

Minutes of July 11, 2017  
Palmerston Railway Heritage Museum  
Railway Museum 1:00 pm

Present: Mayor/Chair George Bridge, Bob McEachern, Hailey Johnston and Susan Welsh. Members of staff present were Economic Development Assistant Taylor Keunen and Facilities Manager Al Carr. Regrets were received from Chad Martin and Andrew Gowan.

Special Guests in attendance were Stasia Stempski and Nicola Moffat from Stempski Kelly & Associates (SKA).

Mayor Bridge officially opened the meeting at 1:02 pm.

Mayor Bridge announced to the Committee that Wayne Martin had stepped down from the Committee but was keen to still act as a volunteer for the museum.

Mayor Bridge welcomed Stempski and Moffat to the meeting and shared that Moffat would be presenting a draft plan for the museum. Moffat presented a slideshow of several landscape design options for the museum attached as Schedule "A" and noted that she would send Keunen a PDF copy. Mayor Bridge asked McEachern if he would be able to connect with the Lions Club to get their feedback on the designs. Moffat noted that there is room to combine several options to make a good fit for the museum.

McEachern pointed out that option #5 and #6 in the Concept Theming section would not work on the Handcar Tracks as they are still in use, but it would be something to consider by the box car tracks. He also pointed out that vendor parking access for the Minto Farmers' Market is a key factor to include in the design. Welsh highlighted that keeping the design and entrance as simple as possible for parking would be key for the older demographic. Mayor Bridge suggested implementing design concept #1 (honeycomb brick) for the Market vendor parking that could be installed behind the box car tracks and connected through the front parking lot entrance and the dead end street and would still be aesthetically and environmentally pleasing. He noted that they would connect with the County of Wellington to look into the land and dead end. Mayor Bridge also noted to access maps and blueprints of the museum's property lands and send them to Nicola so that she can plan around property lines, fire hydrants, etc.

The Committee agreed that Concept Option B would be the best option.

Keunen said that she would send the information to all members of the Committee via email within the next two weeks to gather feedback about moving forward for Moffat to make new designs based on their comments and suggestions. Moffat noted that she would come up with a more detailed plan and include some approximate pricing for the Committee to review and discuss.

The Committee thanked Stempski and Moffat for attending the meeting.

Those in attendance reviewed the previous meeting minutes.

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**MOTION**

**Moved by: Bob McEachern and Seconded by: Hailey Johnston**

**THAT the Palmerston Railway Heritage Museum Committee approves the minutes of the June 13, 2017 meeting.**

**CARRIED**

Al Carr presented the budget to date for the Committee. He shared that he was hoping that Dan McMullen would be able to go to Komoka the following week to switch the railway benches and that he would look into the possibility of renting a truck and trailer in order to transport everything in one trip. McEachern said that he was not sure about the progress with the new wheels but that he would be in contact with Andy Pridham shortly. Carr listed the following budget items:

- UV filters were almost complete and would be coming in close to the allocated budget
- The research room has been completed with shelving under budget
- Kids handcars: small expense this year but would be looked into more for next year
- New LED lights had been installed on the pedestrian bridge
- Three new bistro tables had been ordered and delivered to the museum with tables clothes on their way

McEachern informed the Committee that he had been approached by Stratford to pick up a free 15 foot rail light from their old railyard. Mayor Bridge suggested that Dan McMullen be contacted to look into the transportation of the rail light based on its condition and if it is worth it to relocate to the Railway Museum.

**MOTION**

**Moved by: Susan Welsh and Seconded by: Bob McEachern**

**THAT the Palmerston Railway Heritage Museum Committee approves the budget as of July 11, 2017 meeting.**

**CARRIED**

Keunen provided an update on the museum student, Kathryn Franck's, progress to date. She highlighted that Franck was keeping logs of museum visitors, her daily duties, souvenir sales, as well as various Museum activities. Keunen shared that Franck was doing a fantastic job on social media, Facebook and Instagram specifically, and provided them with analytics attached as Schedule "B".

Keunen presented Franck's Student Update document to the Committee attached as Schedule "C". She also noted that four Thomas the Train DVD's had been purchased for children's viewing at the museum and that Franck was working on coming up with ideas for events and children's birthday parties at the museum. Mayor Bridge expressed that he saw a lot of value in the children's activities and that it would be a good idea to pursue the ideas that Franck had

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suggested. Welsh agreed with Mayor Bridge and suggested creating a budget for the items. Mayor Bridge suggested allocating \$250.00 towards museum activities and clothing for children, with another \$250.00 towards souvenirs to sell at the museum. Keunen said that she would inform Kathryn of the budget and send the committee a list of the purchases she would propose for the museum with the meeting minutes. Keunen also shared that she and Franck were looking into pricing for a large, authentic 81 train cut out for photo opportunities for tourists and families to enjoy. The Committee enthusiastically agreed that this should be pursued. McEachern presented Keunen with a sketch of a train to take to Andy Pridham for a quote.

Carr raised the issue of staffing and that the outdoor student was unable to work on weekends. He shared that having a student working weekends was crucial to be able to give handcar rides and drive the train. Mayor Bridge and Carr agreed to connect with youth by word of mouth and connect with Bob to find another student for August.

Mayor Bridge shared that Grant Habermehl had the train running and that he predicted the cause of the smoke was due to spilled oil inside the tractor. He shared that Habermehl had suggested looking into replacing the lawn tractor by next year since its usage had exceeded its initial purpose and capabilities. Mayor Bridge announced that it would be able to be used at the Communities in Bloom Judge's reception on Sunday July 16<sup>th</sup>, but the Committee should budget for a new one for 2018.

McEachern reported on the baggage room, storage shed and the out building clean up/inventory progress to date and said that it was going along well but slowly. He mentioned that there was still a lot of inventory upstairs as well, and that it was a timely process to identify products and group them into inventory. Mayor Bridge suggested that the Committee tour the building after the meeting's adjournment.

In other business, Mayor Bridge announced that Dean Robinson, a history author who had a railway book in the museum research room's library, had signed his book dedicated to the Railway Museum. McEachern informed the Committee that more book holders need to be ordered for the research room. Carr told McEachern to connect with him and Franck.

Adjournment: 2:23 pm

Next meeting: TBD at 1:00 pm at the Railway Museum.

Taylor Keunen  
Economic Development Assistant

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**Schedule "A"**

*PDF to be emailed to Committee.*

**Schedule "B"**

**PALMERSTON RAILWAY HERITAGE MUSEUM  
SOCIAL MEDIA STATISTICS**

**Instagram**

**@palmerstonrailwaymuseum**

<b>Launched Account on:</b>	<b>Current Date:</b>
June 16, 2017	July 11, 2017
6 posts	32 posts
0 followers	53 followers

**Facebook**

**@The Palmerston Railway Heritage Museum**

<b>Student took over Account on:</b>	<b>Current Date:</b>
June 15, 2017	July 11, 2017
- posts	42 posts
437 Likes	461 Likes


<b>Type of Post:</b>	<b>Average Reach:</b>	<b>Average Engagement: Likes, Reactions &amp; Shares</b>
Link	814 people	33
Photo	685 people	25
Video	243 people	9
Status	189 people	5

**Schedule "B"**

**July 11 Museum Student Update**

<b>Activity</b>	<b>Status</b>
Railway Books	Bob and I started organizing the books thematically. A couple has now volunteered to help with the library with the wife organizing the books and the husband writing

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	reviews. Once the books are organized in themes, I will start cataloguing them in a spreadsheet so they are numbered according to themes.
Tours	I have contacted several retirement homes, child care centres, and libraries to set up tours. We have two tours booked with the Birmingham Retirement Community on August 16 and 23. We will give them a tour and have a light lunch of tea and sandwiches, charging \$5 per person. Both the Seniors' Centre for Excellence and the Royal Terrace are interested and will get back to us with dates or more details. I have mentioned to the coordinators at the retirement homes that we could have a story telling time during the tour if seniors are interested in sharing their stories and memories. The Harriston Library will get back to us for more information as well.
Social Media	Instagram is launched and both the Facebook page and Instagram feed are active with posts going out every day. I have scheduled posts till the end of July. Content covers the railway both in Palmerston and the surrounding area, museum artifacts, Palmerston history, and upcoming events.
Live History Day	Posters are up around Palmerston and Harriston and tickets are being sold for the theatre event on July 12 at 6 pm and 8 pm. The group will be coming around noon on July 12.
Kids' Museum Activities	<p>Taylor and I are looking into getting a train cut-out made for the children's photo booth. Several of us are interested in getting more children's activities for the museum, such as train dress-up clothes, train videos, and some souvenirs. I have also made up a scavenger hunt for around Palmerston for both children and adults to participate in for a prize.</p> <p>Clothing: I think we should get one of each engineer costume set so that children can play together and there is more stuff for them to do. Engineer hats and whistles have sold well in the past, I've been told. The Conductor's hat would be last priority in my mind as it is expensive.</p> <p>Items Available: One Melissa &amp; Doug Train Engineer Role Play Set for \$35. We can order it from Tiny Tots and it will arrive in about a week. Ages 3+.</p>  <p>Twelve Engineer Hats for children for \$49.12 with free shipping. Ships in 2-3 days.</p>

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This is the cheapest I can find in Canada. We can keep one for play and sell the rest.



One Conductor Hat \$17.61 plus \$12.58 for shipping. Ships in 5-7 days. Conductor hats were all very expensive online, this was the cheapest one that would ship to Canada.



One Train Engineer Outfit \$22.99 plus \$12.99 for shipping. Size 4-6, ships in 4-7 business days.



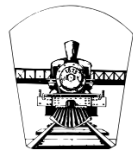
Souvenirs:

We have ordered from Puce Creek Hobby Distributors in the past and attached is a

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list of available souvenirs with their prices. The engineer hats look like they are better quality, but they are \$7.46 each.

There are several different types of whistles available and we can have our logo printed on all whistles. The regular Four Chime 6" whistles are \$3.94 each. There are One Chime 4" keychain whistles for \$3.48 and One Chime 6" whistles for \$2.81. Two Chime whistles are \$2.91. The company also sells Whistle Painting Kits for \$6.67. Bandanas are \$2.21 each. Here is the logo we could use on the whistles.



**PALMERSTON**  
RAILWAY HERITAGE MUSEUM

**Videos:**

We have looked for train videos from different stores and haven't been able to get any. I have found some online, but we wonder if it is better to get a Netflix subscription, which will give us more variety and is easier. There are many children's train videos on Netflix, such as Thomas the Train, Bob the Builder, and more that we can play while kids are here or if they rent the space out for birthday parties. Netflix's basic package is \$7.99, the standard is \$9.99, and premium is \$11.99. The first month is free for any package. The subscription can then be cancelled in the off-season. If there is another town operation that could use or has a Netflix account, we could also share with them. Here is the breakdown of what each package offers. If Netflix is not an option, we can order some Thomas the Train videos from Tiny Tots and some railway videos from Puce Creek, which range in prices.

	BASIC	STANDARD	PREMIUM
Monthly price after free month ends on 2017-08-04	\$7.99	\$9.99	\$11.99
HD available	x	✓	✓
Ultra HD available	x	x	✓
Screens you can watch on at the same time	1	2	4
Watch on your laptop, TV, phone and tablet	✓	✓	✓
Unlimited movies and TV shows	✓	✓	✓
Cancel anytime	✓	✓	✓
First month free	✓	✓	✓

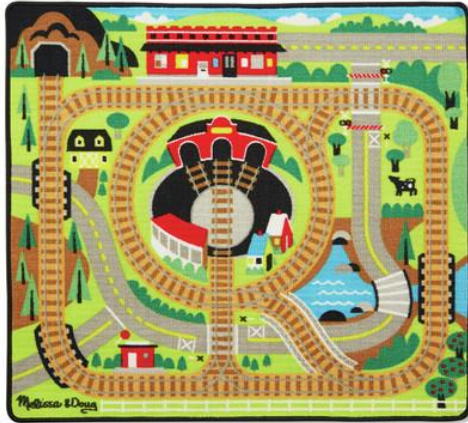
**Toys and Activities:**

Tiny Tots can order in a bunch of toys and interactive train activities from Melissa and Doug. The company can personalize many of the toys and add either the

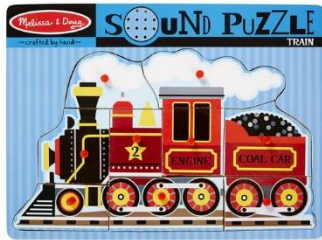
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museum name or simply Palmerston to the toys.

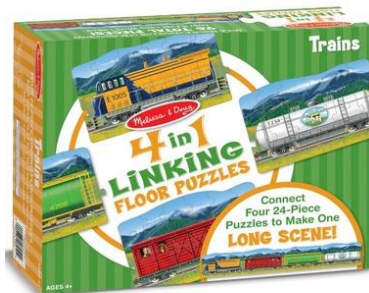
Train Rug is approximately \$40. It is 39.4" x 35.4". We may not have space for something this large, but it's an idea for birthday parties or special events.



Train Sound Puzzle is about \$15.



Train Floor Puzzle is about \$15-17.



They also have other trains for tracks and train crafts for sale.

Upcoming  
Events

July 12 – Live History Day  
July 20 – A group from Waterloo is wanting to come run their motorized jiggers on our track and they want advertise it to gain publicity for us - Tentative  
July 29 – Trucks with rail wheels coming at 2 pm, using the track as a photo op for



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	<p>the family</p> <p>August 16 and 23 – Birmingham Retirement Community Tour and Lunch</p> <p>June 2018 – University of Guelph, Ontario Genealogical Society is holding a conference at the University of Guelph and is considering a tour of the museum for railway genealogy. Contact: James Deverell</p>
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