



# LAC DU BONNET & DISTRICT HISTORICAL SOCIETY

## 2020-2024 STRATEGIC PLAN

### CONTACT INFORMATION

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**CHARITABLE REGISTRATION:**

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

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**We acknowledge that we reside on Treaty 1 Territory and that the land on which we gather is the traditional territory of the Annisinaabe, Cree, Oji-Cree, Dakota and Dene People, as well as Homeland of the Metis Nation.**

# Preface

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The Lac du Bonnet & District Historical Society Board is pleased to share our Vision, Mission, Guiding Principles (Values), Priorities, and planned strategies/activities for the next four years. The **2020-2024 Strategic Plan** is the result of thorough review and discussions that took place with the Board 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. Information received was reviewed in a systematic manner that allowed the priorities, values and goals 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 project decisions 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.***

Sincerely,

***Lac du Bonnet & District Historical Society Board of Directors***

***Board: Michelle Wazny, Terry Tottle, Marlene Tottle, Gus Wruck, Jack Halliday, Janice Halliday, Wayne Zeemel, Nora Roy (APP) Greg Short (APP), John Honer (APP), and Grant Hein (APP)***



# Strategic Planning Process Overview

In July 2020, the Lac du Bonnet & District Historical Society initiated 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:

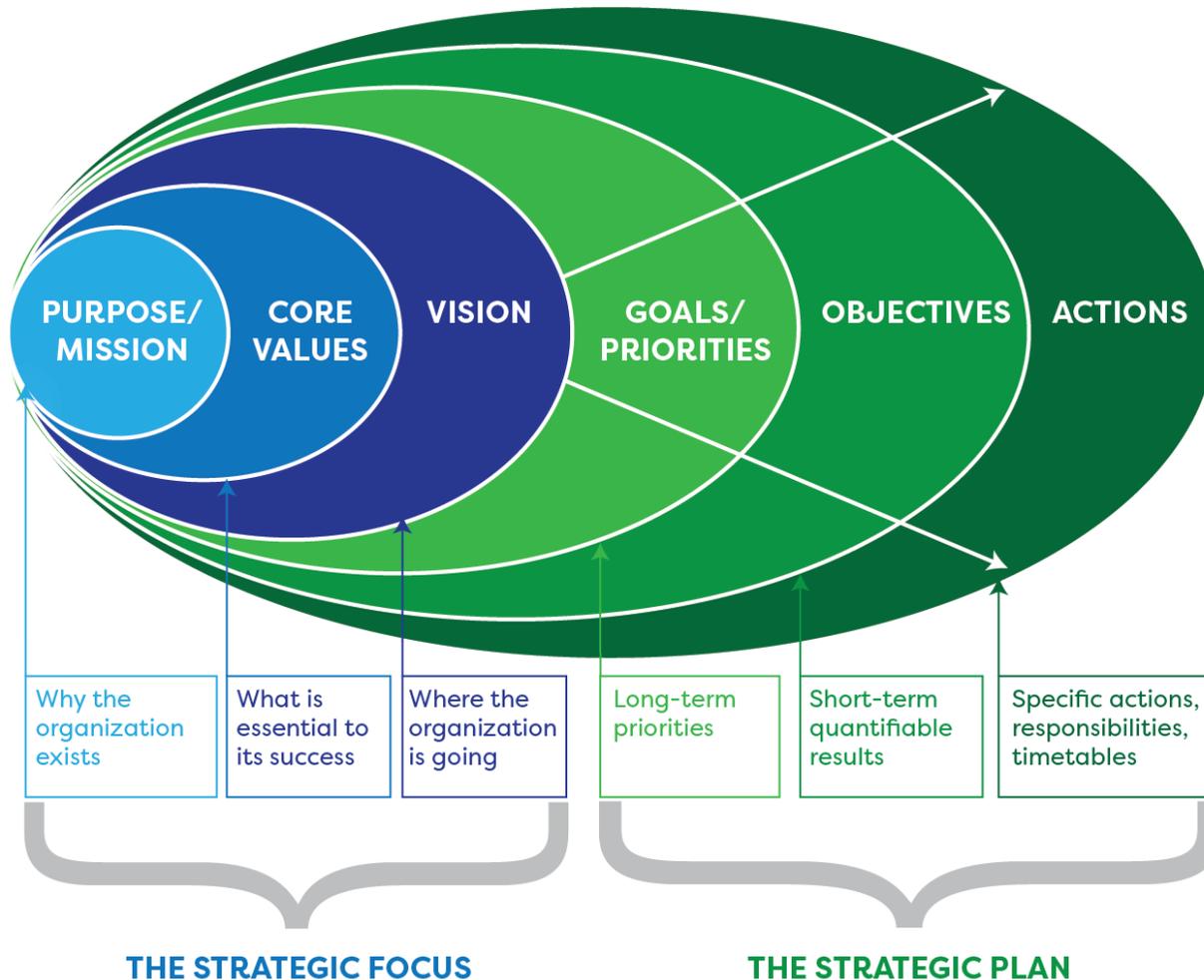
- To review and update the existing mission, vision and value statements for the Lac du Bonnet & District Historical Society to ensure relevancy.
- To determine priorities, strategies and key activities to focus on for the next four years.
- To increase understanding, communication and cooperation among members of the organization.

The strategic plan covers the timeframe of November 1, 2020 to October 31, 2024 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
July 15 and September 23, 2020	<b>Strategic Planning Sessions</b> – Two planning sessions were held to discuss existing conditions, and to determine the future goals and strategies of the organization.
August, 2020	<b>Documentation</b> – Meeting notes from the first session were developed by CFWR and provided to Lac du Bonnet & District Historical Society for review.
September 23, 2020	<b>Presentation</b> – The first draft Strategic Plan was presented to the Board of Lac du Bonnet & District Historical Society. Revisions and additions were noted during the second planning session.
October - November 2020	<b>Review and Adoption</b> – The Board reviews the second draft of the strategic plan. Final changes are made and the Strategic Plan is adopted by the Board following the final review.
November 2020 – October, 2024	<b>Implementation</b> – The plan is communicated, implemented, monitored, adjusted as required, evaluated, and celebrated.
Yearly Basis	<b>Annual Planning</b> – The strategic plan is reviewed and considered within operational planning and budgeting processes of the organization each year.
September 2024	<b>Strategic Planning</b> – Strategic planning process begins again with the 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 mission, vision and value statements provide guidance for operations of the organization.
2. The priorities, goals, and objectives are reviewed and updated on a regular basis (i.e. quarterly).
3. Progress made towards the goals and objectives should be recorded in a separate document (i.e. Annual Report).
4. Specific projects, strategies or other initiatives should be planned and tracked in more detail in a separate document (i.e. Action Plan or Project Plan).

# About the Lac du Bonnet & District Historical Society

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The Lac du Bonnet & District Historical Society is a registered charity that was incorporated on January 18, 1988 as a non-profit organization with a mandate to “collect, preserve and display the history and artifacts pertinent to the Lac du Bonnet & district area.” The Society operates the seasonal Lac du Bonnet District Museum located in Halliday Park which has been open since the summer of 2011. In 2019, the Society acquired the historic former St. John’s Anglican Church located in the Town of Lac du Bonnet, later acquiring Municipal Heritage Site designation for the church.

Lac du Bonnet has long been a service center that met the needs of a large geographical area. Industries such as mining, aviation, forestry, and agriculture, surrounded the village while the basic medical, educational, postal, and police services were centralized in the village. From the presence of First Peoples, followed by explorers and fur traders, the area became the epicenter of north eastern Manitoba and north western Ontario, having provided power generation and natural resource development to the area. Transportation was an integral part of local development and over time included bush planes, canoes, rail and roadways. Through the years, the natural beauty of the area and the summer and winter recreational opportunities have been utilized by ever increasing numbers of cottagers and tourists.

Lac du Bonnet is unique, and it is important to present and preserve its varied history and cultural make up. Our immigration mix has brought people from over 25 different countries to this rural area. For instance the Swedes, Finns, and Latvians settled in the farmland east of the Winnipeg River while the Poles, Ukrainians and Germans settled the land to the west and south, while the French from Quebec came to work in the lumber camps. The Hutterites came to take advantage of the available land in the northwest part of the Rural Municipality, while the Scots and the Anglos came to provide many of the services and businesses the community needed.



## Mission Statement | Our purpose, why we exist

To act as the primary agency that preserves the history and culture of Lac du Bonnet and related areas by:

- Collecting, preserving and displaying historical artefacts, photo archives, documentations and heritage sites within the local area.
- Informing the public and future generations about the past and how it has shaped the present.
- Developing programs and facilities that disseminate our understanding of the past to the community.
- Collaborating with local groups and expanding our resources to further our purpose in the community.

## Vision Statement | What we are striving to create

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



Lac du Bonnet comes to life through history, culture and art. These valued and integral components of the community are both seen and sensed as you tour the area. Various signs, monuments, and information resources tell the stories of our important past and the various people that settled here. The Museum and its grounds – Halliday Park are attractive sites that house important exhibits and artifacts that are actively viewed by residents and visitors of all ages from spring to fall. The former St. John’s Anglican Church, designated as a municipal historic site, is now known as St. John’s Heritage Church and Arts Centre. It operates as an artist’s hub and local gathering place that brings people together to further celebrate arts and culture. A wide variety of programs, workshops and special events are held throughout the year to raise awareness and to celebrate local history and culture. Clear, active and strong leadership is provided by the Lac du Bonnet & District Historical Society to effectively resource and carry out this important mandate. The organization thrives and continues to grow thanks to the many volunteers and partners that passionately provide skills, knowledge and time to preserve and promote local history.

## Organizational Values & Operating Principles | How we go about our business

To fulfill the organization's mission and to build public confidence in the Lac du Bonnet & District Historical Society the organization will be guided by the following operating principles. These principles represent our core values for conducting business and explain how we operate.

**H**IGH QUALITY – We strive for excellence in all that we do.

**I**NVOLVEMENT – We seek and value diverse input from our community.

**S**UPPORTIVE – We appreciate and celebrate the contributions and achievements of our organization, volunteers, partners and donors.

**T**OGETHERNESS – We seek collaboration to build our capacity and to reach our goals.

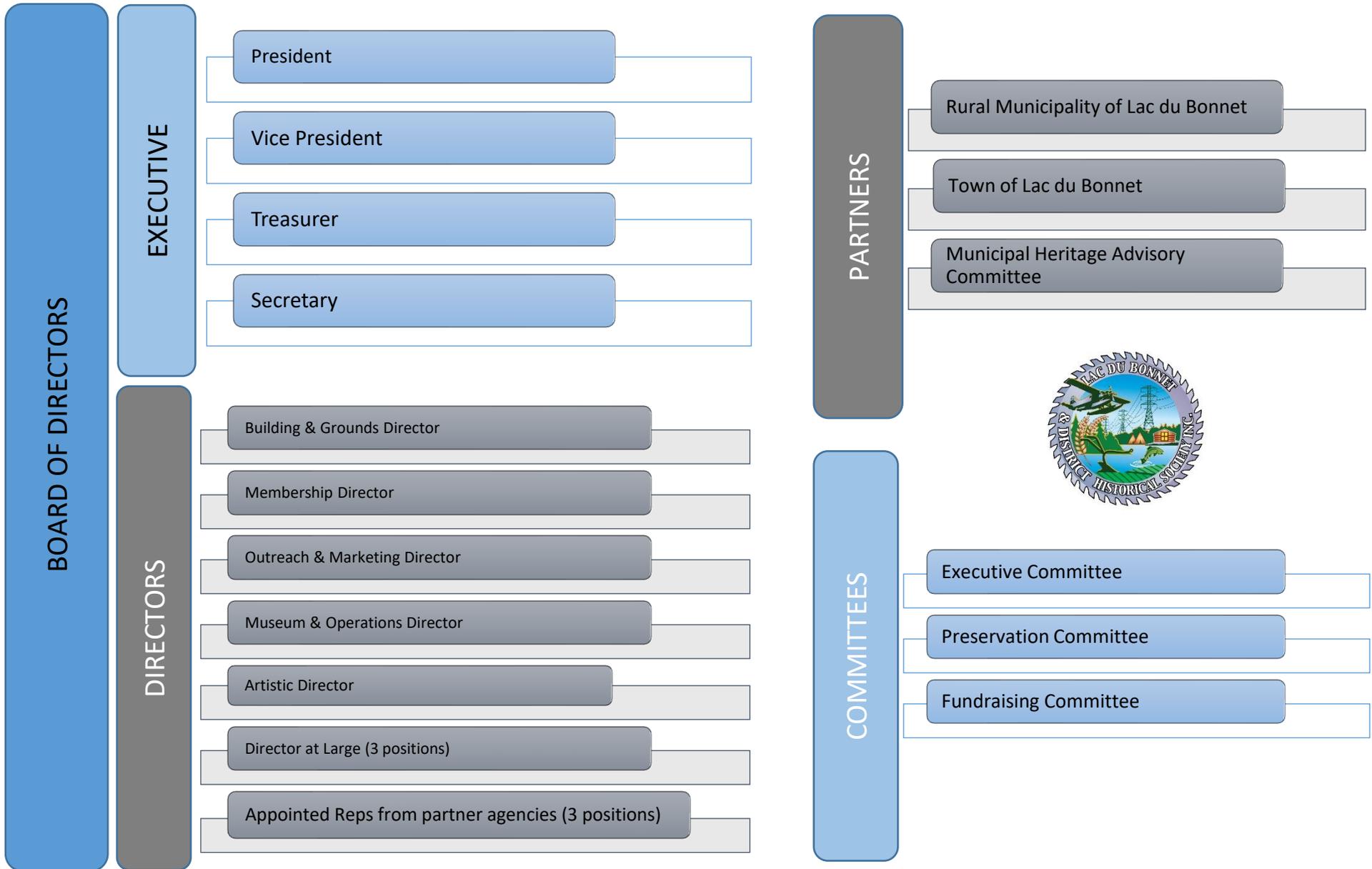
**O**RGANIZATIONAL ACCOUNTABILITY – We are responsible and transparent in managing our assets, operations and finances.

**R**ESPONSIVE AND RESOURCEFUL – We maximize our limited resources to leave positive lasting impacts and meet community needs.

**Y**IELDING RESULTS – We set realistic goals, evaluate our accomplishments, and share our results publicly.

# Organizational Structure

*\*Board is selected from General Membership*



# Priorities

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Priorities reflect the important issues, opportunities, and key focus areas, that when addressed, will allow the organization to flourish. From 2020-2024, the Lac du Bonnet & District Historical Society will strategically focus efforts around the following five priorities:

**1 ORGANIZATIONAL & FINANCIAL SUSTAINABILITY**

**2 HUMAN RESOURCE DEVELOPMENT**

**3 ENHANCED PROGRAMMING & EXHIBITS**

**4 INFRASTRUCTURE IMPROVEMENTS**

**5 ENHANCED VISIBILITY IN COMMUNITY**

# Goals & Objectives for Each Priority

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 ORGANIZATIONAL & FINANCIAL SUSTAINABILITY

**GOAL: To ensure effective, efficient, and sustainable administration of the Society and its activities.**

Objective (strategy/method/project)	Timeline	Resources Required
Develop and maintain a list of key projects, timelines, goals and required resources and use to improve project guidance.	July- October 2020	CFWR – Strategic Planning Assistance
Review and update the organizational bylaw.	Year 1 – for approval at 2021 AGM.	
Establish a succession plan to describe how the Society would carry on should the Board dissolve at any time in the future.	Continual	

**GOAL: Increase annual operating revenue by 5% each year.**

Objective (strategy/method/project)	Timeline	Resources Required
Develop a Fundraising Committee.	November-December 2020	
Develop a fundraising plan to increase self-generated revenue through donations and fundraising activities.	January-March 2021	
Develop a donor recognition strategy to better acknowledge contributions and how they were used.	January-March 2021	
Actively promote church rental opportunities (hall and commercial kitchen) to increase rental income and to broaden user base.	Ongoing	

Continue to actively seek project grants, operating grants and wage subsidies to leverage revenue from government sources.	Ongoing	
Widely promote charitable status and how to make donations to support.	Ongoing	

**GOAL: Increase annual membership by 5% each year.**

## 2 HUMAN RESOURCE DEVELOPMENT

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Develop and implement an innovative membership recruitment strategy that provides value to members and targets various markets. * Challenge each member to recruit a new member.	Ongoing	Value for members (what they get for being a member).
Promote the Historical Society and recruit members at various community events such as Craft Show, Night Market, Fire & Water, etc.	Ongoing	

**GOAL: Increase and enhance partnerships to expand our capacity and ability to meet our goals.**

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Partner with Winnipeg River Arts Council to create an “Artists Hub” in the church.	September 2020 - ongoing	Artistic Director (new position)
Partner with the Youth Centre and the schools to increase involvement from students and to provide youth leadership opportunities.	Strategy planning October to December. Aim for spring launch.	
Partner with First Nation communities to co-host future cultural exhibits and celebrations.	Ongoing	

**GOAL: Increase organizational volunteers by 5% by 2025.**

## 3 ENHANCED PROGRAMMING & EXHIBITS

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Develop a new recognition program to celebrate successes and show appreciation of volunteers, donors, projects and governments.	September - ongoing	Fundraising Committee
Actively seek a youth representative to sit on the Board.	October-December 2020	
Identify volunteer opportunities for students and seek youth volunteers.	October-December 2020	
Provide a rewarding and engaging experience for volunteers. Plan what you need and explain how to do it.	Ongoing	Time to develop job descriptions and for personal communication

**GOAL: Continually enhance and expand our community programs and exhibits.**

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Develop various themes and/or tours to promote history and culture.	Ongoing	
Offer more workshops/presenters to celebrate history and culture.	Ongoing	
Host various heritage cultural events.	Ongoing	
Set up a permanent display in the back barn and develop corresponding workshops at the museum.	2021	Grant - \$8,000 project
Develop a program with the Personal Care Home (i.e. travelling trunks, faces to photos)	2022	

**GOAL: Expand the organization's focus to include more cultural awareness and celebration.**

# 4 INFRASTRUCTURE IMPROVEMENTS

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Offer cultural cooking classes at the Church.	2021	Preservation Committee
Develop and implement a new project to accurately capture the stories (oral history) of indigenous people (Logs & Lines).	2021	Grant Partnerships
Routinely make Treaty acknowledgements on the website, signage and social media.	Ongoing	

**GOAL: Pay off the church loan of \$30,000 by December 2023.**

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Focus on increased revenue generation activities.		
Consistently make loan payments and make extra principal payments as possible.		
Create a statement piece and sign for the church (i.e. wood sculpture, mural, labyrinth garden) where people would come to view it and provide donations.	September	TBD

**GOAL: Complete infrastructure improvements to the Church.**

<u>Objective (strategy/method/project)</u>	<u>Timeline</u>	<u>Resources Required</u>
Restoration of upper belfry.	September-October	\$12,000 grant from Heritage Resources
Electrical upgrade of church hall.	September	\$5,500

**GOAL: Complete infrastructure improvements to the Museum and Halliday Park Grounds.**

# 5 ENHANCED VISIBILITY IN COMMUNITY

Objective (strategy/method/project)	Timeline	Resources Required
Work with the RM of Lac du Bonnet on improvements to the Museum/Halliday Park grounds and provide assistance as required.	Drawings are complete & approved by RM (September 2020). Funding search - Oct 2020 – ongoing.	Funding required of approximately \$100,000.
Complete renovations on the second building (20'x20') at the Museum resulting in a media room and additional displays.	Funding search – October 2020 – ongoing.	Funding required of approximately 8,000 to complete the room and another \$2,000 for exhibits.
Re-stain Hans Erickson Cabin and Barn.	Summer 2021	

**GOAL: Ensure that visual reminders of history and culture are situated in numerous locations in the community (indoors and outdoors).**

Objective (strategy/method/project)	Timeline	Resources Required
Display historic artifacts at the museum and at other sites in the broader community for wider public exposure.	Ongoing	
Large sign for church with new name. Events can be posted.	Spring 2021	Grant Artistic Input
Large sign for Museum.	Spring 2022	
Continue to participate with a float in Canada Parade.	Annually	

**GOAL: Ensure that information/stories of history and culture are continually promoted in the community.**

Objective (strategy/method/project)	Timeline	Resources Required
Place monthly history story in The Clipper.	Monthly	
Continue to populate and improve website & Face Book.	Ongoing	
Place weekly What's It? in The Clipper.	Weekly	
Write history articles for Lac du Bonnet Living and Discover.	Annually	
Develop Instagram presence.	October 2020	

