

LAC DU BONNET & DISTRICT HISTORICAL SOCIETY 2017 - 2020 STRATEGIC PLAN



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**PLAN EFFECTIVE AS OF
MARCH 1, 2017**

Working in the present while preserving the past for now and the future.

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Preface

The Lac du Bonnet & District Historical Society Staff and Board are very pleased to share our Vision, Mission, Guiding Principles (Values), Priorities, and planned strategies/activities for the next three years. The **2017-2020 Strategic Plan** is the result of thorough review and discussions that took place in January and February 2017 with the Board and Staff for the purpose of establishing a clear, unified sense of priorities and direction.

A collaborative approach was taken within the planning process, and it resulted in a wide variety of ideas and opinions to consider. Every piece of information received was reviewed in a systematic manner that allowed the priorities and values to rise to the top.

It is our hope that all people associated with the Lac du Bonnet & District Historical Society, take some time to review the Strategic Plan. The vision, mission, guiding principles and priorities of the organization will be considered within all future planning efforts associated with the Lac du Bonnet & District Historical Society.

By directing multiple efforts of many people towards these priorities, together we will make the significant impacts we seek.

The Lac du Bonnet & District Historical Society Board acknowledges and deeply appreciates the assistance provided by Pamela Habing to the Board of the Community Futures Winnipeg River in Lac du Bonnet.

Sincerely,

Gus Wruck, President

Lac du Bonnet & District Historical Society Board of Director's & Staff:

Board: Gus Wruck, Norm Plato, Brigitte Schneider, MaryAnne Shipley, Hallie Lavoie, Skylor Mitchell, Denise Joss, Terry Tottle, Marlene Tottle, Kathy Willis, Frank Terra (APP), Keegan Sveinson (APP), Gord Emberley (APP), and Mae Lavoie (APP)



Strategic Planning Process Overview

In January and February 2017, the Lac du Bonnet & District Historical Society Board conducted a strategic planning process with consultation provided by Community Futures Winnipeg River (CFWR). A strategic plan is a living document used to establish the direction of an organization and to guide its activities and initiatives. Strategic plans typically have a 3-5 year horizon and set the vision, mission, and broad strategic goals for the organization. Through strategic planning you create a picture of the current environment; envision the future of the organization; identify issues, opportunities and priorities; and determine ways to make the vision a reality.

The Lac du Bonnet & District Historical Society Board determined the following planning outcomes to achieve through the strategic planning process:

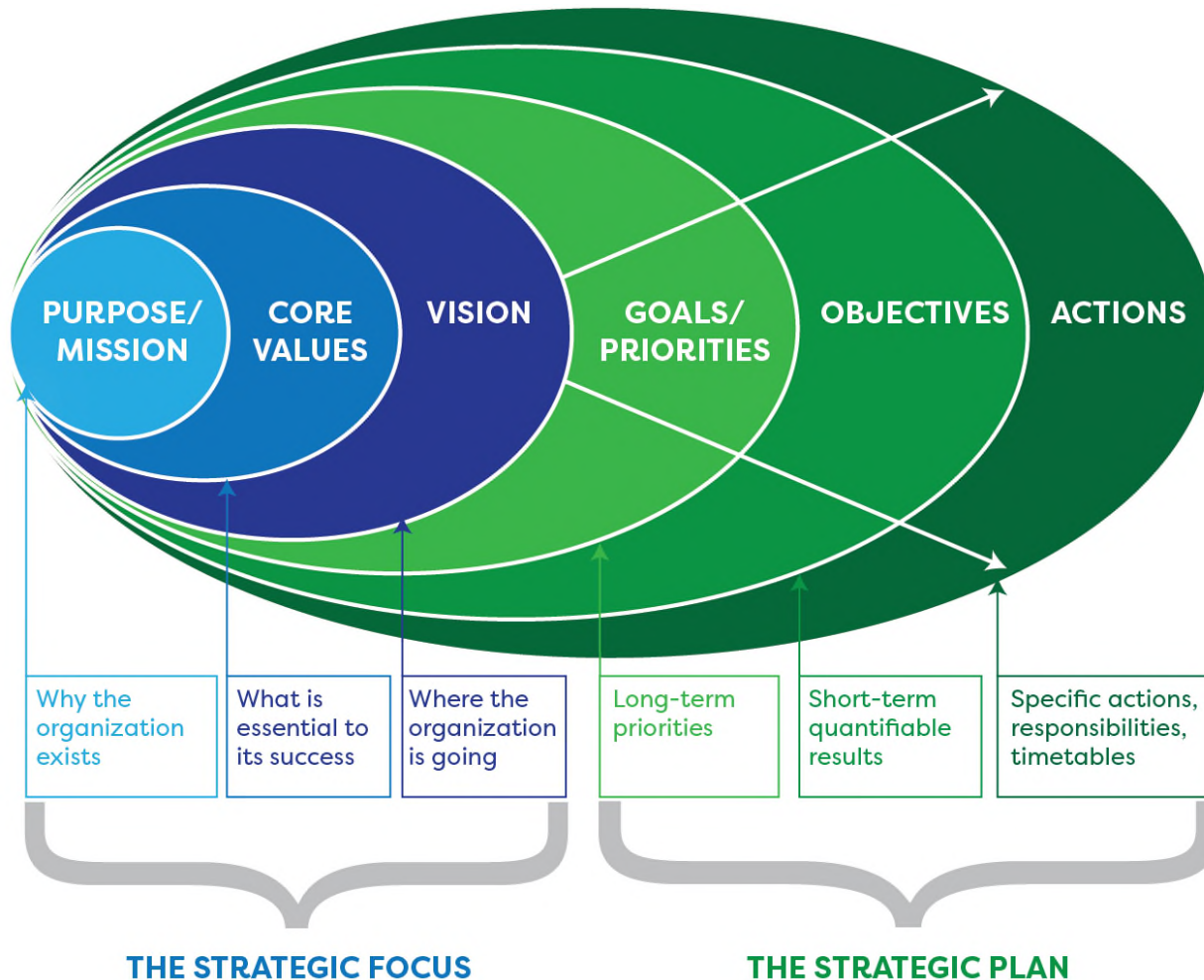
- To determine if the existing mission, vision and values for the Lac du Bonnet & District Historical Society are still relevant today.
- To determine priorities, strategies and key activities to focus on for the next 3 years.
- To increase understanding, communication and cooperation among members of the organization.

The strategic plan covers the timeframe of March 1, 2017 to February 28, 2020 and is overseen by the Lac du Bonnet & District Historical Society Board. The following chart outlines the key steps in the strategic planning process and the corresponding timeframe for each step:

Timeframe	Process Step
December 2016	Process Outline – An overview/guideline of the strategic planning process was developed.
January 11 & February 22, 2017	Strategic Planning Sessions – The Staff and Board met for 2 planning sessions to discuss existing conditions, and to determine the mission, future vision, values, priorities, objectives, strategies, and activities of the organization.
January 17, 2017	Documentation – Meeting notes from the first session were developed by CFWR and provided to Lac du Bonnet & District Historical Society staff for review.
January 30, 2017	Presentation – The draft Strategic Plan was presented to the Board of Lac du Bonnet & District Historical Society for review.
February 2017	Review and Adoption – The Board and Staff reviews the strategic plan. Other internal methods of review are determined and implemented. Plan is revised based on input and adopted by the Board following the final review.
March 1, 2017 – February 28, 2020	Implementation – The plan is communicated, implemented, monitored, and adjusted as required, evaluated, and celebrated.
Yearly Basis	Annual Planning – The strategic plan is reviewed and considered within operational planning and budgeting processes of the organization each year.
January 2020	Strategic Planning – Strategic planning process begins again with the Staff and/or Board to plan for the next term.

Planning Model

The following planning model was developed to visually depict the various planning components.



Planning Model Notes

1. The planning components are shared among all Board members, Staff, and Volunteers of the organization.
2. The Staff and Board will review and determine objectives and strategies on a regular basis (see **Annual Plan Template** included as a separate document). *NOTE: The objectives and strategies within the Strategic Plan were identified in January 2017. Additional objectives and strategies (related to the priorities) identified should be added to the Strategic Plan at regular times (i.e. quarterly).*
3. Staff and Board to track progress made towards the objectives and strategies determined within this Strategic Plan (see **Annual Report Template** included as a separate document).
4. Specific projects, strategies or other initiatives can be planned and tracked in more detail using the **Action Plan Template** included as a separate document.

About the Lac du Bonnet & District Historical Society

Mission Statement | Our purpose, why we exist

To establish the Society as the primary agent for the assembly and preservation of the history of the Lac du Bonnet area by:

- Providing an environment where participants work together to facilitate the understanding and preservation of our past history and a mechanism to relay this information to future generations.
- Developing programs and facilities that disseminate our understanding of the past to the community.
- Applying the highest standard of excellence in our activities. Interacting and seeking input and guidance from the community. Utilizing limited available resources in the most prudent way possible.

Vision Statement | What we are striving to create

Working in the present while preserving the past for now and the future.

The following describes what our community would look like with our future vision:

- Our organization leads/is front and center on community historical projects / actions that preserve and promote local history.
- The Halliday Park site has been beautifully developed and is used frequently for public functions.
- Visitors to the Museum, which also functions as an Orientation Centre for the region, are able to get clear understanding of the widely varying history of the area.
- Other locations in the region may be identified, developed and maintained as heritage sites within the region
- LdB has a fully operational and sustainable seasonal museum.
- Education and awareness programs for children and the broad community are in place.
- Local history is valued and appreciation.
- Historic artifacts are on display in both the museum and at other sites in the broader community.
- Reminders of history are all over the community (indoors and outdoors).
- Our board is active and provides strong leadership.
- Lots of community interest and support exists for local history projects.
- We have adequate resources to continually grow and develop.
- We operate our Museum according to Museum best practices and are a member in good standing of the Association of Manitoba Museums.

Undertaking Roles and Values | How we intend to go about our business

The following is from the Articles of Incorporation for the Lac du Bonnet & District Historical Society Inc. The Historical Society is restricted to and will undertake the role:

To collect, preserve, and display the history and artefacts pertinent to the Lac du Bonnet and District area.

OPERATING PRINCIPLES (Our Values)

To fulfill the major roles noted above and to build trust and confidence in the Lac du Bonnet & District Historical Society by the community, the Society will be guided by a set of operating principles or values which are essential to our success. These principles represent our core values for conducting business in the Lac du Bonnet area. In short, this is how we strive to operate.

WE UNDERSTAND THE CHANGING POPULATION DYNAMICS OF OUR COMMUNITIES

We know our communities well and our activities evolve and change to meet local needs. We spend time and make efforts to understand community dynamics by participating in community consultations, making ourselves available for discussion, being active participants in the community, monitoring local and national trends and assessing the impact of change in our communities.

WE SUPPORT COMMUNITY HISTORICAL NEEDS

We maintain an effective and imaginative historical preservation program that is balanced, flexible, creative and responsive to our needs and that of the community. We continually improve our spending policies to insure maximum for history preservation. We develop programs that allow us to make a visible and lasting difference in our communities. We act in compliance with the rules and regulations set forth in the Income Tax Act of Registered Charities.

WE BUILD COMMUNITY HISTORICAL ASSETS AND FACILITATE COMMUNITY UNDERSTANDING AND INVOLVEMENT

We enhance community awareness about and involvement with historical values.

WE BUILD COMMUNITY HISTORICAL CAPACITY

We nurture and build on our community's historical knowledge and physical assets. We strengthen our community's historical understanding through initiatives that increase the capacity of local organizations and individuals to respond to challenges and opportunities that help to increase the understanding of our history.



WE APPLY THE HIGHEST STANDARD OF EXCELLANCE IN ALL OUR ACTIVITIES

We encourage all members and volunteers that only by producing high quality results will we come to be recognised as a significant contributor in the community.

WE DEVELOP PARTNERSHIPS

We form, encourage and support joint actions and partnerships among individuals, neighbourhoods, community groups, service clubs, foundations, professional advisors, businesses, government agencies, media, and others to increase the value and amount of community enhancement efforts.

WE REFLECT DIVERSITY AND CREATE OPPORTUNITIES FOR DIALOGUE

We believe there is strength in diversity and in understanding various points of view. We engage the broader community in our deliberations and decision making to develop opportunities that continually nurture our vital community. We encourage and support various opinions and ideas within our planning and decision-making.

WE FOSTER RENEWAL

We strive to increase the base and diversity of the human resources within our organization and encourage participation in activities that further the organization's mission. We recognize and celebrate efforts made by supporters, members and partners of our organization.

WE BALANCE OUR RESOURCES

We commit and balance our human and financial resources between capital funding, operational funding and administrative needs in ways that best serves our organizational mission and vision. We will constantly endeavour to request funding from granting agencies, which will leverage our own financial and work-in-kind resources for new capital development projects. We will plan a budgeting process that separately identifies operating funds from capital development funds. In the initial years, we will minimise the Society's needs for operational funding. We will develop and implement plans to generate operational funding for user-pay activities both in and on the museum grounds.

WE IMPLEMENT RESPONSIVE AND ACCOUNTABLE PROCESSES

As a charity, we are an accountable and responsible organization. We engage in practices that are open and accessible, fair and objective, flexible and timely as we work with spending needs, donors, volunteers and others in the community. We will publish our financial results as required.

WE EVALUATE AND SHARE RESULTS

We evaluate our activities to improve our skills and knowledge and we share what we learn to benefit others. These results will be recorded and passed on to succeeding members of the Society.



Organizational Chart



Notes: Each committee is chaired by a member of the Board of Directors. If this is not possible, committee reports are provided by a member of the Board this is also a member of the respective committee. The Board of Directors will form other committees to perform specific tasks as deemed necessary. A future vision of the Society would include the hiring of summer students (staff position) to administer the operations of the museum when extra help is needed.

Priorities

Priorities reflect the important issues, opportunities, and key focus areas, that when addressed, will allow the organization to flourish. From 2017-2019, the Lac du Bonnet & District Historical Society will strategically focus efforts around the following four priorities:

1 ADMINISTRATION & INFRASTRUCTURE

2 EXHIBITS & PROGRAMMING

3 MARKETING & VISIBILITY

4 PARTNERSHIP DEVELOPMENT

Desired Outcomes, Objectives & Strategies

Objectives and strategies (methods and key activities) have been documented for each of the priority areas as a result of the information gathered during the planning sessions. ***It is important to note that additional objectives and strategies should be inserted into the Strategic Plan as they are identified.***

1 ADMINISTRATION & INFRASTRUCTURE

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress for 2017	Planned for 2018	Planned for 2019	
Update accounting procedures; use Quicken software and access training.	Denise Gus	Quicken (purchase reduced rate through Tech Soup Canada)	May 2017	Has been achieved and in use	Continue		
Develop a Policy Manual.	Marlene Gus	AMM – Policy Manual Template	December 2017	To be completed	Start in January		
Explore educational opportunities through AMM for the Board.	Gus	AMM	Ongoing	One session attended by members in Steinbach			
Join the Manitoba Historical Society and explore educational opportunities through them.	Gus	Manitoba Historical Society	May 2017	To be decided			
Complete construction of storage building.	Norm John Leon Gus	Volunteers \$\$\$	June 2017/ Ongoing	Work has been performed but not complete, sheet rock installed	Final Claim report to be filed before March 31 2018		
Set up Aviation and Dr. Woods Snow plane display (storage building needs to be completed first).	Terry	Storage Building Volunteers \$\$	Summer 2018	No action	Tabled to May 2018		
Clearly define walkways (L-shaped walkway out the door), install flagpole and install clear signage for hours and walkways as per site plan.	Norm Terry Gord	Treated Lumber	Spring 2017	Flagpole has been installed.	Walkway needs to be completed.		

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress for 2017	Planned for 2018	Planned for 2019	
Purchase monitoring and security system and hook up (conduit already in place in the ground).	<i>Gus Norm John</i>	<i>Monitoring & Security Equipment (TBD) \$\$\$</i>	<i>Oct 2018</i>	<i>To be completed</i>	<i>Carried forward to be done</i>		
Build a Public Washroom facility. Approach the RM to build.	<i>Gus</i>	<i>TBD</i>	<i>Start by end of 2017</i>	<i>Erected and installed by RM in June 2017</i>	<i>Done</i>		
Move old Riverland School toilet	<i>Gord</i>		<i>2018</i>	<i>Decision not yet made</i>	<i>Requires decision by the board</i>		
Develop a clear site plan for Halliday Park.	<i>Gus</i>	<i>RM Volunteers</i>	<i>2019</i>	<i>Reviewed but no action so far; grants have been applied but no success so far</i>	<i>Community Places Planning project approved Will apply for development grants with a completed plan to succeed</i>		
Investigate and evaluate the feasibility of reconstructing the Ylitala House on the Park site.	<i>Gus Gord (MHAC)</i>	<i>MHAC - Gord Menzies \$\$\$ Volunteers</i>	<i>End of 2017</i>	<i>Still under Consideration Consultants reports have been limited and waiting</i>	<i>Will try to get clearer definitions in future</i>		
Investigate the feasibility of constructing a covered meeting place (RM owns the park) to be defined in proposed Planning Project.	<i>Gus</i>	<i>RM \$\$\$ Volunteers</i>	<i>End of 2017</i>	<i>No action yet</i>	<i>To be part of Planning Project in future</i>		
Purchase a deposit box and fireproof containers for photos and approved archival storage.	<i>Gord Marlene Terry</i>	<i>\$\$\$ AMM</i>	<i>ASAP</i>	<i>Gord has contacted the AMM but no action so far.</i>	<i>Continue to seek a resolution</i>		

2 EXHIBITS & PROGRAMMING

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress for 2017	Planned for 2018	Planned for 2019
Conditional upon feasibility and board approval, initiate planning for log cabin, also referred to as "Ylitala House" (challenge is manpower, money and logs as there are only 70% remaining in sound condition).	Gus Gord (MHAC)	Inspection Team (MHAC) also dependant on site plan	May 2017 Now 2018	NO action to date, no recommendations	Gord to investigate and make a recommendation	
Form a joint partnership with the Ag Society and the Agassiz Garden Club to develop the Heritage Gardens. (seek approval from municipality first)	Marlene (Ag) Leon (Agassiz)		Summer 2018	No action, but needs to relate to the site plan.	Needs to be related to a site plan being developed.	
Install the Train as Outdoor Exhibits. No Funding	Marlene Ed Owsiak	RM	Fall 2017	Installed in October needs upgrading to make it more weather worthy	The exhibit needs upgrading	
Install an interactive Discovery table for kids as an outdoor exhibit; to be done as part of the site plan	Marlene Denise	Discovery Table	Ongoing	To be done	Planned as part of site plan	
Develop and run a summer day camp pilot project.	Brigitte Marlene Skylor	Volunteers \$\$\$ Criminal / Child Abuse Registry Checks Pastor James	Summer 2017	Limited,		
Flexibility in museum operations as requested (i.e. one-off tours during non-peak times and small programs).	Marlene Terry	Volunteers required to perform and need Advertising	Ongoing	No action	But will be arranged as requested.	
Develop and promote the "Faces to Photos" interactive programming with the public.	Marlene Terry	Community Volunteers Legion Library (maybe)	February 23, 2017	Will repeat again, quite successful in 2017	Will repeat again in 2018	Will repeat again in 2019

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress for 2017	Planned for 2018	Planned for 2019
Conduct (video) interviews with the elderly to preserve history (ask a set of a standard questions). Collect photos / archival materials as well, not just video.	Marlene Denise Skylor & MHAC	Smartphone/iPad/ Video Equipment Seniors to Interview	Ongoing 1-2/year	To be done, need to coordinate with MHAC Has started and has a student	will make up some questions for interviewing	More with MHAC in 2019
Host Travelling Exhibits Three are in boxes progress. Now fourth one in a suitcase.	Marlene Terry	Community Artifacts, Photos and Info	May 2017	Has been achieved in 2017	Continue with rotational lending Needs a policy developed	
Host annual Bus Tour. Destination to be determined.	Marlene	Bus	Fall 2017	Discussed but no action moved to fall of 2018	To become a yearly event. Will try foer 2018	
Install Video Kiosks in Museum.	John	Equipment	2019	To be done, no action so far		

3 MARKETING & VISIBILITY

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress in 2017	Planned for 2018	Planned for 2019
Host an event to promote Halliday Park	<i>Marlene</i>	<i>Tent Volunteers Coordinators Advertising Partnerships</i>	<i>May / July / August</i>	<i>Heritage Day held in Park and an aboriginal Tipi was erected.</i>	Swedish Group from Winnipeg will have a cultural event here on June 2 nd 2018	
Also includes developing an event theme for Heritage Day	<i>Marlene and others</i>		<i>Sept Annually</i>	<i>To be Ongoing</i>	<i>Theme is still to be determined</i>	
Continue to use social media and other avenues including our website to promote the Historical Society & Museum. Sub-committee will make content recommendations	<i>Marlene (FB) Marlene & Gus (Web) and Jennifer Strassel</i>	<i>Internet</i>	<i>Ongoing</i>	<i>Ongoing, Facebook has been effective in reaching people</i>	<i>A major upgrade of the website</i>	<i>Continued upgrading</i>
Promote the Lac du Bonnet & District Historical Society as an opportunity for charitable giving with the use of a charitable Tax receipt.	<i>Gus</i>	<i>CRA Website & local website</i>	<i>Starting March 2017</i>	<i>Charitable giving has been successful with minimal work but more can be done</i>	<i>Need to update website in a major way this year with more detailed information</i>	
Update website so that it is mobile friendly and allows members to pay their membership dues online and to purchase retail products.	<i>Gus Terry Brigitte</i>	<i>Use PayPal Account for goods Use Endow Manitoba for donations</i>	<i>Ongoing</i>	<i>No action in 2017</i>	<i>Will be addressed further in the new year with improved bookkeeping methods</i>	
Promote memberships, this needs to get and improved and high priority Investigate the possibility of corporate memberships.	<i>Brigitte</i>	<i>Use PayPal for membership payments</i>	<i>2018 to achieve</i>	<i>No action</i>	<i>With improvement in bookkeeping this can be addressed better Need a plan to communicate with members, develop value for members.</i>	

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress in 2017	Planned for 2018	Planned for 2019
Develop Idea of Corporate Membership	<i>Brigitte</i>				<i>To be explored.</i>	
Research QR Codes for interactive museum exhibits and space. Free to get	<i>Marlene Jennifer</i>	<i>Internet</i>	<i>2017</i>	<i>Not done</i>	<i>To be further investigated</i>	
Enter a float into the Canada Day Parade. May reflect theme for current year	<i>Board</i>	<i>Building materials for float \$\$\$</i>	<i>July 1, 2017</i>	<i>Done in 2017</i>	<i>Will be ongoing again in 2018 Gus will contact.</i>	
Place ads in the Lac du Bonnet Living Magazine and Discover Lac du Bonnet.	<i>Gus</i>	<i>\$\$\$</i>	<i>Ongoing</i>	<i>¼ page put into Lac du Bonnet Living</i>	<i>A repeat is planned for 2018</i>	
Submit stories/photos to the Lac du Bonnet Living Magazine (Clipper), Discover Lac du Bonnet and various other relevant magazines.	<i>Marlene Terry</i>	<i>Research Photos</i>	<i>Ongoing</i>		<i>Plan to continue in 2018</i>	
What's It Photos, a very popular feature in the Clipper newspaper	<i>Marlene & Terry</i>			<i>Has been Ongoing for several years in Clipper newspaper</i>	<i>Continue</i>	
Conduct research to identify exposure we have (or don't have) on museum and tourism related websites.			<i>Ongoing</i>			
Investigate attaining Star Attraction Status through Travel Manitoba.	<i>Pam (CFWR) Marlene</i>	<i>Info on Star Attraction</i>	<i>Ongoing</i>	<i>No action</i>	<i>Review in 2018</i>	
Investigate museum signage through the Province. (According to Gord – excessive cost) Consider private land option <i>Consider larger more attractive sign on Museum property</i>	<i>Terry/ Gord / Frank</i>		<i>Ongoing</i>	<i>No Action</i>	<i>Review in 2018</i>	

4 PARTNERSHIP DEVELOPMENT

Key Activities	Person(s) Responsible	Resource(s) Required	Timeline	Progress in 2017	Planned 2018
Work to continue to enhance relationship with MHAC through better sharing of info and communication.	<i>Gus Gord</i>		<i>Ongoing</i>	<i>Many members are also part of Lac du Bonnet & District Historical Society and MHAC</i>	
Investigate the Reprinting of "Logs and Lines"	<i>Skylor Gus</i>	<i>\$\$\$</i>	<i>2017</i>	<i>Started, but not justified to continue</i>	<i>Nothing, will be dropped</i>
Become more involved with schools and other community groups and organizations like T.C.T. and host presentations/enriched learning including library and High Schools	<i>Denise</i>	<i>Contacts within Schools / T.C.T.</i>	<i>Ongoing</i>	<i>2017 Denise 2018 Marlene</i>	<i>Schools to become involved with Teepee painting</i>
Work to build positive relationships with B.O.N. and Sagkeeng. Positive Relationships could be extended by giving each group a membership in Society or a Board Seat.	<i>Gus Marlene Hallie Denise</i>	<i>Contacts within B.O.N. and Sagkeeng</i>	<i>Continue discussions during 2017</i>	<i>Two events held on Heritage Day and Cultural Day</i>	<i>Will investigate</i>
Continue to expand on relationships with the RM100 Committee, Canada 150 and Fire & Water Festival.	<i>Gus Marlene Terry</i>	<i>Meetings/ Events</i>	<i>Done</i>	<i>Heritage Day was held and participated in other events. Very positive result</i>	<i>No more action planned</i>
Capitalize on partnership with Eastman Tourism /Travel MB and use them to promote, explore possibility of free inclusion in travel magazines. (Need to submit articles – they won't write for you.)	<i>Marlene Terry Gus</i>		<i>Ongoing</i>	<i>Ongoing</i>	<i>Ongoing</i>