

To:	Warden Halliday and Members of Grey County Council
Committee Date:	May 24, 2018
Subject / Report No:	CAOR-CW-13-18
Title:	Grey Roots Gallery Refresh - Telling the Stories of Grey
Prepared by:	Petal Furness
Reviewed by:	Kim Wingrove, CAO
Lower Tier(s) Affected:	County wide
Status:	Recommendation adopted by Committee as presented as per Resolution CW143-18 on May 24, 2018; Endorsed by County Council on June 14, 2018 per Resolution CC57-18.

Recommendation

1. That report CAOR-CW-13-18 be received; and
2. That Council approve the concept design for the phased redevelopment of the Grey County gallery at Grey Roots Museum and Archives; and
3. That a single source contract in the amount of \$205,000 (excluding HST) be awarded to Blue Rhino to proceed with the construction of the first pod in the Grey County gallery “The Voices of Grey”; and
4. That the project be funded by utilizing \$34,000 in capital funding contained in the 2018 budget and \$174,608 from the Gallery Refresh Reserve.

Executive Summary

The Grey Roots gallery space has been unchanged for the past 14 years. The Grey Roots 2016 Strategic Plan recommended that the gallery be refreshed to reflect the refined vision and mission of the facility. In 2017, Blue Rhino Design worked with staff and community stakeholders to develop a new design for the gallery. Staff recommends that construction of the first interpretive pod “Voices of Grey” in the Grey County Gallery be undertaken in 2018 – 2019. The project is anticipated to cost \$205,000 and will be funded from the 2018 budget and from the Gallery Refresh reserve.

Background and Discussion

Grey Roots Strategic Plan (2016):

Vision - *“Grey Roots is the place people come to understand and reflect on their place in the world – past, present and future – while instilling a sense of pride and belonging, thus building better communities.”*

Mission - *“Grey Roots engages and educates our communities in the human and natural history of Grey County by preserving and sharing collections, stories and memories that define our collective identity and guide our future*

Opened to the public in 2004, Grey Roots is now 14 years old. It was planned that the Grey County Gallery be revisited and new stories told prior to 2014; however other pressing projects prevented this from being accomplished.

In October 2016 an RFP was let to hire a consulting firm to work closely with our museum team to develop a vision for a renewed gallery space. Two proposals were received, one was unqualified and one withdrew. The Clerk’s office then sourced Blue Rhino Design and they were single sourced in accordance with S.4.3 of the Purchasing Procedures in April 2017 for the \$40,000 project. Deliverables included a strategic plan for the redesign of the main gallery (including floor plans with visitor flows), design and development of a new exhibit cluster to replace one of the main gallery themed areas (interpretative plan, exhibit content development, exhibit design drawings, production ready graphics).

The objectives of the gallery redesign are to:

- Engage tourists and residents alike with the people, places and history of Grey County
- Preserve, promote and present the vibrant and diverse cultural heritage of Grey County
- Tell stories of the County – both the familiar and obscure
- Stimulate thoughts and conversation about the future for Grey County
- Encourage visitors to the museum to continue their exploration by visiting places and sites across the County

The 5,600 sq. ft. gallery will be developed as a series of interpretive pods or story components, strung together in a gallery storyline. This project proposes to complete the Voices portion (750 sq.ft. of central area of the main gallery) at a cost of \$266 sq.ft. Going forward, a work plan will be designed to allow pods to be created over time, thereby keeping the gallery fresh, showcasing new stories for our visitors, and keeping costs and the work plan manageable.

The process to create the gallery redesign strived to be as inclusive as possible to ensure that many voices were heard. Brainstorming meetings were held with staff and volunteers and we sought public input. We took Blue Rhino on a road trip to allow them to ‘feel’ our beautiful County of Grey. We spoke with business owners, ate local food and drink, and visited our beautiful nature spots.

The foundation of a great project is built on excellent research which requires taking the time to be thorough and inclusive. This plan will tell the stories of Grey County through time. “Why has this land attracted the best people? Why do people live here? Our reply is: Promise and Opportunity. This is the overarching theme of the gallery space. People are the heart of Grey - people who came before us, live with us and who are yet to be born. Our unique and authentic stories are ever evolving.

Blue Rhino's work includes an overall plan for the future gallery themes as well as detailed plans for the first pod exhibit "Voices of Grey." Attached is the Concept Design of the Grey County Gallery.

Legal and Legislated Requirements

None.

Financial and Resource Implications

The \$208,608 (net HST) project cost will be funded from \$34,000 in capital funding contained in the 2018 budget and \$174,608 from the Gallery Refresh reserve. The Gallery Refresh reserve as of December 31, 2017, had a reserve balance of \$251,646.

Grey Roots staff and volunteers will contribute to appropriate portions of the project, e.g. readying the space. The IT department will be consulted regarding installation of the multimedia portion of the project.

Relevant Consultation

- Internal - CAO, Finance, Grey Roots staff
- External - Grey Roots volunteers, Friends of Grey Roots, online public survey, select public figures, business owners with affiliation to historic places or activities.

Appendices and Attachments

[Concept Design plan](#)

[Concept Design presentation](#)