



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

Wednesday, August 6, 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

This meeting is livestreamed on the City of Sault Ste. Marie's YouTube channel.

We acknowledge with respect, that we are meeting in the Robinson-Huron Treaty territory, that the land on which we are gathered is the traditional territory of the Anishinaabe, known as Baawting. Baawating 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

Mover _____

Seconded _____

Resolved that the Agenda for Historic Sites Board meeting for August 6, 2025 as presented be approved.

4. Adoption of Minutes

Mover _____

Seconded _____

Resolved that Minutes of Historic Sites Board meeting of June 11, 2025 be approved.

4 - 6

5.	Business Arising	7 - 7
	Branding and Logo finalization	
	Mover _____	
	Seconded _____	
	Resolved that the Historic Sites Board approve the Branding and Logo redesign for the Ermatinger Clergue National Historic Site, and agree to launch at the Fall Rendezvous festival in September 2025.	
6.	Accounts	
6.1	Budget 2026	
6.1.1	Proposed User Fees 2026	8 - 9
	Mover _____	
	Seconded _____	
	Resolved that the members of the Historic Sites Board approve the Proposed User Fees 2026, as discussed.	
6.1.2	Operating Budget 2026	10 - 10
	Request for operational increase	
	Mover _____	
	Seconded _____	
	Resolved that the Historic Sites Board recommend the discussed Operational Increase for budget 2026.	
6.1.3	Asset Management - Maintenance 2026	11 - 11
6.1.4	Service Level Increase 2026	
	Mover _____	
	Seconded _____	
	Resolved that the Historic Sites Board approved the submission of the Service Level increase as discussed.	
6.1.4.1	Business Case proposal	12 - 14
7.	Curator's Report	15 - 15
	KPI's - Q2	
	Programming & Bookings	
	Fall Rendezvous & Highlander Day - Friends - Funding	

Cultural Attraction Pass

8. Municipal Heritage Committee

Doors Open - October 4th - Volunteers needed

9. New Business

10. Next Meeting

September 10, 2025

12:00 noon

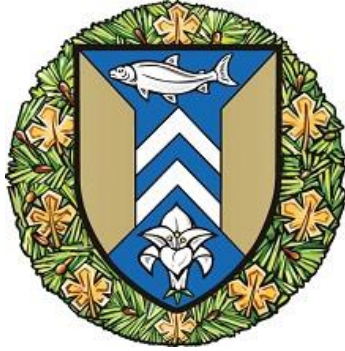
summer kitchen

11. Adjournment

Mover _____

Seconder _____

Resolved that this Committee now adjourn.



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

Wednesday, June 11, 2025
12:00 pm
Old Stone House

Present: S. Casola, D. Conyers, Sandra Hollingsworth, Heather Bot,
Brittany Paat, C. Caputo, J. van Haaften, S. Walker, L. Siegwart

Absent: C. Tomchick

Officials: K. Fisher

Others: V. McLeod - Manager
J. Enriquez - staff - technician

1. Call to Order

S. Casola - chair Called meeting to order and provided the land acknowledgement.

2. Declaration of Pecuniary Interest

None noted.

3. Adoption of Agenda

Moved by: D. Conyers

Seconded by: C. Caputo

Resolved that the Agenda for Historic Sites Board meeting for June 11, 2025 as presented be approved.

Carried

4. Adoption of Minutes

Moved by: Heather Bot

Seconded by: J. van Haaften

Resolved that Minutes of Historic Sites Board meeting of April 9th, 2025, be approved.

Carried

5. Business Arising

none noted

6. Accounts

Moved by: Heather Bot

Seconded by: C. Caputo

Resolved that the members of the Historic Sites Board approve the expenditures as reported - YTD April 30, 2025.

Carried

7. Curator's Report

Discussion on the Digital Strategy completed 2024, Digital Plan, and procedures. Funding for some parts of the Digital plan have been approved from FedNor.

Curator is working on User Fees, Budget 2026, Capital Assets, and the Business Plan for increased operations.

Grants received: YCW, SEP, METIS. Applications for extensions - FedNor Youth Intern, FedNor project timeline.

Current projects with FedNor in which tenders were completed and contracts are being awarded:

- Blockhouse heaters - AR exhibits - Website

Programming update presented.

Moved by: C. Caputo

Seconded by: Sandra Hollingsworth

Resolved that the Historic Sites Board approve the Policies presented, and whereas, the policies will be submitted along with the application for the Community Museum Operating Grant with the Province.

Carried

8. Municipal Heritage Committee

MHC is working on Doors Open – October - trying to include new places like the Legion, and the new Metis Heritage Centre.

MHC is working on a new Heritage Booklet.

9. New Business

4Culture attraction pass available this year.

Cultural Pass for 4 attractions (5 - include Entomica), at one discounted price.

Available to purchase through the Bushplane website.

10. Next Meeting

September 10th

Unless needed for budget preparation.

11. Adjournment

Moved by: D. Conyers

Seconded by: J. van Haaften

Resolved that this Committee now adjourn.

Carried

The smoke from the chimney represents Algoma Steel, which was the main industry of Sault Ste. Marie up until today.

The bottom part of the smoke represents the tail of the whitefish and symbolizes the Whitefish Island.

The chimney represents the hard work of Ermatinger and Clergue and the fur trading, which stood alone during the war. Also, it represents the Summer Kitchen and the heritage culinary experiences to share stories steeped in stone.

The left side represents the Old Stone House and the British-Canadian land, which became a crucial location of the war in 1812.

The bottom shape acknowledges the Robinson-Huron Treaty Territory for sharing the land and resources and as an independent fur trader of Ermatinger during the war and the grounds of the ECNHS today.

The upper part of the smoke with the round shape symbolizes an eye of a beaver that witness the history.

The round shape is representation of the City of Sault Ste. Marie.

A negative space wave line represents the "Baawaating"—"the place of the rapids," also known today as St. Marys River, which separates the land of Canada and the USA.

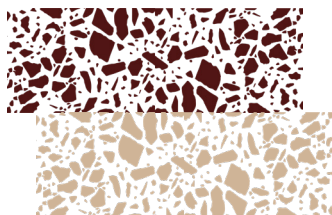
The right side represents Francis Hector Clergue's Blockhouse.

A negative space shaped like a wooden canoe represents the Anishnaabeg, particularly the Garden River and Batchewana First Nations, the Métis Nation of Ontario, and the Voyageurs' expedition.

The waves represent the hydroelectric potential of the St. Marys River rapids.

The logo is a full house-shaped icon represents all the buildings of ENCHS, which are the Old Stone House, Blockhouse, Summer Kitchen, and Heritage Discovery Centre, to honour the great history of the two men (Ermatinger & Clergue) and as a recognition for the two buildings as heritage and designated properties.

ERMATINGER • CLERGUE NATIONAL HISTORIC SITE



The brand pattern consists of stone brick elements which represents different stories of the culture, heritage, and history over 200 years ago. It has different scales of bricks that symbolize the significant events that took place and where the stories steeped in stone are molded and passed over the years



STORIES STEEPED IN STONE

"Stories Steeped in Stone" refers to the Ermatinger Clergue National Historic Site's interpretive programming and events that explore the history of the St. Marys River area, particularly the lives of early settlers and the impact of the fur trade, the War of 1812, and early industrial development.

HISTORIC SITES BOARD - ECNHS
PROPOSED 2026 USER FEES

	HISTORIC SITES BOARD	2024	2025	2026	HST		
10-550-5550-5630	ADMISSIONS:						
	- Admission - Adult	\$15.00	\$15.00	\$16.00	Included	\$14.16	
	- Admission - Senior	\$12.00	\$12.00	\$13.00	Included	\$11.50	
	- Admission - Youth	\$9.00	\$9.00	\$10.00	Included		
	- Admission - Child 5 to 12	\$5.00	\$5.00	\$6.00	Included	\$5.31	
	- Admission - Children 5 & under	\$0.00	\$0.00	\$0.00	Included		
	- Admission - Family	\$40.00	\$40.00	\$40.00	Included		
	- Admission - Group Rate (10 or more)	\$13.00	\$13.00	\$13.00	Included		
	- Audio Tour - Wand Rental - no longer using - Delete	\$5.00	\$5.00	\$5.00	Included		
	- Bus Tours with box lunch & learning tour	\$35.00	\$40.00	\$40.00	Included		
10-550-5560-5636	EDUCATIONAL TOURS:						
	- 1.5 hour tours - no longer using- delete	\$5.00	\$5.00		Exempt		
	- 2 hour tours	\$6.00	\$6.00	\$6.00	Exempt		
	- 3 hour tours (lunch included)	\$10.00	\$10.00	\$10.00	Exempt		
	- After hours - Brownies/Scouts	\$10.00	\$10.00	\$10.00	Exempt		
	- Brownie/Guide sleepover badge program	\$75.00	\$85.00	\$85.00	Exempt		
	- Workshops - fees & supplies	\$30.00	\$30.00	\$35.00	Included	\$30.97	
	- Outreach programs (minimum 2 hour fee)	\$80.00	\$80.00		Exempt		
	- Outreach kit	\$25.00	\$25.00	\$125.00	Included		
	- Virtual Curriculum Engagement - 1 hour session	\$80.00	\$80.00		Exempt		
	- Virtual Curriculum kits (per class) in addition to above fee	\$25.00	\$25.00	\$125.00	Included		
	EVENTS:						
	- Bracelet Days - Adults	\$10.00	\$10.00	\$10.00	Included		
	- Bracelet Days - Youth	\$5.00	\$5.00	\$5.00	Included		
	- Heritage Tea (desserts & tea)	\$18.00	\$18.00	\$20.00	Included	\$17.70	
	- Heritage Fridays by the Fire (soup, biscuit, desserts, beverage)	\$20.00	\$20.00	\$21.50	Included	\$19.00	
	- Heritage High Tea (fancy sandwiches & desserts, beverage)	\$30.00	\$35.00	\$32.00	add		totals 36.16
	- Virtual & Curbside Tea kits - small	\$20.00	\$20.00	\$25.00	Included	\$22.12	
	- Virtual & Curbside Tea kits - medium	\$40.00	\$40.00	\$40.00	Included		
	- Virtual & Curbside Tea kits - large	\$60.00	\$60.00	\$60.00	Included		
	- Heritage Culinary Lunch (soup, main, dessert, beverage)	\$25.00	\$30.00	\$30.00	Included		
	- Heritage Culinary Dinner (apps, soup, main, dessert, beverage, c	\$40.00	\$50.00	\$50.00	add		\$56.50
	- Heritage Cocktail & Appetizers (usually for a show)	\$30.00	\$30.00	\$30.00	Included		
	- Heritage Dinner menu, theatrical, & program (group rate)	\$60.18	\$70.00	\$70.00	add		\$79.10
	- Evening in the Summer Kitchen	\$60.00	\$60.00	\$60.00	add		\$67.80
	- Birthday Parties (up to 10 people) (hearth baking, games, craft)	\$150.00	\$150.00	\$150.00	add		\$169.50
	- Extra attendees for Birthday Party	\$10.00	\$10.00	\$10.00	add		
	- Extra hour time usage of site for birthday (per hour)	\$50.00	\$50.00	\$50.00	add		
	- Extra food, craft, beverage, and/or activity (each)	\$10.00	\$10.00	\$10.00	add		
	WALKWAY ENGRAVING BRICKS (trust fund - capital fundraising)	\$75.00	\$75.00		Included		
	RESEARCH FEES:						
	- Individual research fee - daily	\$25.00	\$30.00		Included		
	- Individual research fee - yearly	\$115.00	\$125.00		Included		
	- Reproduction fees, photocopying	\$0.50	\$1.00		Included		
	- Reproduction fees, digital for exhibit or education (for each)	\$28.00	\$30.00		Included		
	- Reproduction fees, digital for other uses (following copyright laws)	\$115.00	\$125.00		Included		

HISTORIC SITES BOARD - ECNHS
PROPOSED 2026 USER FEES

10-550-5550-5631	SITE USE:						
	- Summer Kitchen / Theatre Only / Grounds (rental of a space)						
	- Basic Rental - Not for Profit - half day	\$225.00	\$250.00		add		
	- Basic Rental - Not for Profit - 8 hour day	\$340.00	\$350.00		add		
	- Basic Rental - Commercial - half day	\$450.00	\$500.00		add		
	- Basic Rental - Commercial - up to 8 hours	\$905.00	\$950.00		add		
	- Wedding Ceremony and Photographs	\$395.00	\$400.00	\$475.00	included		
	- Wedding Ceremony , Rehearsal, set up /down, photos	\$565.00	\$600.00	\$650.00	included		
	- Wedding Ceremony only	\$285.00	\$300.00	\$350.00	included		
	- Wedding Photographs only or professional photography request	\$225.00			add		
			\$225.00		add		
	bartender fees - our license			\$150.00	add		
	- Basic rental Film Crew - DAILY	\$565.00	\$1,500.00		add		
	- Supervisory Fees - hourly for after hours	\$56.00	\$55.00		add		
	- Theatre for meeting added, if Heritage menu ordered	\$115.00	\$125.00		add		
	ADDITIONAL FEES:						
	- Non refundable deposit on Site Rentals, Events, Weddings, etc. ** Applicable to total invoice**	\$56.00	\$100.00		add		
	- Non refundable deposit for Commercial bookings (i.e. film companies) ** Applicable to total invoice**	\$285.00	\$300.00		add		
	- Cleaning Fees	\$85.00	\$85.00		add		
	- Tables - per table (after the original 36 on site)	\$5.00	\$5.00		add		
	- Chairs - per chair (after what is available on site)	\$2.00	\$2.00		add		
	- Waste Disposal	\$340.00	\$350.00		add		
	- AV equipment	\$49.55	\$50.00		add		
	- Security fees - once tents are set up on lawn (hourly)	\$39.50	\$40.00		add		
	- Auxillary Kitchen for caterer	\$225.00	\$250.00		add		
	- Damage fees will apply depending on damage to the site and cost of repair	\$101.75	\$100.00		add		
	Refreshments:						
	- Coffee, Tea, Water & all condiments (environmental cups, cream & stir)	\$30.00	\$40.00		add		
	- Coffee Big Urn & cups, cream, stir & water	\$49.55	\$55.00		add		
	Coffe & Coffee cake - for meetings only - per person	\$17.90	\$18.00		add		

**THE CORPORATION OF THE CITY OF SAULT STE.
MARIE OPERATING INCREASE REQUEST FORM 2026**

For contractual and/or regulated changes to operating budget. Changes to staffing should not be requested on this form. CAO and Human Resource approval is required for all staffing changes. Please submit request to the Finance Department by August 8, 2025. Please attach any other relevant information pertaining to this request.

DEPARTMENT/DIVISION: CD&ES / Recreation & Culture / ECNHS-HSB

REQUEST NAME: K. Fisher - ECNHS

OVERVIEW:

The operational budget for the Ermatinger Clergue National Historic Site requires a few budget lines to increase totaling \$19,000 increased expense overall.

Expenses - we have noticed that the Maintenance Contracts for pest control, HVAC, snow shovel & snow plow have greatly increased, as well as, Costs for Debit/Credit services with ActiveNet and Moneris have greatly increased.

☐ **CONTRACTUAL**

☐ **REGULATED**

INCREMENTAL OPERATING EXPENDITURES DETAIL:

Description	Account Number	Duration (on-going or one-time)	Amount
Maintenance	10-550-5550-6410	on-going	15,000
Credit Card fees - Moneris gift shop & ActiveNet	10-550-5550-6723	on-going	4,000

OTHER SUPPORTING INFORMATION:

Cost of materials, and contractors (pest, HVAC, Snow) is increasing.
2022 - \$46,916
2023 - \$58,595

APPROVAL SIGNATURE:

Department Head	Date

2026 PRIORITIES

ASSET MANAGEMENT – HSB / ECNHS

MAINTENANCE / ASSET MANAGEMENT – CAPITAL

CLERGUE BLOCKHOUSE:

- | | |
|---------------------------------|-----------------|
| • Cedar Shake Roof | \$80,000 |
| • Window repairs & paint | \$80,000 |
| • Log chinking & repair & paint | <u>\$30,000</u> |
| | \$190,000 |

ERMATINGER OLD STONE HOUSE:

- | | |
|---------------------------------|----------|
| • N.E. Foundation (last corner) | \$30,000 |
|---------------------------------|----------|

SUMMER KITCHEN:

- | | |
|----------------------------|-----------------|
| • Window repairs and paint | \$40,000 |
| • Logs – chinking & repair | <u>\$30,000</u> |
| | \$70,000 |

BUSINESS CASE DEVELOPMENT

Business Case – Service Level Increase

Digital Coordinator

Proposed project/initiative title

Digital Coordinator position would be a new position to ECNHS.
Requesting position to become a Permanent Full Time non-union A1 level (under review).

Past contracts that assisted in this capacity:
2024 / Feb 2026 FedNor intern approval for an 18-month contract.
2023 Canadian Heritage funded a digitization project for a short-term contract.

Description of proposed project/initiative

Currently, HSB / ECNHS has completed a Digital Strategy, with a Digital Plan in place.
Funding for the deliverables of the strategy are approved through FedNor – Tourism Growth Program, to include a new ECNHS website, Social Media revamp, Branding and Logo revamp, and Augmented Reality exhibit changes, including digital QR coding.

Projects connected with the new proposed website will include e-commerce from the Gift Shop, the ability to pre-sale admissions and event ticketing, and allow for visitor engagement. All systems that will enhance our return on investment and provide increased revenue. Attached to the new website is the ability to charge service fees to the customer for the online convenience and credit card fees, of which we will also include an administrative fee.

The Digital Strategy for Community Museums – Provincial Standards – and CMOG funding has made it mandatory for Museums to have a Digital Strategy, and a Digitization Plan for the artifacts and archives.

Current statistics and Analytics (see the KPI chart) have proven that the increase in engagement and activation from new and existing visitors has derived from increased Digital Marketing & Social Media campaigns from the FedNor Intern projects.

All aspects of this permanent position will lead to growth and increased revenues, as we work with a new on line presence.

Primary Duties and Accountabilities

With only 2 full time staff at ECNHS, for a Site that is open year-round, three buildings, and 7 days a week during June to October, we are requesting an increase of a full-time Digital Coordinator to support the new Website, many Social Media platforms, and the technical requirements to maintain Digital AR exhibits, QR coding, Audio and Virtual Tours, and more.

This position would lead ECNHS into virtual on-line advanced ticketing and admissions, and the e-commerce possibilities for the gift shop.

Assistance with event development, program development, branding consistency, and digital / virtual tours for both HSB & MHC – heritage tours & Doors Open projects, all while collaborating with Corporate Communications.

Other areas that can be addressed with this position are Volunteer Coordination, and the digitization of the Collection, which meets our obligations of stewards in the preservation of history and museum standards.

All positions at ECNHS assist with visitor services and administrative duties, event assistance, and programming.

When looking towards the future, succession planning, and for Health and Safety reasons, not to mention our obligation to maintain the new Digital Strategy and Digital Plan, we make this recommendation.

Duties & Responsibilities:

- 1) Lead the maintenance of the new ECNHS website (being completed by a contractor – FedNor funded project).
- 2) Lead the Social Media platforms for ECNHS, and MHC.
- 3) Lead the maintenance on visitor AR exhibits, QR coding, Virtual and Auditory Tours
- 4) Lead the Digital Strategy for ECNHS
- 5) Lead the e-commerce of the Gift Shop, and pre-sales for admissions & events, which includes any service fee required.
- 6) Lead the digital content for Marketing and Promotion of ECNHS, and MHC.
- 7) Lead the coordination and maintenance of the Volunteer Program for ECNHS and MHC.
- 8) Assist in daily operations of ECNHS and the administration of the digitization of the collection.
- 9) Perform any other duties related to this position and the operations of ECNHS.

Potential impact of business results if not approved

- Impact of maintaining Digital assets – website, gift shop e-commerce, AR exhibits, multimedia theatre, & marketing.
- Inability to fulfil required scheduling for daily operations, bookings, programming, exhibits, and Events.
- Impact to Customer Service as shortage of help will affect hours, and revenue generating services.
- Impact to events and programming due to the lack of digital marketing and promotion.
- Impact on maintaining the integrity of the historic defining elements.
- Impact on maintaining assets (buildings & grounds) and artifact / archival displays.
- Impact on ability for succession planning in a specific field of work.

Recommendation and rationale

Recommendation for a Digital Coordinator position in a Full-Time status.

The added expertise and increase in hours will allow greater efficiency to complete assigned tasks.

- Ability to increase revenues and e-commerce, and pre-sales admissions / tickets for events, and service fees.
- Ability to meet the Digital Strategy and Plan,
- Ability to meet Provincial Museum Standards,
- Ability to maintain the Site's branding and identity,
- Ability to fully implement and maintain a volunteer program,
- Ability to maintain the integrity of historic buildings & grounds,
- Flexibility of scheduling for added services, programs, & events,
- Increase in Customer Service,
- Increase in revenue from programs & services,
- Responsiveness in being proactive in Digital Marketing initiatives ECNHS/HSB and MHC.
- Cultural management is a unique blend of knowledge and expertise that together with investing time and resources allows for the City to execute and implement visitor experiences with quality that translates into sales and profits.

KPI's recorded below show significant online increases.

Visitors surveyed also suggested their awareness came from the increase in digital marketing.

KPI's substantiate need

Social Media:	2024	YTD 2025
Website Unique Visits	2800	3555
Website Page Views	6418	8367
Social Media Posts (Facebook and Instagram)	4340	10341
Facebook Reach	39960	76290
Facebook Page Visits	4928	10684
Facebook Followers	2423	2557
Instagram Reach	4734	7589
Instagram Engagement	627	1796
Instagram Followers	1058	1123

Facebook:

942,28

Organic content views:

0

Ermatinger Clergue National Historic Site											YTD 2025
KPI	2017	2018	2019	2020	2021	2022	2023	2024	Q1 - 2025	Q2 - 2025	TOTAL
General				COVID	COVID						
Ermatinger Historic Site				closure	partial						
Financial-Profitability											
Total Visitation	21,107	22,517	31,065	4559	7061	26708	30823	28991	997	7192	9437
General Site Visitors	4,404	4,146	4,983	828	591	1558	1711	2195	57	592	649
Cruise Ships	2,398	1,870	1,813	0	0	895	1213	973	0	96	96
Bus Tours / Road Scholar	464	625	459	0	0	327	343	573	0	145	145
Group Tours & Bus Tours	577	558	611	33	29	45	195	96	0	162	162
Educational Tours / programs: School curriculum, - Total # of students - See breakout below	2,884	2,431	2,033	3143	2459	2073	2285	2620	60	397	457
Adult Programming (Fridays & Private Heritage Culinary)	752	969	567	494	0	96	583	623	201	48	249
Special Events	7834	6,338	17,667	666	1924	18620	21776	18293	471	1104	1575
Venue Rentals visitors	330	472	394	165	4	134	2	329	0	0	0
Venue Rentals	5	8	6	4	1	3	63	8	0	0	0
# of Programs Education - in house	69	73	39	3	0	71	90	92	5	15	20
# of Participants	1,895	1,762	1,767	46	0	1819	2194	2209	60	364	424
# of Programs Education - in house (i.e.: Jr. Gardener)	5	5	2	24	13	0	66	375	0	33	33
# of Participants - Education - outreach (& out to Pools)	989	333	64	3510	2462	0	47	36	0	0	0
non paying - Visitors to Gift Shop or CURB SIDE or /4culture/Members/gratuitous for Partnerships & City Training Venue or / ticket purchasers	1225	4,377	2,198	2126	2054	2849	2477	3289	208	664	872
Social Media:								2024			YTD 2025
Website Unique Visits								2800			3555
Website Page Views								6418			8367
Social Media Posts (Facebook and Instagram)								4340			10341
Facebook Reach								39960			76290
Facebook Page Visits								4928			10684
Fcebook Followers								2423			2557
Instagram Reach								4734			7589
Instagram Engagement								627			1796
Instsgram Follwers								1058			1123
Facebook:											
Organic content views:											932941
Ads content views:											9339
Total Facebook Views:											942280
Instagram:											
Organic content views:											74985
Ads content views:											229
Total Instagram Views:											75214