

For this Study Café, I chatted with JJ. JJ will be maxed out for his years of service on the Board of Directors for the Brant Historical Society at the end of our Annual General Meeting to be held March 27th. Throughout his years, Jack has served as President as well as being actively involved in the organization during transitional periods. His long-term involvement with the organization brings some important informational highlights and his critical insight by the ability to see issues through multiple lenses.

Jack's viewpoint was that our biggest challenge can be described by a societal challenge. He suggested that there is more choice of activities for people to participate in and they have more disposable income assist us with those choices of activities. This comment is back up by Burton and Scott (2003 pp. 55) when they note that people are making less time for museums and other leisure activities. In the past, seeing an exhibit at a museum was a lost-cost option with a large benefit, whereas the current museum is a low-cost option with little benefit or interest.

Jack then applied this thought to our institution where we have never been able to give visitors a contemporary experience. This is due to the museum finances that have never been large and therefore cannot provided a ROM-like experience on a penny budget.

Secondly, he argued that we don't engage the community enough. When visitors arrive, he believes with viewing the museum in 30 minutes, they should be able to get a sense of the community. There are not a lot of societal issues that are challenged through our exhibits.

Thirdly, Jack highlighted how technology drive our society has become. Visitors usually attend and expect this digital interaction, rather than interaction with the objects and archival documents.

We both acknowledged how there are three main components provide a circular feedback loop of money, community engagement and experience, and the contemporary visitor experience. We have always said that we are never able to do things because of money, but expect money to be given to us to drive that vision forward. This approach envisions money as the starting point of this loop.

I argue that we need the opposite approach. By providing visitors with a contemporary experience, we will be able to engage the community to invest in the museum, and once we have proven that, the money will start flowing in. My vision echoes more of those ideas embraced in TrendsWatch (2012). The heritage week travelling exhibit that I have created for the past two years reminds me of "Takin' It to the Streets" (pp. 11).

My most recent approach to fundraising echoes that of "Alt Funding" (pp. 14) where I demonstrate a need to improve the textile storage space and tell the community that I have a grant application ready to file, we just need to fundraise the other \$5,000. If we have two businesses donate \$1,500 and 40 individuals donating \$50, we can improve the storage of our collection. By creating a vision of what we want to become is the starting of this loop and is the challenge that I wish to solve.