



GREY HIGHLANDS
PUBLIC LIBRARY

Box 280, Flesherton, ON N0C 1E0 (519)-924-2241
contact@greyhighlandspubliclibrary.com



Box 299, Flesherton, ON N0C 1E0 (519) 924-2843
museum@greyhighlands.ca

January 29, 2015 – FOR IMMEDIATE RELEASE

Trillium Foundation funds improve access to local culture

The cultural mosaic in Grey Highlands received a boost recently when municipal council passed a bylaw to accept funding for a specific project which increases community access to and engagement in local arts and heritage activities and events.

Council chambers was full to capacity, with some supporters spilling out into the hall, as the successful Ontario Trillium Foundation (OTF) application was outlined to council and some folks who had previously presented publically in opposition to the funding opportunity.

OTF funding supports enhanced use of digital and social media as well as the creation of a community cultural cable channel in Grey Highlands. This builds on the success of the Cultural Development Fund initiative led by the public library, in partnership with the South Grey Museum.

“It is exciting to provide and improve access to information and resources in new and innovative ways that reflect user trends and the needs of the community,” said Grey Highlands Public Library CEO and Chief Librarian Wilda Allen during an unscheduled delegation to council prior to the board presentation. “The channel is merely a piece of a much larger priority that we are addressing in the project which is to make strategic use of emerging and new media and social media (such as YouTube, Facebook, Twitter).”

The project will offer training to local volunteers and community groups on how to shoot, edit and submit content to a cultural channel similar to the current community channel on Markdale Cable. Funding will also cover the cost of equipment, computers, and editing software for public use. Created content will be developed, received and uploaded to the channel by library and museum staff as part of existing social and digital media management. Everyone in the community will be welcome to submit content.

“I would like to make very clear that we are not starting a TV station,” said Allen in clarifying misleading reports this would be a costly broadcast channel. “The one-time start-up expenses for the cultural channel is less than \$6,500.”

Allen further noted there was no new municipal money as part of this project, as it is funded by grants and existing operating funds through the library system in partnership with the South Grey Museum. Friends of the Museum group chairperson Jane Gibson spoke to council briefly, confirming the group’s enthusiasm about the initiative. The Friends groups of all three municipal libraries and the museum provided cash to the project.

A Grey Highlands Cultural Development Fund Collaborative Project Initiative

For more information – contact@greyhighlandspubliclibrary.com

“There seems to be a general misunderstanding of the roles and responsibilities of libraries and museums,” said Allen. “Libraries and museums have moved beyond bricks and mortar, books and artifacts.”

Library board chair Jim Harrold and museum board chair Colleen Boer offered a scheduled presentation to council, complete with comprehensive logic models offering the history of the project and the rationale for it. A Power Point presentation provided an overview of the entire project, which includes a look at local library and museum governance and how they may provide leadership for culture in the future.

This project is “aimed to make our cultural landscape in Grey Highlands more welcoming, better coordinated and most importantly, more accessible to citizens and visitors,” said Harrold, who added he hopes more people will get involved in the process through the ongoing Cultural Roundtable.

“We encourage all members of Council and the public to participate in our process,” he suggested, offering the project is open to all and public documentation is available by contacting the library. “Particularly we encourage those who seek more answers to join in. Help shape our community driven, bottom up approach to cultural development.”

Museum board chair Boer noted this project will enhance the ability of the community to tell and share its stories. She offered examples of early teddy bear promoter Seymour Eaton, writer of the famous Roosevelt Bears books in the early 1900s, who was born in Epping and is featured in a museum exhibit. She gave a brief history of William Coutts, grandson of Feversham founder Edward Horton, who partnered with Hallmark in the early days of greeting cards. His story was recently featured in a CBC Radio story which was researched with the assistance of the museum.

“I’d like to invite council and all our community to come out to the museum,” she said. ““The museum and library are the heart and mind of our community. We’d love to tell you some of our stories.”

The community will have the opportunity to tell its own stories through this inclusive channel. Plans are in the works for training sessions over the two-year length of the project. The libraries will host computers with editing software so people of all ages will be able to get in on the action. The channel will be sustained through a low annual license fee of less than \$400, part of overall library operations.

The bylaw to support the project and sign the approved grant documents was carried unanimously by council. Mayor Paul McQueen suggested the municipality has always supported the library and museum and he looks forward Heritage Grey Highlands involvement in this exciting new endeavor.

-30-

MEDIA CONTACT:

Wilda Allen, CEO – Grey Highlands Public Library & Project Lead

519-924-2241 or allenw@greyhighlands.ca

A Grey Highlands Cultural Development Fund Collaborative Project Initiative

For more information – contact@greyhighlandspubliclibrary.com