional tourism partners were contracted to assist in target marketing campaigns.
 - **Tourism Sault Ste. Marie, and**
 - **Algoma Country**

Collections Management & Digitization

During the pandemic years, we took inventory of the state of our collection. The responsibilities of the Curator (and staff) are to manage the collection, and to be a steward in preservation of the items within the collection.

For 2023 to 2024 a collections management and storage project was undertaken by staff. With funding from Canadian Heritage, Museums Assistance Program, we were able to purchase a lot of shelving, archival supplies, collection storage supplies, humidifiers, de-humidifiers, hydrothermographs, laptop for the collection, and more. The project and funding were completed by the deadline of March 31, 2024.

2024 to 2029 we will continue the process of digitizing the collection and maintaining the storage & collection management process.

Due to the restoration / replacement of the Cedar Shake roof of the Ermatinger Old Stone House, the collection management and the storage of artifacts became a priority this summer. Many of the artifacts were stored in the attic of the House, and thus we have managed to properly wrap, store, and move to the archival room in the Hertiage Discovery Centre where we have environmental controls. Items not requiring the environmental regulations, were addressed with wrapping, and either moved in the attic to other areas, or taken to shelving in the house for temporary storage, until the roof project is complete.

As part of the 2024 museum standards for the Province, we successfully completed our Emergency and Evacuation Policy and Procedures, which included also the Fire Safety Plan, Who to Call, and an Action Plan. Next steps with this binder of information is to review and revise every year in May, when students are starting employment, and to also provide the information to our partner institutions, should they be required to assist in artifact salvage.

The 2025 standards for the Province – Museum Standards is requiring the submission of our Digital Plan. This document will be drafted and will begin with the Digital Strategy.

Exhibits

Due to the restoration of the Cedar Shake Hip roof of the Ermatinger Old Stone House, and the re-organization of the Attic Storage for this project, we curated an exhibit of all the CHAIRS in storage and placed them on exhibit in the foyer of the Heritage Discovery Centre and also throughout the Old Stone House. The exhibit was called ***"Sit-U-ational"*** with a booklet on the details of each chair.

At the end of 2024, we received a few items relating to the "fur trade" donated from the Voyageur Lodge in Batchewana. These items have been placed on display in the Fur Trade Office of the Ermatinger House.

Routine changes in the period rooms of artifacts, seasonal décor, and rearrangements occur on a monthly or bi-monthly basis. As each of these changes occur, collection management practices are carried out as well as housekeeping and cleaning.

Maintenance, Restoration, and Asset Management

Council approved through Asset Management capital, the following 2024 projects:

- the restoration and replacement of the cedar shake Hipped Roof, of the Ermatinger Old Stone House
- Split rail cedar fencing
- Palisade repairs & service gates
- New shed

All projects were completed.

The future priorities for the Site are:

- Sheds: East shed (kindling) is in extremely bad shape and could crumble any day. West shed (garbage & wood) is also in bad shape – floors, doors, and cedar.
- Blockhouse roof – same desperate condition as the Old Stone House cedar shake.
- Blockhouse windows – south side rotting & paint peeling, others in need of restoration
- Blockhouse logs – chinking & testing for rot – repainting.
- Boardwalk – some solution required for the slipperiness and constant repair.
- Summer Kitchen logs – rotten area, chinking.
- Summer Kitchen windows – restoration and painting

Summary

As per the Historic Sites Board (a committee of Council) management by-law, this report shall be submitted annually to City Council.

The annual report accompanies many funding applications, and we gratefully acknowledge the support and contributions of these agencies:

- ✓ Community Museums Operating Grant – Grants Ontario
- ✓ Canadian Heritage – Museum Assistance Programs
- ✓ FedNor – Tourism Growth Program

DERIVED FROM THE DIGITAL STRATEGY 2023

2024 to 2029

DIGITAL PLAN



Document drafted by: Kathy Fisher, Curator

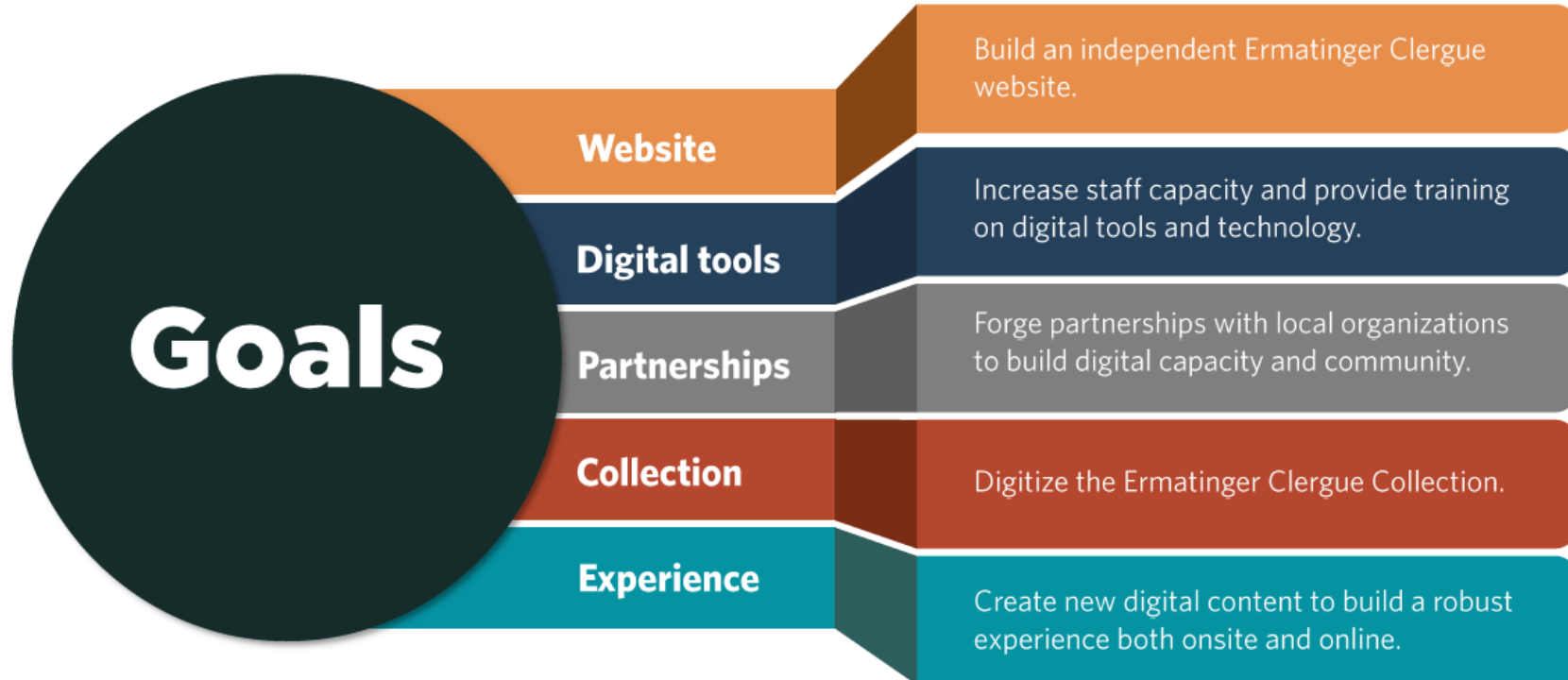
For review by HSB April & May 2025

2024 to 2029

Digital Vision

Ermatinger Clergue National Historic Site will use technology to transform the experience of its history and heritage into an accessible, immersive, interactive journey where everyone learns and feels welcome.

The Digital Plan draws on the museum's Community, Collections, Exhibit, Education & Interpretation, and Social Media, Policies. The plan stems from the 2023 Digital Strategy.



GOAL #1 – WEBSITE	OBJECTIVE	WHO	WHEN	COMPLETED
	to secure funding opportunities	Curator	2024	FedNor completed
	website builder tools & platforms	Digital Intern	2024	With web developer
	HR resources to build	Curator / Manager	2024 & 2025	started
	Populate website	Digital Intern	2025 & 2026	
	Create e-commerce on website	Digital Intern	2025 & 2026	
	Online ticketing as part of website	Digital Intern	2025 & 2026	
	Digital assets & Collection digitization	Digit Intern, PT Collections	2025 & beyond	
GOAL #2 – DIGITAL TOOLS	OBJECTIVE	WHO	WHEN	COMPLETED
	Edit job descriptions & add digital skills	Curator	2025 & beyond	
	Training for core staff	Curator / Manager	2025 & beyond	
	Introduce efficiencies	Curator / Manager	2024 & beyond	started
	Expand volunteers & students	Curator	2024 & beyond	started
	Hire dedicated staff	Curator / Manager	2024 & beyond	Digital Intern – Fednor Youth. Future ?
GOAL #3 – PARTNERSHIPS	OBJECTIVE	WHO	WHEN	COMPLETED
	Partners – skill sharing – digitization	Curator	2024 & beyond	started
	Explore funding for projects	Curator	2024 & beyond	FedNor & MAP grant
	Strengthen collaboration	Curator	2024 & beyond	Tourism Growth Project
	Volunteers from schools	Curator	2025 & beyond	Started
	Virtual education possibilities	Programmer	2025 & beyond	
GOAL #4 – DIGITIZATION	OBJECTIVE	WHO	WHEN	COMPLETED
	Training on Past Perfect software	PT Collections to lead	2025	
see next page	Define digitization strategy	Curator & PT collections	2024 & beyond	started
	Create metadata standards	Curator & PT collections	2024 & beyond	started
	Incorporate content creation	Curator & PT collections	2025	
	Portal on the new website	Curator & Digital Intern	2025	
	Explore Past Perfect – cloud based	Curator & PT Collections	2025	
GOAL #5 – DIGITAL CONTENT	OBJECTIVE	WHO	WHEN	COMPLETED
	Repair or replace interactive exhibits	Curator	2025	FedNor Tourism Growth
	Incorporate digital content	Digital Intern	2024 & beyond	started
**see page 6 **	Social media management tools	Digital Intern	2024 & beyond	started
	QR code to enhance exhibits	Digital Intern & PT	2024 & beyond	started
	Funding for Augmented Reality	Curator	2024	FedNor Tourism Growth
	Digital tours	Curator & Digital Intern	2024 & beyond	started
	Indigenous histories	Curator	2024 & beyond	started
	Transform existing content into digital	Digital Intern	2025	

GOAL #4 – DIGITIZATION

OBJECT: define digitization strategy

JUSTIFICATION for Digitization:

The need in ECNHS Collection Management is to digitize the collection. The justification is directly related to our Digital Strategy, and the need to facilitate a digital replica of our objects, in that we can utilize the image as:

- A way to monitor the condition of the artifact, and improve organization,
- A high resolution photographic surrogate record of the past to allow for a wider sharing and study of cultural heritage,
- A story telling tool,
- A way to exhibit, especially if the item is in poor condition and may not be physically accessible,
- A way to exhibit virtually,
- A way to eventually allow access to our collection (as they are inaccessible currently),
- To facilitate collaboration,
- and promote our collection.

DEFINE WORKFLOWS & PROCEDURES (keeping in mind the Curation Lifecycle – page 7)

- What are the institutional procedures and workflows required for the digitization process? In 2025 define and produce the Procedure document.
 - Include: human resources & training, equipment and technology user guide, space, software
 - Include: specifications for the digital images – raw format, storage, back up files, resolution, past perfect software, etc.

ACTION PLAN: Define and Produce the “Procedure” document including the following details:

Step #1:

- Create Excel Spreadsheet to allow for documentation of items in the collection that will cross reference the following:
 - Item, Accession number, Notes, Location, and then:
 - If the item was recorded with a file in Past Perfect
 - If the item was digitized properly
 - ✓ Raw, large, jpg, etc.
 - Add column for Meta data work to be completed (Metadata standards are one of the objectives)

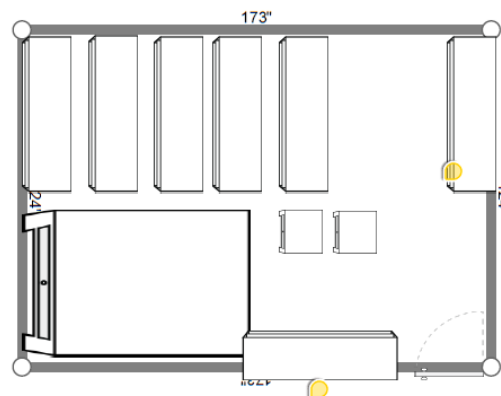
Item	Accession Number	Item Type	Notes	Location	PassPerfect	Photographed
Grey Box	None	Storage	A garment box containing various artifacts	Shelf 2.Top		
Emmaringer Saber	X973.379.1A	Artifact	A Calvary Saber believed to have belonged to Fredrick William Emmaringer, who served as a member of the Montreal Calvary. The Saber appears to be a dress saber, not meant for combat and dull. The saber is in relatively good condition with some minor points of concern. It is wrapped in a cloth not tissue.	Shelf 2.Top (Grey Box)		
Emmaringer Saber Sheath	X973.379.1B	Artifact	A sheath for the Emmaringer saber. It is in bad condition most of the original leather sheath has disintegrated leaving only three pieces. The three pieces: the open/top of the sheath with a small portion of the remaining leather, the middle/end with a metal support and some leather and a section of the leather with no metal pieces attached.	Shelf 2.Top (Grey Box)		

Step #2:

- Identify all artifact storage locations on floor plans
 - Include locations / floor plans of exhibit space
 - This will assist in the "location" column of the excel spreadsheet and in the "Past Perfect" software.

Example of Floor Plans - Collection Storage

HDC Archival Room – 5 shelving units on tracking for sliding – map draws – collection workspace desk – shelving



STEP#3: Development and implementation ~ *Intention through application* ~ Methodology

- Create a copyright and usage protocol that will correspond to a publication and access policy.
- Refer to the 2025 the Social Media plan.
- Develop and Maintain image capture standards for ECNHS:
 - To be developed by Q2 – 2025 by: Curator & Collection / Digital Team
- Create & Maintain documentation standards: data, metadata, preservation of operating systems
 - To be developed by Q2 – 2025 by: Curator & Collection / Digital Team
- Maintain storage and backup files – Digital preservation plan
 - Curator & Collection Team: completed with Corporate I.T. department in Q3 of 2024.
- Create a digital file of all digitized collection items
 - Work breakdown on sections of the collection – where to start – workflow of artifacts
 - include a file in smaller formats for website and social media purposes
 - take time while digitizing to include other needed steps – encapsulation or removal for digital process

STEP#4: Manuals & Maintenance

- Create and maintain a user manual of hardware and software for the purposes of digitizing the collection.
- Create the requirements for who will be responsible, and the training required.
- Maintain the digital images and document, identifying the priority / most vulnerable items – for the Emergency & Disaster Plan.

GOAL #5 – DIGITAL CONTENT

OBJECT: Social Media

STEP #1: Establish a revised Social Media Plan in 2025

- Vision statement for Social Media = Digital Vision (Digital Strategy)
- Digital Engagement Framework for ECNHS for innovative communication, marketing, and audience development.
 - What are our assets
 - What is our reach & our audience(s)?
 - What channels / technologies will be used to engage & engagement strategies
 - What are our guidelines

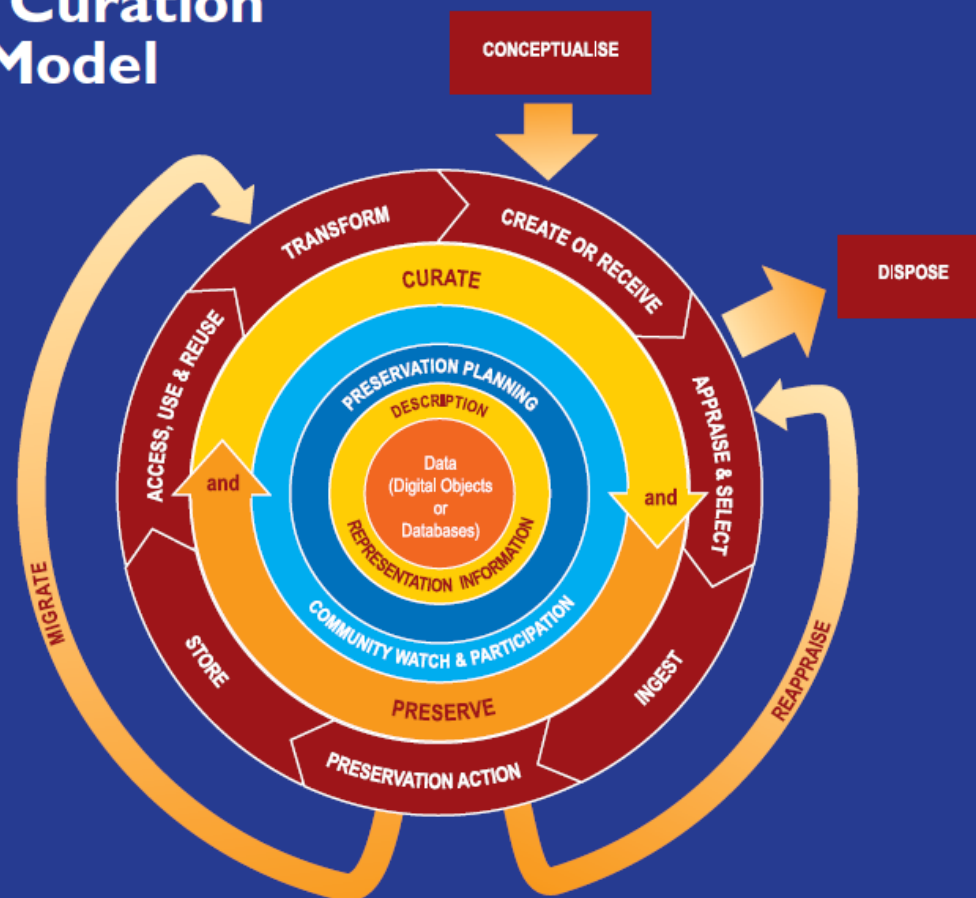
“A social institution is an organization that has put in place all the strategies, technologies and processes that are needed to systematically involve all stakeholders....”

“The biggest and most promising change we see in cultural institutions is that digital media is inspiring them to be more social. The audience is becoming more than a customer, the institution more than a provider of education and entertainment.”

Visser & Richardson: Digital Engagement in Culture, Heritage, and the Arts

- Strategic Roadmap & goals of social media use for ECNHS
 - Objectives: Audience engagement, admissions / visitation, marketing, blogs / information sharing
 - Core activities and who will carry out
 - Branding
 - Resources needed – staffing, equipment
 - Stakeholders
 - timelines

The DCC Curation Lifecycle Model





Ermatinger • Clergue
National Historic Site

BRANDING PROPOSAL



Ermatinger • Clergue
National Historic Site

The main objective of this project will focus on the development of a new brand and visual identity for the ECNHS, which will align to its mission and purpose to continue telling stories steeped in stone, where culture and heritage meet, and as a part of building a digital tourism growth.

Colourless

Outlined drawing

Ermatinger centric

Lack of flexibility



Very detailed

Very realistic

Ermatinger • Clergue National Historic Site

Looks like an image

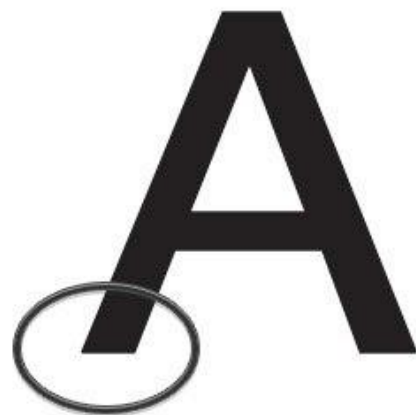
CURRENT LOGO

Page 33 of 52

WORDMARK TYPOGRAPHY



Times New Roman
serif font



Helvetica
sans serif font

Current font is Adobe Caslon Pro Regular

Ermatinger • Clergue
National Historic Site

100% size

Ermatinger • Clergue
National Historic Site

50% size

Ermatinger • Clergue
National Historic Site

25% size

Ermatinger • Clergue
National Historic Site

10% size



WHAT IS A LOGO SHOULD BE?

- Versatile
- Balance
- Timeless
- Recognizable
- Scalable
- Simple
- Legible
- Organic
- Unique
- Remarkable



YOUTH



FAMILIES



INDIGENOUS



STUDENTS



COMMUNITY



TOURISTS

TARGET AUDIENCE

ROSEWOOD

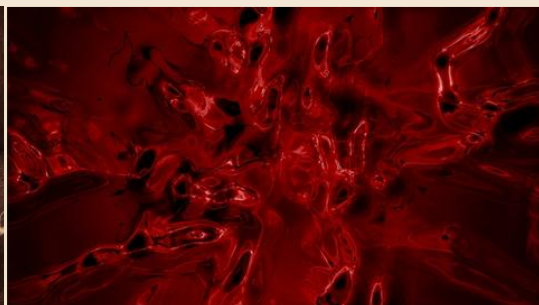
SORRELL
BROWN

PARSLEY

ARROW
TOWN

WHISKEY

WHITE



PRIMARY

PANTONE:
HEX: 520705
R:82 G:7 B:5
C:40 M:90 Y:83 K:63

ROSEWOOD

SORRELL
BROWN

PANTONE:
HEX: d1b79b
R:209 G:183 B:155
C:18 M:26 Y:39 K:0

SECONDARY

PARSLEY

ARROW
TOWN

WHISKEY

WHITE

PANTONE:
HEX: 1c4923
R:28 G:73 B: 35
C:84 M:43 Y:99 K:49

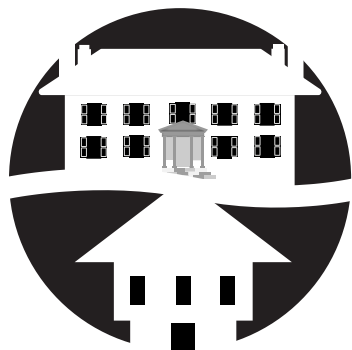
PANTONE:
HEX: 998473
R:153 G:132 B: 115
C:40 M:44 Y:53 K:7

PANTONE:
HEX: d6a06b
R:214 G:160 B:107
C:16 M:39 Y:64 K:0

PANTONE:
HEX: ffffff
R:255 G:255 B:255
C:0 M:0 Y:0 K:0

BRAND COLOURS

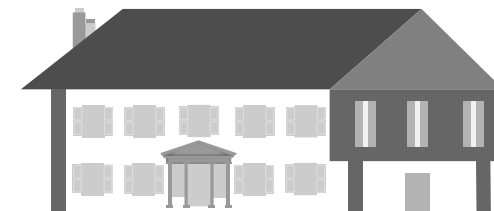
1.



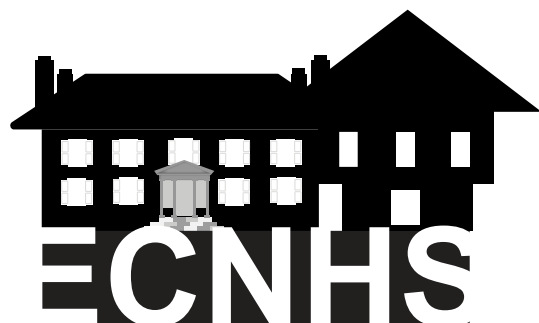
2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



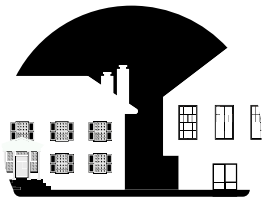
12.



13.



ICON ONLY



ICON & TEXT:STACKED



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

ICON & TEXT:HORIZONTAL



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

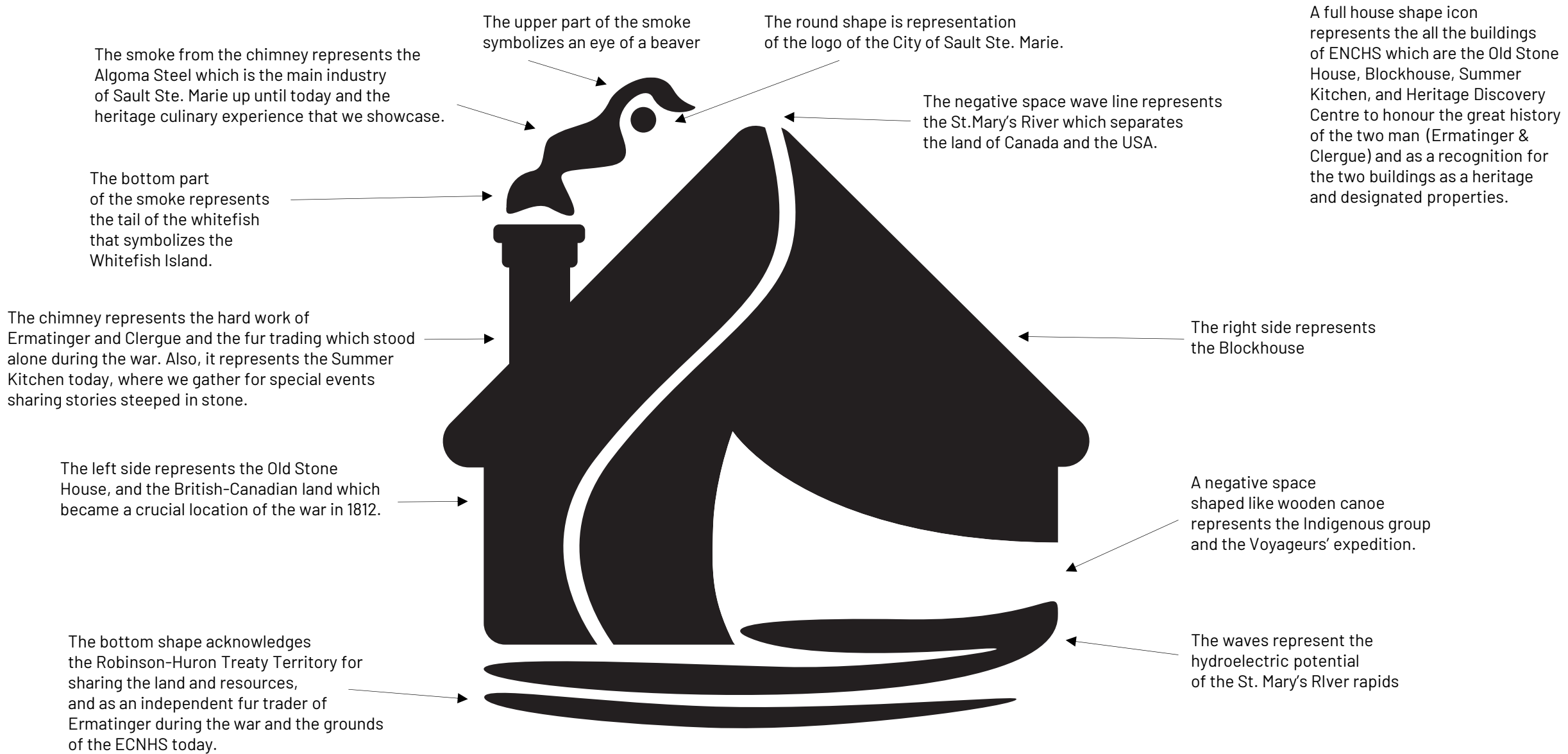
ERMATINGER • CLERGUE NATIONAL HISTORIC SITE

Sans serif font with rounded corners
Bold and modern
Wavy style



ERMATINGER • CLERGUE

NATIONAL HISTORIC SITE



THE ICON



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

THE LOGO

Page 45 of 62

Black on white



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

Rosewood



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

Sorrell Brown



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

Parsley



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

Arrowtown



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

Whiskey



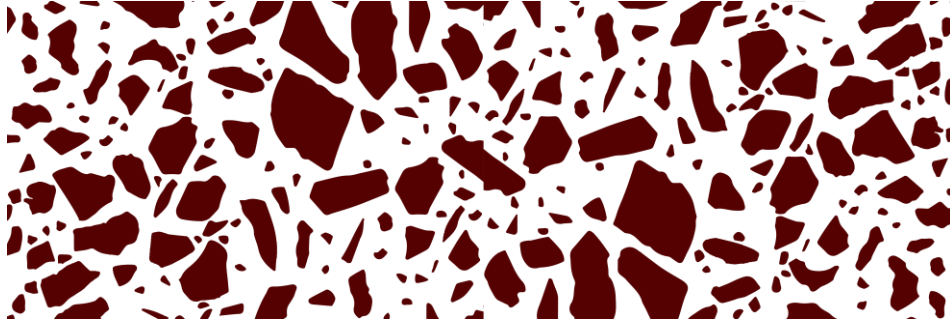
ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

White on black



ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE

LOGO COLOUR VERSIONS





2025
SPECIAL EVENTS
HIGHLIGHTS
SAVE THE DATES

Ermatinger • Clergue
National Historic Site



2025
**Fall Rendezvous
& Highland Fest**

September 24 to 27
Wednesday to Saturday

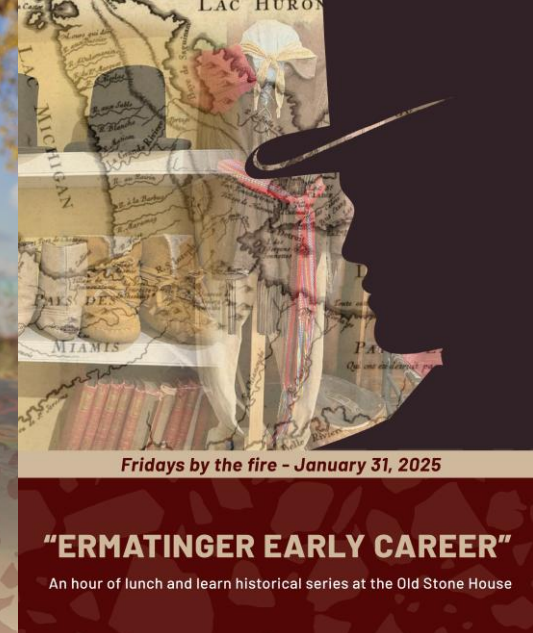
Ermatinger • Clergue
National Historic Site



2025
**Halloween
on Queen**

October 25, Saturday

Ermatinger • Clergue
National Historic Site



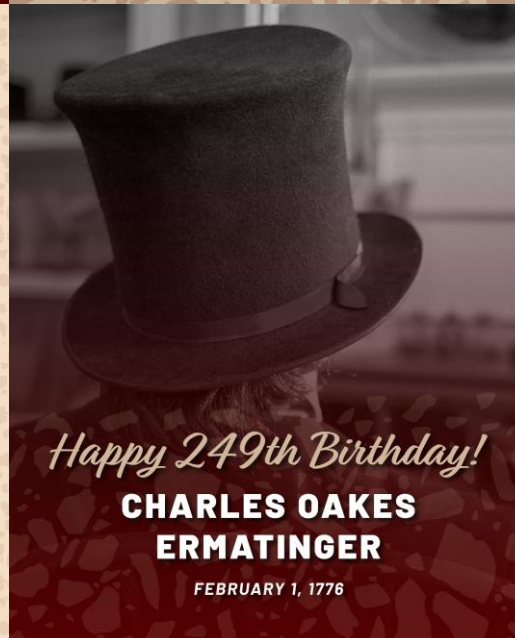
Fridays by the fire - January 31, 2025

"ERMATINGER EARLY CAREER"
An hour of lunch and learn historical series at the Old Stone House



Ermatinger • Clergue
National Historic Site

DUE TO WEATHER CONDITION,
TODAY'S **FRIDAY BY
THE FIRE** EVENT IS
CANCELLED



Happy 249th Birthday!
**CHARLES OAKES
ERMATINGER**
FEBRUARY 1, 1776




MOONLIGHT MAGIC SALE
**SAVE THE TAX
FOR ALL ITEMS**

Visit us at "THE POST" Gift Shop on November 14, 2024
Thursday from 12:00 to 9:00 PM




"HERITAGE WEEK"
WITH KATHY FISHER

FRIDAYS BY THE FIRE
An hour of lunch-and-Learn series at the old stone house
February 21, 2025



**ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE**

Ermatinger • Clergue
National Historic Site




Charles Oakes Ermatinger
Old Stone House

Francis Hector Clergue Blockhouse

**Visit the oldest stone buildings in Northern Ontario
and discover the stories from over 200 years ago.**

Begin your journey at the Heritage
Discovery Centre to unfold the
"Stories Steeped in Stone"
through an introduction movie.




(705) 759-5443
old.stone.house@cityssm.on.ca
www.ecnhs.com

Open Year Round
Admission Fees Apply
800 Bay St. Sault Ste Marie, ON


Visit the **OLDEST STONE**
buildings in **NORTHERN ONTARIO**
and discover the stories
from **over 200 years ago.**

Begin your journey at the Heritage Discovery
Centre to unfold the "STORIES STEEPED IN STONE"
through an introduction movie, and stop by at
"THE POST" gift shop for some great souvenirs.


Open Year Round | Admission Fees Apply



Charles Oakes Ermatinger Old Stone House




Francis Hector Clergue Blockhouse



**ERMATINGER • CLERGUE
NATIONAL HISTORIC SITE**

Ermatinger • Clergue
National Historic Site

(705) 759-5443 | old.stone.house@cityssm.on.ca | www.ecnhs.com | 800 Bay St. Sault Ste Marie, ON






Ermatinger • Clergue
National Historic Site

www.ecnhs.com

KATHY FISHER
CURATOR / MANAGER / GIFT SHOP BUYER


☎ (705) 759 - 5443
☎ (705) 542 - 5095
✉ k.fisher@cityssm.on.ca
✉ old.stone.house@cityssm.on.ca
📍 800 Bay St. Sault Ste. Marie, ON P6A 4G3






**LIBRARY
PASS**

An exclusive
FREE ACCESS
to the



Ermatinger • Clergue
National Historic Site

Sign out the pass
at the SSM Public Library
and bring it with you for the visit!



705-759-5443 | www.ecnhs.com
old.stone.house@cityssm.on.ca
800 Bay St. Sault Ste. Marie, ON

**2025 EVENTS
SCHEDULE**

 **FRIDAYS BY THE FIRE**
• January 17, 24, 31 • February 7, 21, 28
• March 7, 21, 28 • April 4, 11

 **SWEET & TREATS HIGH TEA**
• February 14, 15 - Saturday & Sunday

 **EVENING IN THE SUMMER KITCHEN**
• March 20 - Thursday

 **EASTER EGG HUNT**
• April 19 - Saturday

 **EVENING IN THE SUMMER KITCHEN**
• May 10 - Saturday

 **LILAC & LAVENDER**
• June 7, 8, 14, & 15 - Saturday & Sunday

 **STRAWBERRY & SOCIAL**
• July 4, 5 - Friday & Saturday

 **BLUEBERRY & SOCIAL**
• August 8, 9 - Friday & Saturday

 **FALL RENDEZVOUS & HIGHLAND FEST**
• September 24, 25, 26, & 27 - Wednesday to Saturday

 **HALLOWEEN ON QUEEN**
• October 25 - Saturday
• October 31 - Friday

 **MOONLIGHT MAGIC**
• November 13 - Thursday

 **EVENING IN THE SUMMER KITCHEN**
• November 14, 15 - Friday & Saturday

 **HOLIDAY HOUSE TEAS**
• December 5, 6, 12, & 13 - Friday & Saturday

 **GINGERBREAD MAGIC**
• December 20 - Saturday



Ermatinger • Clergue
National Historic Site

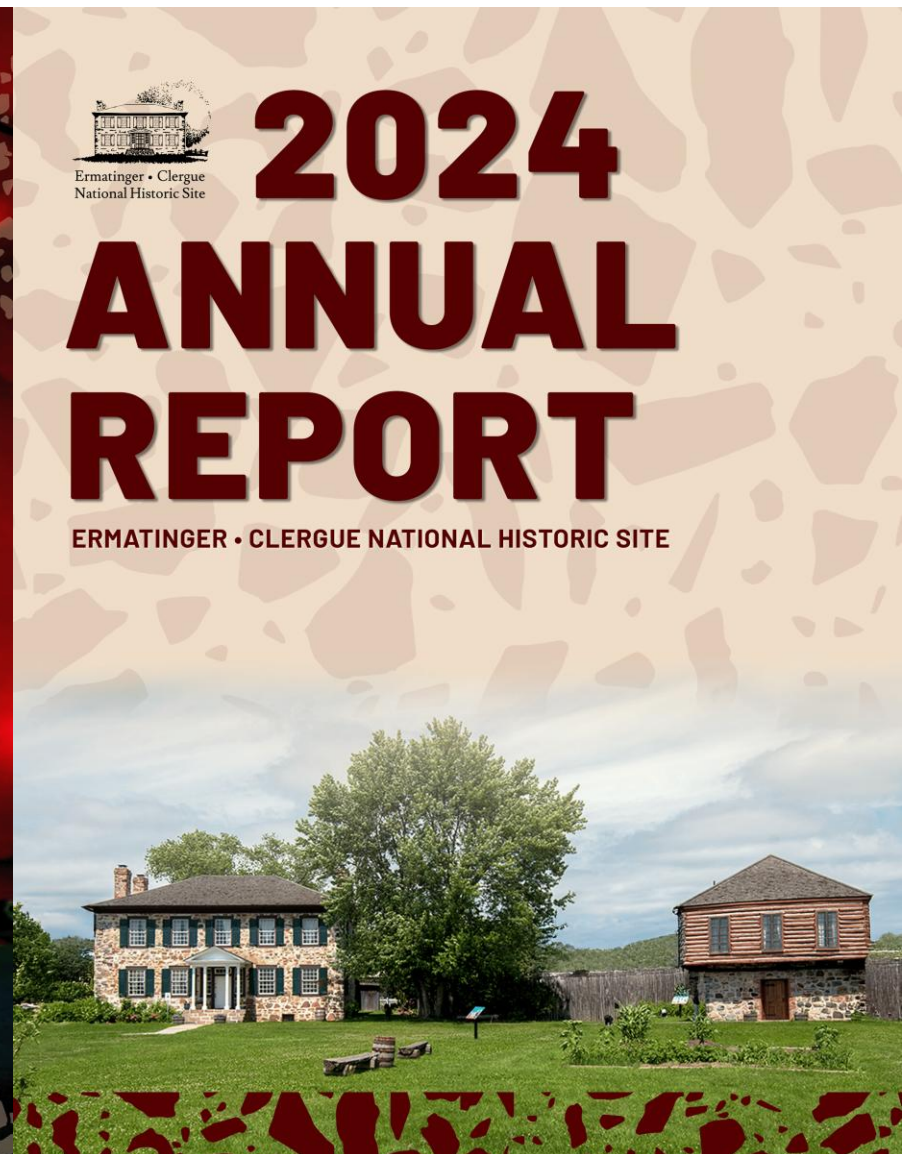


2025 & 2026 HISTORIC SITE BOARD



Ermatinger • Clergue
National Historic Site

Orientation Binder



BRAND PATTERN ON COVERS



LOGO APPLICATIONS



ERMATINGER • CLERGUE NATIONAL HISTORIC SITE