



The CANADIAN CANOE MUSEUM
Le MUSÉE CANADIEN *du* CANOT

NEWS RELEASE

The Canadian Canoe Museum Annual General Meeting *2016: A year defined by its incredible momentum*

April 26, 2017 – The Canadian Canoe Museum Board of Directors and staff shared highlights from 2016 – a one-of-kind year for the organization – at its Annual General Meeting earlier this evening.

There was incredible momentum on all fronts in 2016, as the museum worked toward the realization of its goal for 2021 – a strong, sustainable national organization headquartered in a new facility on the water in Peterborough.

“As we approach our 20th anniversary this summer, the organization is flourishing. We are on the cusp of something spectacular,” Bill Morris, Outgoing Chair, told those in attendance at the AGM.

“This past year, we have accomplished a great deal, and though there is much more work to be done, we can see the new national museum on the horizon. Of course, none of this would be possible without strong support from an array of stakeholders.”

Mr. Morris updated AGM attendees on the organization’s progress, highlighting the achievements of the Board, staff and volunteers, as they worked collectively to advance the organization’s areas of focus – reinvention and relocation.

Reinvention

The museum continued in 2016 to increase its presence on the national stage, reaching out and engaging Canadians from coast to coast to coast. Through its Silver Canoe receptions, travelling exhibits and new and innovation programming, the museum’s work supported its strategic direction to *lead nationally*.

Relocation

The foundation for the museum’s move to the water was put in place in 2016, as the award-winning architectural design was unveiled, the business plan was drafted, and a number of key partnerships were developed and deepened. A funding announcement from the Government of Canada in early 2017 allowed the museum to proceed with the pre-construction phase of the project. This Canadian Cultural Spaces funding was a matched amount from leadership donors who offered early funding to the redevelopment project.

Welcoming a new Chair and Board members

A new Chair, as well as new Board member, were welcomed at the AGM, while three retiring members were acknowledged for their commitment and dedication to the organization.

- John Ronson was inaugurated as Chair at the meeting. John joined the Board at last year's AGM, and brings a wealth of public and private sector experience to the role. He has also served as a director on provincial as well as national boards.
- Jocelyn Brown was welcomed to the Board of Directors. Jocelyn is Vice-President Customer Success with Allocadia, a recognized leader in Marketing Performance Management. Prior to Allocadia, she spent nine years at Eloqua, where she proved her aptitude and talent for building and managing high-performing customer success teams. Her love of canoes and canoe tripping began as a camper and then staff member with Camp Wapomeo, a Taylor Statten Camp in Algonquin Park.
- After significant service as directors of the organization, Peter Elmhirst, David Goyette and Ron Whetung have retired from the Board.

Looking ahead

For the museum, 2017 is shaping up to be another momentous year, and the organization will continue to keep the community posted on its progress. As pre-construction and detailed design phases of the redevelopment project continue, fund raising efforts will begin in earnest, looking ahead to the public phase of a capital campaign and the groundbreaking scheduled for fall and winter 2018 respectively.

"The Canadian Canoe Museum is at an exciting point in its evolution, and it's an honour to be assuming the role of Chair at this important time," says John Ronson, Incoming Chair.

"As we move forward with planning for the redevelopment project and with the capital campaign, we will be reaching out more broadly than ever before – locally, provincially and nationally. And we look forward to working with Canadians to write the next chapter of the organization's outstanding story."

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