



# Annual Report

## 2019



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HastingsCountyHistoricalSociety

Website: [www.HastingsHistory.ca](http://www.HastingsHistory.ca)

## **Report of the President**

### **Richard Hughes**

Hastings County, from the cities of Belleville and Quinte West on the shores of the Bay of Quinte through its many attractive towns and villages, to the beautiful Hastings Highlands, is a wealth of colourful, historical events, people and places. A key goal of the Society is to encourage and carry out research into this great history and to bring it to the public in many forms. In 2019, the 62<sup>nd</sup> anniversary year of the Society, this work continued through a wide range of programs and, once again, achieved remarkable success.

The eight, monthly Public Presentations, held at Maranatha, presented a wide range of speakers on local and national historical topics to both inform and entertain an ever-growing audience. These events bring not just the speakers, but news and coming events, a look back at our community 100 years ago, plus a book sales display and information tables on various topics. A full evening of entertainment.

Each Spring, as the fields turn green and the lilacs are in their glory, the Society is pleased to arrange historical bus tours to travel to the actual locations where history happened and to hear from local experts the tales of times past. In recent years the Society has carried out a program to develop and install thirteen historical brass plaques at important sites across the County. In 2019, work was carried out planning and organizing a further four plaques to be produced during the winter and installed in early 2020 – three in Quinte West and one at Albert College in Belleville.

A major achievement in 2019 was the publishing of the book, *Belleville in the First World War* compiled and edited by Laurel Bishop. Extracted from thousands of pages of the *Belleville Intelligencer*, this book brought to life the daily experiences of local people at that tragic time. The Society promotes the publishing and sale of a wide range of local history books. To this end, it maintains a book store in the Community Archives, at all Public Presentations and on our website.

Another creative project benefitting the whole County is the development of a new free-standing historical plaque website, under the management of Orland French. Progressively, all historical plaques in Hastings County, local, provincial and national, are brought together in a searchable website. An excellent guide for local car outings to discover the stories and the sites of our history.

The Historical Society is very proud of its achievements on behalf of the people of Hastings County as detailed in this report. The broad range of activities, both as regards the subjects and the geographical coverage, will go far towards our goal of bringing Hastings County history to every resident.

## **Report of the Secretary of the Board**

### **Mary-Lynne Morgan**

The role of Secretary of the Board does not change substantially from one year to the next; it is one of the few well-defined roles on any Board. Throughout 2019 (my sixth year in this position) I attended Board meetings and special meetings of the Board, took minutes, and sent those minutes electronically to all Board members and ex-officio members. As Secretary, I also maintain an up-to-date list of the Board members' email addresses and phone numbers which is circulated to all Board members.

Once approved by the Board, the minutes and the monthly reports were filed at the Society's office for archival purposes. As Custodian of the seal of the Society and of all books, papers, records, correspondence, contracts and other documents belonging to the Society, I can report that these items are also filed in the Hastings County Historical Society office in the Archives/Library building in downtown Belleville.

## **Report of the Treasurer**

### **Dan Atkinson FCPA FCA**

2019 marked another financially successful year for the Society. Cash balances continue to be healthy as we finished up the year with \$53,026 in the bank, an increase of \$3,506 over 2018, despite fewer grants and with no major donations being received. It should also be noted that the Society has no major liabilities to be paid, so the cash is unencumbered going forward into 2020. On the Balance Sheet, the major item of note is Prepaid Expenses which have increased over 2018. This is the result of having paid a deposit on a proposed video production regarding the 60-year history of Belleville's Christmas Lighting Display. This will be completed in the current year.

The Profit & Loss for the year to December 31, shows net income of \$4327 compared to a loss last year but it should be noted that we did not have the added expense of any plaque project completed in this past year. Otherwise revenues and expenses are all reasonable compared to last year.

## **Annual Celebration of History Banquet**

### **Richard Hughes**

The annual banquet to celebrate local history is now a 15-year tradition which has grown from a gathering of the faithful to a region-wide event. This year, the Society invited author and journalist Robert Lewis, veteran parliamentary reporter and former editor-in-chief of Macleans magazine. He brought his critical observations of the relationships of government and the media.

Held at the Ramada Hotel, the event was enjoyed by over 100 persons, including many special guests from the city and county administrations. This is a fundraising event to support the many community programs of the Society with the main vehicle being table sponsorships. This year 20 local businesses donated \$250 to sponsor tables, one donating \$1000. The evening included

displays with photos and stories of previous prime ministers of Canada to complement the topic under discussion. The evening was both entertaining and informative and, for the Society, a successful fundraising event.

## **Report of the Community Archives of Belleville and Hastings County Amanda Hill, Archivist**

Highlights of 2019 include the staging of ‘The Tales We Tell...’ exhibit at the John M. Parrott Gallery in January and Belleville’s hosting of the Archives Association of Ontario’s annual conference in May.



Visitors to “The Tales We Tell” Exhibit

We have received groups of records from the former Stephens-Adamson conveyor manufacturing site in Belleville and large additions of records from the City of Belleville and the Townships of Madoc and Stirling-Rawdon.

Our summer student, Maggie Doidge, photographed hundreds of maps from the collection and has made them available online through Flickr. The table below summarizes the activities within the Archives, with 2018’s figures in parentheses for comparison.

Visits to the archives by researchers	520 (562)
Items delivered to researchers	115 (185)
Emails/phone queries answered	392 (451)
Volunteer hours donated	2,676 (3,442)
Archival descriptions available online at <a href="http://discover.cabhc.ca">http://discover.cabhc.ca</a>	11,476 (9,713)
New accessions received	124 (137)
Images added to Flickr: <a href="http://flickr.com/cabhc">http://flickr.com/cabhc</a>	2,848 (5,076)
Views on Flickr	3,687,290 (1,594,358)
Facebook fans ( <a href="https://www.facebook.com/CABHC">facebook.com/CABHC</a> )	397 (216)
Twitter followers ( <a href="https://twitter.com/CArchivesBHC">@CArchivesBHC</a> )	327 (300)

## **Report of the Publicity/Public Relations Committee**

### **Mary-Lynne Morgan**

As the person responsible for the Publicity/Public Relations area, it is my job to send out online advertising and reporting for the monthly public presentations and special events of the Hastings County Historical Society. During 2018 the Board created the position of Chair of Social Media Outreach (Jonathan Chircop) and appointed a new webmaster (Heidi Rooke). We work together on publicizing the HCHS events and activities on various platforms. They have taken my basic publicity and extended it into the realm of social media with online posts, live streams of events etc. The Society now has a presence on Facebook, Twitter, Instagram and an updated website. Throughout the year Heidi regularly sent out eblasts to HCHS members updating them on coming events. Please refer to their individual reports for further information.

One of my ongoing chores involved constantly updating email contact lists, since media outlets continue to become more highly concentrated. As in the previous year, throughout 2019 several regional newspapers disappeared altogether or were consumed in larger conglomerates. In general the number of local media workers continues to shrink to the point that they are heavily overworked, and demand very specific ways of submitting information, especially for the various print media. Several online sites require individual input for each event, which has been done for all HCHS activities: QAC Events calendar, Elocal Post, Your TV (Cogeco) Snap'd Quinte, & Watershed magazine.

Articles were submitted for several issues of the HCHS Outlook and Quinte Arts Council Umbrella. With its new format the QAC Umbrella staff are much more selective of the articles which they will accept. Fortunately, I was able to get two good articles into the new version during 2019.

Heidi looked after sending Email notices out for each monthly public presentation, the bus tour, the annual banquet and other special events to members. I sent this information to all area weekly and daily newspapers, quarterly magazines, and various selected websites, as well as all area radio/TV outlets. Since media outlets are required by law to provide Public Service Announcement space, I always sent brief PSA format notices as well as longer descriptive articles to get our information into Coming Events listings both in print and on radio and local TV.

Another job in this portfolio is keeping track of all media coverage, clipping the articles/photos and scrapbooking them. As of this writing all media coverage up to March 2019 is now in a scrapbooks in the HCHS office for future reference. This broader coverage has led to a continuing increase in the attendance at monthly public presentations and the annual bus tour over the past year.

## **Report on the Historical Plaques Website ([hastingshistoricalplaques.ca](http://hastingshistoricalplaques.ca))**

### **Orland French**

The plaques project keeps on growing. Our successful development of a program of installing historical brass plaques across Belleville and the County of Hastings in 2017-2018 led to an

ambitious project to create a website listing all historical plaques within the County, Belleville, Quinte West and other centres. After working for a better part of a year on the project, website master Orland French has posted web pages for about 120 plaques. And there are more to come.



To find the site, go to [hastingshistoricalplaques.ca](http://hastingshistoricalplaques.ca). The home page splits all the locations into two sections to make searching easier. One section lists the plaques according to location (Belleville, Quinte West etc.) and the other lists plaques by topic (architecture, education, literary, people and so on.) Consequently, there is a lot of cross-referencing of subjects and locations. A large Google map with pinpoint locations assists the search.

The plaques include all of the familiar blue and gold roadside signs erected by Ontario Heritage. A second group includes National Historic Sites such as Glanmore. These have been relatively easy to track down because they are listed on the Internet. More difficult to locate are local plaques erected by municipalities, organizations, individuals, corporations and others. Some are inside buildings such as churches and schools. This is where I can use the assistance of members to find and deliver information.

The process of finding and recording plaques will continue as new plaques are posted and older ones discovered. For instance, the Society is planning to place new plaques in Trenton/Quinte West in 2020.

For people who delight in reading roadside plaques, it may seem that the website takes the fun out of the hunt. In fact, it should inspire more hunting. Since the site lists plaques by topic, you can easily organize an outing to visit plaques relating to a certain topic. For instance, if you want

to research the background of Mohawk historical sites, you'll find them all gathered under Mohawk/Tyendinaga. You can look up topics related to railways, churches or the military. Or you can plan a day outing to look for plaques in Central Hastings or Northern Hastings.

Each plaque page within the website contains a minimum of (a) photos of the plaque and its location, (b) text of the plaque, (c) GPS co-ordinates and (d) a street address. There may also be further information, more photographs, and links to other sources. You can turn your outing into a scavenger hunt – good for a rainy day at the campground or cottage.

From my perspective as the developer of the site, this is another form of publishing. Each page takes you to a different story and location, like in a real history book. And often, the story behind each plaque is more colourful than can be described in a few words on a plaque. Such is the story of the Gauen Cemetery under Central Hastings. Go ahead, look it up.

But we're only starting. The real value of this site will be appreciated when we link it to other programs to promote tourism, education, and apps on mobile devices to lead a driver right to a historical site. These plaques are no longer lonely signs by the roadside waiting for a wayside explorer to come by. They are available on-line 24/7, to anyone in the world who wants to learn about the history of Hastings County.

If you wish to help me build this website with text or pictures, contact me at [ofrench@lks.net](mailto:ofrench@lks.net).

### **Report of the Education Committee** **Bill Kennedy**

The education committee continued to promote, and present local history talks in the community throughout the past year. An education subcommittee met in the spring to discuss the design of a new HCHS brochure. Samples of these are being prepared for review. New approaches to the design of information posters promoting the Society's monthly public events have been introduced. They include the use of eye-catching graphics in addition to information about the speaker's topic. Society members are invited to suggest ideas to the Society that further our knowledge about Hastings County history.

### **Report of the Programs Committee** **Jim Kennelly**

In 2019, the Society enjoyed a successful year of presentations at Maranatha. We were pleased with both the facilities and the co-operation of the staff. Attendance was steady with attendance averaging 125 persons.

**January** - Society Director Gary Foster on The History of Tombstones. Town by town, concession by concession, the story of our past through the economic, social, cultural, medical and trade aspects of tombstones.

**February** – Filmmakers and story tellers Laura Forth and James Smith with their film on Lest We Forget: The Price of Freedom: How the Village of Deloro Saved the World from Hitler.

**March** - Society Director Bill Kennedy on the Story of Algonquin Park. The colourful and intriguing story of the development of Canada's most beautiful park, the early days and the people who made it.

**April** –Author J.D.M. Stewart on Canada's Prime Ministers and What They Were Really Like. Peeling back the curtain on their lives and activities.

**May** - Author and Presenter Jennifer Di Bruen on Traitors, Spies and Heroes: Loyalist Espionage During the American Revolution.

**September** - Society Director Orland French on A Tour of the Historical Brass Plaques of Hastings County.

**October** - Historian and Film Producer Sean Scally on The Great Lumber Barons of Trenton, featuring the film Lumber Barons, The Gilmour Years.

**November** - Researcher Bobby-Jo Morris on The Colourful and Amazing History of Deseronto.

## **Publications for Sale Department**

### **Michelle Henderson**

The Society encourages the writing of books on local history as a means of capturing a wide range of historical information and photos and bringing it into one, central place, the printed book. Another goal achieved through this activity is to encourage citizens to read about local history and come to know their communities better.

As there are very few bookstores in this region, the Society maintains a physical book store in the Community Archives where is displays for sale about 40 titles. These books are also available through the Society's website. They are also displayed for sale at the monthly Public Presentations at Maranatha.

## **Report of the Historical Bus Tour Committee**

### **Mary-Lynne Morgan**

The Bus Tour Committee for the 2019 trip consisted of two people: Richard Hughes (on board commentary) and Mary-Lynne Morgan (advertising, ticket sales, research and general administrivia). Our *Adventures in Loyalist Country* completed our study of Lennox & Addington County by covering the southern portion, south of 401, including a tour of Old Hay Bay Church, Napanee, the L&A Museum and Archives, Bath and Adolphustown museums/interpretive centres. High water levels created some minor changes in our plans for our visits to Bath and Adolphustown.

As in previous years, I produced a hand-out booklet that was given to each ticket holder on the day of the trip. It included the itinerary, maps, details on each location and archival photos.

We sold 45 of 52 possible tickets on the first trip and 36 on the second trip despite doing the same advertising as in past years: a verbal announcement at the January HCHS public presentation, coverage in the Outlook and QAC Umbrella, and email notices to the various area print, broadcast and online media.

There is a limit to how far afield we can travel and still get back by around 5:30 p.m. This fact and the desire not to repeat ground that has been covered in previous recent tours, limits where we can plan for future trips. Since we have now covered most of Hastings County, we feel it is time to concentrate on our neighbour to the west — Quinte West --- in 2020. Although people may feel they know Quinte West, they will be surprised by the interesting stops planned for the 2020 tour. As a result of lower ticket sales in 2019, there will be only one bus tour in 2020 - Saturday, May 23 (not the long weekend).

The annual bus tours are not only a good source of revenue, but also a great way to reach a new constituency, many of whom later attend monthly presentations and become members of the Society.

## **Report of the *Outlook* Newsletter Committee Laurel Bishop and Donna Fano**

The year 2019 saw the publication of the 24<sup>th</sup> volume of *Outlook*, the illustrated newsletter of the Hastings County Historical Society. Issues 330 to 338 appeared in the months January to June and September to November, with each issue eight pages long, providing space for about four articles. Bill Kennedy continued to provide summaries of the monthly public presentations, while our buildings advisor, Lois Foster, with over forty years of buildings research to her credit, in each issue traced the history of a historical landmark and the people involved in its development. *Outlook* also serves to promote and report on a variety of Society activities, keeping members up to date on many entertaining and educational events.

## **Report of the Webmaster Heidi Rooke**

During 2019 a number of actions were taken to update and modernize the website including :

- To continually update content to reflect HCHS and other local events, such as Glanmore National Historic Site events
- To send out monthly Outlook newsletter to subscribers who had chosen electronic versions.
- To send out e-blasts to promote HCHS news and events, including a new Christmas gift ideas newsletter sent in two installments (that offered book, DVD and map ideas for sale in the HCHS Bookstore)
- To update the website Bookstore to remove items that are no longer available and revised prices, as needed.
- To provide information on historical plaques: this section in the website's top navigation is now devoted solely to our separate Historical Plaques website.
- To receive inquiries sent to [info@hastingshistory.ca](mailto:info@hastingshistory.ca) and forward to the appropriate person, including new and returning member sign-ups
- To promote links to inform people of our Public Presentations now available on YouTube. When we have more than one presentation available for viewing, a visible link will be added in the left top navigation that will take site users to a page of all public presentations on YouTube.

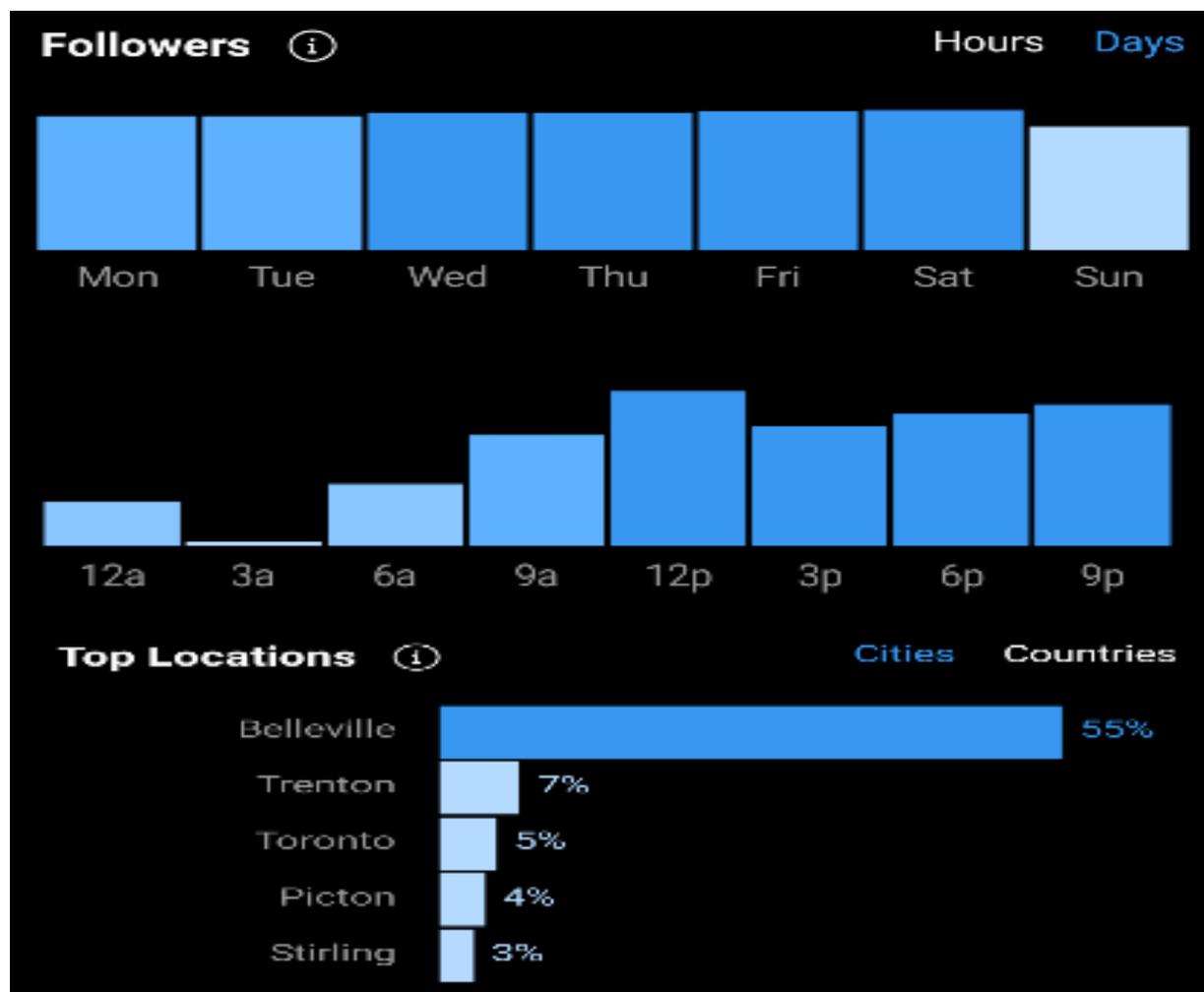
## Report of the Social Media Committee

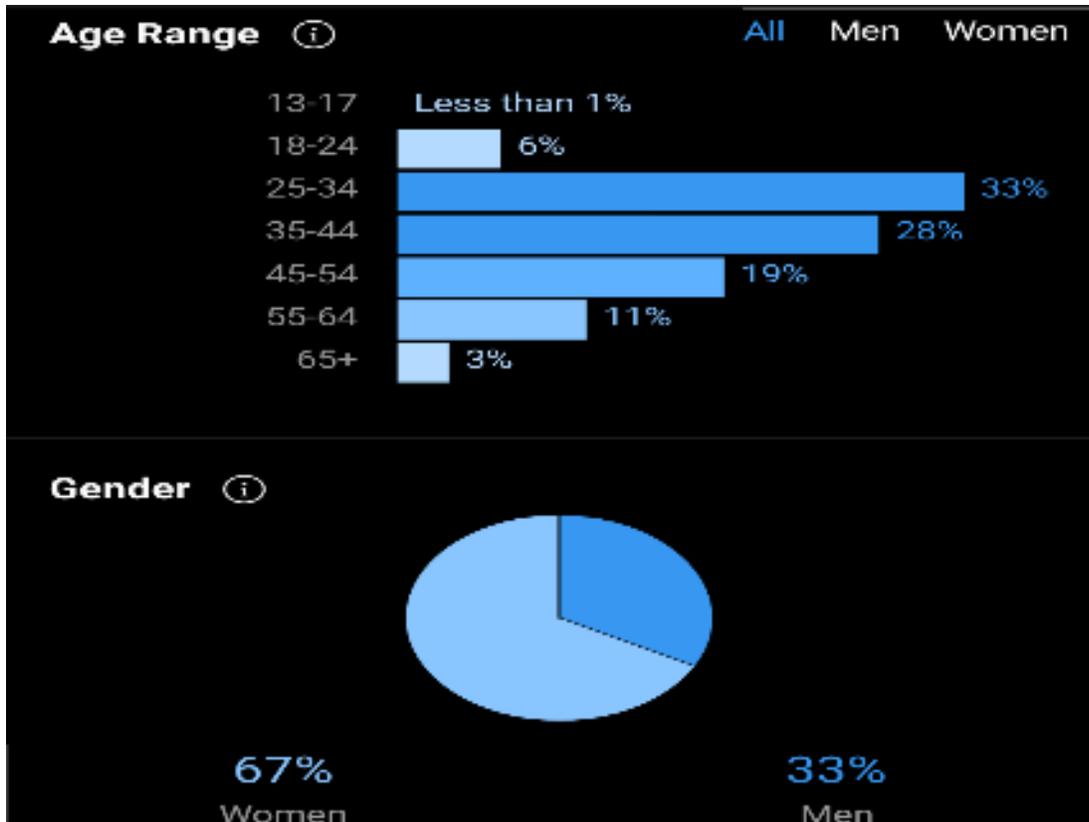
### Jonathan Chircop

The society currently has four social media platforms; Facebook, Instagram, Twitter, and YouTube. These platforms are managed by the Director/Chair of Social Media Outreach with assistance from Amanda Hill (Facebook), Doug Knutson (Facebook).

 Facebook: @HastingsHistory  Twitter: @CountyHastings  Instagram: @HastingsHistory  YouTube: Hastings County Historical Society

In January 2019, the society launched an Instagram account (hastingshistory). This was done to maintain a relevant digital presence by adapting to current markets, and to reach out to younger audiences. In its first few weeks, its followers/ subscribers surpassed that of our Facebook page, making it our second most popular platform to date. Facebook remains our most popular and used social media platform. Instagram is currently our second most popular platform. The following images are a breakdown of our viewership based on date/time, location, age and gender.





Statistics sourced from Instagram

In December 2019, the Society created a YouTube Channel to promote its monthly presentations. The filming is done by Doug Knutson of Windswept Productions. We did a trial filming in November that featured Bobby-Jo Morris and her presentation on the Town of Deseronto, and the Rathbun family. It is slated to be released in mid-January. It will be the first in a series of presentations to be filmed and posted on YouTube, to engage online viewership.

## **Report of the Displays & Exhibits Committee**

### **Jonathan Chircop**

The Setup Committee/Display Committee is composed of Directors: Stanley Jones (Vice President), Jonathan Chircop, and Trevor Parsons. Stanley and Jonathan, oftentimes with the assistance of others, set-up our Public Presentations and other events. Trevor Parsons has a major contribution in the design of new posters, displays, and other graphic materials.

For the 2019 annual banquet, which featured former editor-in-chief of Maclean's magazine, Robert Lewis, we created a brand-new display that featured covers of past issues of Maclean's, centered on prominent prime ministers. Each display had a photo of a prime minister and their notable contributions to Canadian society, and some insight into their lives.

The Society purchased an "A frame" sign that is used to show our patrons the entrance to our events/ presentations.

## **Report of the Membership Committee**

### **Elizabeth Mitchell**

The statistics in this report reflect the state of memberships at the end of December 2019. The totals include people who have already renewed for 2020, as well as those who have not yet renewed. As of December 31, 2019, we have 214 memberships, for a total of 264 members. [Note that Family and Senior Family memberships are counted as 2 people.] These numbers are almost the same as in 2018, when we had 214 memberships, with a total of 269 members.

We are continuing to attract new members. There were 19 new members in 2019 and 9 new members so far for 2020, who joined after September 2019, and got a “year-end bonus” because our membership year runs from January to December. Many of our new members are people who came to one or more of our monthly Public Presentations, picked up our latest *Outlook*, and decided to join. Several new members have used our website to send membership payments using PayPal.

The number of Life Members remains at 50 (the same as in 2018). Three people took out Life memberships in 2019, but sadly we lost 3 during the year. Although we have a good number of “younger” members, the 65+ age group continues to dominate, as can be seen in our audiences at monthly Public Presentations.

The membership breakdown is as follows:

50 Life memberships (50 in 2018)

25 Individual memberships (27 in 2018)

23 1-Year Complimentary memberships (banquet sponsors and Archives Committee) (22 in 2018)

17 Family memberships, counted as 2 people, for total of 34 people (16 Family memberships in 2018)

61 Senior memberships (age 65+) (56 in 2018)

33 Senior Family memberships, counted as 2 people, for total of 66 people (39 Senior Family memberships in 2018)

4 Non-profit Organizations (Friends of Glanmore National Historic Site, Bay of Quinte Yacht Club, Heritage Belleville, and Allan County Public Library) (same as 2018)

A note of interest: Allan County Public Library, in Fort Wayne, Indiana, has a large Genealogy collection, and has had a Non-profit Organization membership for many years.

1 Corporate membership (Old Hastings Mercantile & Gallery - Gary and Lilian Pattison) (0 in 2018)

## **Report of the *Outlook* Newsletter Distribution Committee**

### **Elizabeth Mitchell**

As of December 31, 2019, we had 340 names on our *Outlook* distribution list. This includes 215 personal members, 58 schools, and 67 places that receive courtesy copies. "Courtesy copies" are those that go to local media, retirement and nursing homes, government offices, politicians, museums, historical societies, and libraries. (This designation is to differentiate them from

"Complimentary memberships" which include a year of the *Outlook*, such as those given to Banquet Sponsors.)

Having the *Outlook* available electronically to those who request it has cut down greatly on both printing and mailing costs. At the end of 2019 we had 96 members who had opted for email delivery and 119 who prefer paper copies. As well, 8 recipients of courtesy copies asked for electronic delivery, making a total of 104 copies that are not printed on paper.

Hastings County schools account for 81 copies. This includes 34 public elementary and secondary schools, plus the Hastings & Prince Edward School Board office; and 18 Separate elementary and secondary schools plus the Algonquin & Lakeshore Catholic District School Board office. Public and Separate high schools get 3 copies each, addressed to the Principal, the Librarian, and the History Department. Elementary schools get one copy each. All these go to the Board office on Ann Street for delivery through the school board courier system.

For the six independent schools (Sir James Whitney, Belleville and District Christian School, Quinte Mohawk School, Trenton Christian School, Albert College, Quinte Christian High School), we cannot distribute the *Outlook* through the school boards, so we must mail them, except for Sir James Whitney, which is hand-delivered by Donna Fano.

According to my calculations, as of December 31, 2019, we required approximately 260 paper copies of the *Outlook* for members, courtesy copies, and schools. As well, we like to have a number of extra copies in order to have some available at the Community Archives and to take to the monthly Public Presentations. Being able to welcome visitors with a complimentary copy of our newsletter is a good way of encouraging them to come back, and possibly become members. Our present printing of 320 copies ensures that we have a good supply for our needs.