

Fairbairn Museum Newsletter #2

Dear members of the Fairbairn Museum Solidarity Cooperative,

In this second newsletter, we bring you some very good news, from a crucial decision made by the Municipal Council of La Pêche, to our partnership with Algonquin College's Business Marketing Program, and many more!

Municipality of La Pêche

Jonathan Murphy, our President and Fabian Mugny, our Secretary, met with the La Pêche Finance Committee, on October 29th, 2007 and presented our museum's vision and business plan. The councilors had many questions, and, overall, were favorably impressed with the professionalism of the executive and members involved.

They subsequently approved our request for \$60,000 in municipal funding over three years, at the Municipal Council meeting, on November 5th, 2007.

We would like, at this time, to thank the Board, our volunteers and members, as well as the Municipality of La Pêche for their support in making the Fairbairn Museum a reality.

You will find attached the news release/communiqué which we sent to the press, along with articles in Le Droit, and the Low Down about our project.

Grant

Stéphanie Vallée, Member of the National Assembly of Quebec for Gatineau, has donated \$500 to our project through the "Soutien à l'Action Bénévole" program. Her support is much appreciated.

Algonquin College

The Fairbairn Museum has been chosen to participate in the Algonquin College Marketing Plan Co-Op Industry Project. Senior marketing students, under faculty supervision, will be conducting market research, and writing a marketing plan for the Fairbairn Museum during the 2008 winter semester. This plan's value is estimated at somewhere between \$25,000 and \$30,000. Previous businesses who have participated in the program include CTV Ottawa, the National Golf Course Owners Association of Canada and Great Experiences.ca.

This marketing plan will contribute greatly to our planning and understanding of how the museum will fit within the regional tourism industry; it will complement our existing business plan and the proposed sponsorship marketing plan by the Colterman Marketing Group.

Board of Directors

On August 30th, our Vice-President, Marc Cockburn, resigned from our Board, and remains as an active member of our Cooperative. We presently have two vacancies on our Board. If you would like to become more involved in our project, or if you know someone who might, please contact us.

The executive of the museum would like to welcome Anne Robillard to our Board. Anne is a Concordia University Business graduate in Accountancy, and was a professional fundraiser for 9 years at Auberge Transition, in Montreal. Anne was appointed director at our Board of Directors meeting on November 14th, 2007. What a great addition to our team!

Communities Memories Project

The Gatineau Valley Historical Society, on behalf of the Fairbairn Museum, has received a \$5,000 grant to create a virtual exhibition on the history of the Gatineau Valley, part of a Canadian Heritage program to create a Virtual Museum of Canada. Fabian Mugny has begun to work on this Community Memories project as lead researcher, under the supervision of Krista Cooke.

Fundraising

The Fundraising Committee had its first meeting and has started to work on a Fundraising Plan. We would like to invite all our members to help plan and support our fundraising activities with Anne Robillard, the newest member of our Board.

Next steps

- In the coming weeks, we will sign a memorandum of understanding with the Municipality of La Pêche. This contract will allow us to obtain the first installment of our CLD grant.
- We will hire Chantal Belleau of Belleau Management and Planning to complete grant applications to obtain additional funding.
- We will sign a contract with the Colterman Marketing Group to produce a marketing study and develop a sponsorship partnership program.
- The Fairbairn Museum will be present at the annual Centre local de développement des Collines de l'Outaouais (CLD) networking fair, on December 5th.
Anyone interested in joining us to help promote the Museum is welcome. Please contact our project coordinator, Fabian Mugny, at Fabian.mugny@fairbairn.ca.

These were the latest news concerning our project. Thank you again for your ongoing support. We are looking forward to hearing from you and receiving your comments and ideas.

Sincerely,



Jonathan Murphy, President