



MEMORANDUM OF UNDERSTANDING (MOU)

**BETWEEN THE TOWN OF HALTON HILLS (“Town”)
AND
THE HALTON HILLS SPORTS MUSEUM AND RESOURCE CENTRE
(HHSM)**

This Memorandum of Understanding (MOU) outlines the collaborative transition plan for evolving the physical space of "the Museum" into a vibrant digital space and online platform at the Mold Masters Sportsplex, with the goal of completing this transformation by the end of 2027. The MOU reflects the joint commitment of the Town of Halton Hills and the Halton Hills Sports Museum and Resource Centre (HHSM) to embrace this alternative model, with a shared vision of increasing visibility for memorabilia and inductees while maximizing the potential of facility space.

1. Background

- a) The Halton Hills Sports Museum and Resource Centre (HHSM) was established in 2002 in the Alcott Hall at the Mold Masters Sportsplex as a not-for-profit organization, following a vision to celebrate the sports heritage of Halton Hills. It originated from a collaboration between local sports organizations and community members, expanding from its initial concept as a hockey museum to encompass all sports.
- b) The museum's first lease agreement, signed in 2000 was renewed in 2006 and later expired in 2018. Since then, ongoing discussions between the HHSM and the have focused on the future of the museum's physical space and operations.
- c) In light of challenges, including a declining volunteer base, reduced visitor traffic, and the sustainability of maintaining physical exhibits, the need emerged to consider a new operational model. Recommendations included exploring digital platforms, increasing visibility, and addressing volunteer capacity to ensure long-term sustainability.
- d) Over the past several years, HHSM and Town staff have collaboratively developed a vision to transition the museum into a digital model, featuring an online platform and interactive displays centered around the Sports Hall of Fame. This new model aims to increase accessibility and engagement with Halton Hills' sports heritage while continuing key activities like the annual Sports Hall of Fame Gala

The full history can be found in Schedule B.

2. Framework for Transition:

Both parties agree to foster a collaborative and inclusive approach, encouraging input from various stakeholders, and will regularly review a phased plan based on feedback. The below defines a phased approach to reach the intended purpose of this MOU:

Phase 1: Planning and Engagement (January 2025 – December 2025)

- a) Town Staff will engage with HHSM members to provide guidelines for exhibitions, signage consistency, and involvement of sporting associations.
- b) Town and HHSM will establish a clear communication plan to keep all stakeholders informed about the progress and changes.
- c) HHSM will outline a timeline with milestones for tracking progress and ensuring accountability.
- d) Town and HHSM will engage stakeholders, including volunteers, Board members, and community partners on the new digital space as per Schedule A.
- e) Town will actively engage with the local community to advocate for the new model and inform residents about the changes and benefits.
- f) HHSM will begin initial research and development for digital platforms, reviewing options to enhance online engagement.

Phase 2: Transition and Organization (January 2025 – January 2026)

- g) Town and HHSM will develop a comprehensive list of sporting associations, clubs, and interest groups for potential involvement in the future.
- h) HHSM will complete a detailed inventory of artifacts and related items, which will be sorted, retained, and stored at Mold Masters Sportsplex. During the transition period, HHSM will have continued access to the office/storage space, with advance notice to the Facility Supervisor. Upon the completion of the digital transition, the use of the office and storage spaces will be reassessed.
- i) HHSM on an ongoing basis will determine which artifacts will be digitized and decide what will be displayed in the new digital space, as per Schedule A.
- j) HHSM will confirm which Board members are leading the project in collaboration with the Town and any hired parties.
- k) Town and HHSM will create a public awareness campaign to inform the community about the changes and encourage participation.
- l) The Sport Development Coordinator will provide an annual list of tournaments where the Alcott room is available for permitting by the HHSM. HHSM shall coordinate with the Facility Supervisor to confirm the specific dates they require access. Tournaments will have first-priority access to the Alcott Room. If the space is available after tournament scheduling, HHSM will then have the opportunity to secure a permit for its use.
- m) Town will provide permits at no cost while HHSM completes the sorting and transition process.

- n) HHSM will be granted access to the Alcott room on Wednesdays to facilitate sorting, downsizing, and decision-making related to the transition process. This access will be confirmed annually in September by the Facility Supervisor.
- o) Arrangements for the requested permitted time are dependent on requests from other community users and may need to be updated/changed throughout the season.
- p) Town will provide permits for special events including the Sports Hall of Fame Celebration and on the first two Thursdays of June annually.
- q) HHSM will identify suitable storage for artifacts, resolve outstanding loans, and establish clear processes for returning loans and creating timelines for disposal.
- r) HHSM will complete a formal plan to relocate the museum to the digital space, using an unstaffed model, and reduce all physical displays in Alcott Hall.
- s) HHSM will provide plans, drawings, and funding for the transition to the digital space. The Town will review and provide approval.
- t) HHSM will return loans, archive materials, and prepare for the digital space.

Phase 3: Digital Transition (December 2025 – December 2027)

- u) Much of the activity to be undertaken by HHSM is dependent on external funding sources, including the ability to hire a Project Manager.
- v) HHSM will enhance public access and engagement by moving resources online, focusing on interactive elements to increase community participation.
- w) HHSM will allocate necessary resources (financial, human, and technological) required for the successful execution of the digital space.
- x) HHSM will conduct a comprehensive budget review aligned with the requirements of the digital space, ensuring long-term sustainability.
- y) Town and HHSM will jointly evaluate the success of the digital platform in terms of community engagement, accessibility, and financial viability, adjusting strategies as needed.
- z) HHSM will establish a long-term digital content management plan, including regular updates to ensure ongoing relevance and user engagement.

3. Fundraising and Fees

- a) To secure funding for the transition to and ongoing operation of the Digital Sports Hall of Fame display, the HHSM/Sports Hall of Fame will launch and lead a Capital and Operating Cost campaign. This campaign will seek financial support from families, individuals, businesses, sports organizations, and other community entities, as well as through grant opportunities from municipal, regional, provincial, and federal programs, including the Ontario Trillium Foundation. Additionally, the campaign will be supported by the continued operation of the annual HH Sports Hall of Fame Induction Ceremony event.
- b) The Town will provide support for grant applications by offering letters of endorsement, assisting with identifying potential funding opportunities, and collaborating on submissions of funding proposals, as appropriate.

- c) All facility rental and associated fees (such as tech staff, sound and lighting, etc.) for the single-day event for the Sports Hall of Fame Induction Ceremony and Reception will be waived for the duration of this agreement.

4. Review and Amendment

This Memorandum of Understanding will be subject to periodic review by both parties to assess the progress of the transition and its effectiveness. Any amendments or modifications to this MOU may be made by mutual agreement between the Town (subject to Council approval) and HHSM. Both parties will collaborate to ensure the MOU remains reflective of the evolving needs and circumstances surrounding the transition process.

This Memorandum of Understanding (MOU) is specifically focused on the transition of the museum to a digital space, outlining the collaborative steps and responsibilities of both parties during this phase. Upon the successful completion of this transition, a subsequent agreement will be developed to address the ongoing maintenance and management of the digital space, ensuring its sustainability and continued engagement with the community. This future agreement will delineate roles, responsibilities, and operational procedures to support the long-term success of the digital platform.

5. Conclusion

This MOU represents a shared commitment between the Town and HHSM to collaboratively transition to an alternative model that ensures the museum's long-term success. The Town deeply appreciates and values the dedication of HHSM in preserving and celebrating the rich sports legacy of Halton Hills.

6. Execution

This MOU is effective upon the signatures of authorized representatives from both parties.

Signatures:

Town of Halton Hills:

Ann Lawlor, Mayor

Date

Valerie Petryniak, Town Clerk

Date

Halton Hills Sports Museum and Resource Centre:

Finn Poulstrup, Chair

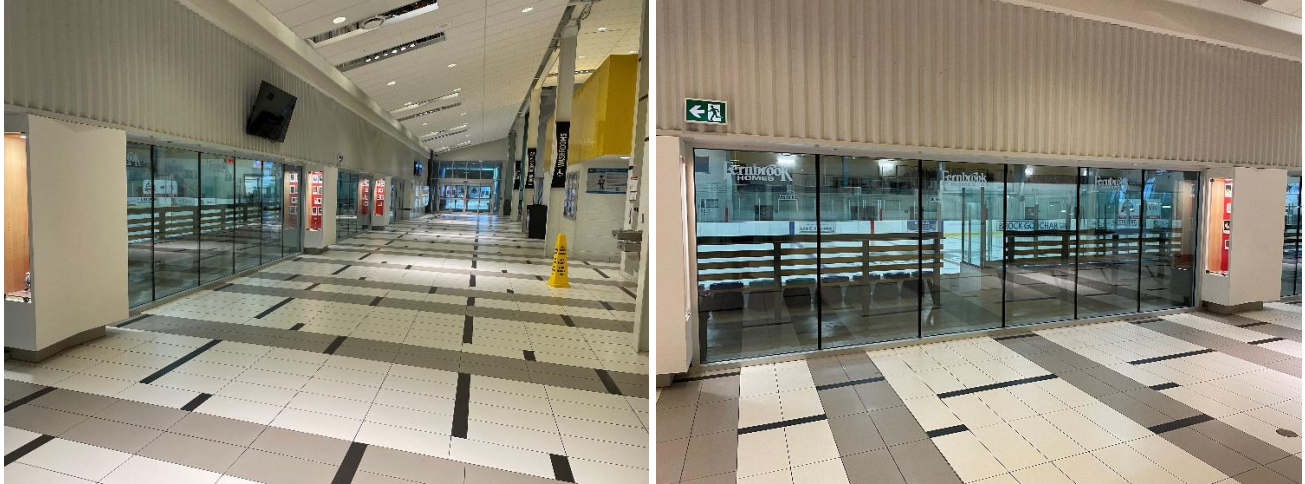
Date

Steve Highfield, Vice-Chair

Date

SCHEDULE A

The digital space for the Halton Hills Sports Museum and Resource Centre (HHSM) is strategically located in the main lobby of the Mold Masters Sportsplex, serving as a focal point for visitors entering the facility. The area designated for the digital space measures approximately 30 feet in width and 12.1 feet in height, spanning the wall space between two side-by-side cabinets, as depicted in the reference pictures provided below:



1. Overview

- The digital space is seamlessly integrated into the main lobby area, ensuring prominent visibility and accessibility for visitors.
- Positioned between the two cabinets, the display spans the entire width of the designated wall space, maximizing exposure and engagement opportunities.

2. Digital Display

- A high-resolution digital display screen occupies a portion of the designated wall space, serving as the primary focal point for showcasing dynamic exhibits, multimedia content, and interactive features.
- The screen dimensions are tailored to fit within the specified width and height parameters, providing optimal viewing angles and clarity for visitors.

3. Surrounding Features

- The display area will be designed and developed through a professional, consultative process involving the Town and the HHSM, with input from affiliated sports groups and the broader community.
- Flanking the digital display are two existing cabinets, each measuring approximately 4 feet in width, serving as supplementary exhibition spaces for physical artifacts, memorabilia, and informational materials.
- There are two additional displays in the main lobby that will also continue to be used for purposes of displaying exhibits
- There is a shared display case with Georgetown Hockey Heritage Council in Alcott lobby that will be continued to have shared use with HHSM. After the transition, this will be reviewed for use.

- The cabinets feature adjustable shelving and display cases, allowing for versatile presentation arrangements and customization based on thematic or seasonal exhibits.

4. Interactive Elements

- Interactive touchscreens or kiosks are strategically positioned within digital display and cabinets, inviting visitors to engage with digital exhibits, multimedia content, and interactive features.
- These interactive elements enhance visitor participation, providing opportunities for exploration, learning, and interaction with the museum's digital collection.

5. Accessibility and Inclusivity

- The layout, design and content of the digital space considers accessibility and inclusivity to showcase a broad variety of sports, and ensure access for visitors of all ages, abilities and backgrounds.
- Clear signage, intuitive navigation cues, and ergonomic considerations contribute to a user-friendly experience that accommodates diverse visitor needs and preferences.

This detailed description of the digital space layout provides a clear understanding of its dimensions, location, and key features within the Mold Masters Sportsplex main lobby. By leveraging the designated wall space between the two cabinets, HHSM can effectively showcase its rich collection of sports history and engage visitors through immersive digital experiences. This layout optimizes visibility, accessibility, and interactive engagement, reinforcing the commitment outlined in the Memorandum of Understanding between the Town of Halton Hills and HHSM to transition to a digitalized approach for preserving and celebrating Halton Hills' sporting heritage.

SCHEDULE B

History of the Halton Hills Sports Museum and Resource Centre (as self-reported by HHSM&RC Volunteers)

The Halton Hills Sports Museum (HHSM) traces its origins to 2000, when the Georgetown Hockey Heritage Council (GHHC), chaired by David Kentner, was approached by Joy Thompson from the Town of Halton Hills Recreation and Parks Department with a proposal to establish a hockey museum in Alcott Hall, located within the Mold-Masters Sportsplex. This idea sparked the formation of a committee, which quickly expanded its vision to create an inclusive museum dedicated to all sports in Halton Hills. Founding members from six local sports organizations – Halton Hills Minor Hockey, Georgetown Minor Lacrosse, Georgetown Soccer Club, Georgetown Skating Club, Ladies Powder Puff League, and North Halton Girls Hockey – joined the committee, along with notable individuals Finn Poulstrup, Hal Pells, Grace Rylett, Glenda Nixdorf, Jacqueline Sargent, and Bob Hooper.

The Town of Halton Hills agreed to the project on the condition that the museum group secure funding and redevelop Alcott Hall as a multi-use facility. In 2000, the GHHC entered into a five-year lease with the Town for the hall at a symbolic rate of \$1.00 per year. This arrangement enabled the committee to embark on fundraising and grant application efforts, which led to the formation of the Halton Hills Sports Museum and Resource Centre (HHSM&RC) as a not-for-profit corporation in 2003.

A significant reconstruction of Alcott Hall was completed by 2007, with the facility receiving new flooring, large windows, walls, ceilings, lighting, HVAC systems, and washrooms. The renovation, valued at over \$450,000, was made possible through financial and in-kind donations from Halton Hills businesses and individuals, a startup grant from the Town, and a \$150,000 capital grant from the Trillium Foundation. In 2006, the Town renewed the lease for five more years under the newly formed HHSM&RC.

The museum continued to grow, securing an additional \$100,000 Trillium grant to hire consultants to develop its governance structure and to employ Bruce Andrews as the museum's first curator. A further \$100,000 was raised through corporate and individual donations to enhance the museum's lighting and display cabinets. The GHHC also contributed a \$50,000 naming rights donation for the Gordon Alcott Heritage Hall. By 2009, over \$750,000 had been raised to create a modern, multi-use facility for the Town, which serves as a tribute to the achievements of Halton Hills' athletes and sports builders.

The HHSM&RC officially opened its museum in 2009. In 2007, the museum launched its annual Halton Hills Sports Hall of Fame Induction Gala, an event that continues to this day and has honored 81 notable sports figures from Halton Hills across a wide range of disciplines, including track and field, Paralympic gymnastics, soccer, drag racing, hockey, football, tennis, lacrosse, motorcycle racing, baseball, skating, wrestling, golf, squash, and Olympic rowing. This annual gala, initially conceived by Steve Foreman, who chaired the event for 12 years, raises funds to support the museum's ongoing operations.

Over the years, the museum has hosted a variety of special events, including the Olympic Torch Relay, the Stanley Cup, a Paul Henderson traveling display, school trips, the Citizen of the Year awards, Sports Kid of the Month, the Halton Hills 150 Week of Hockey Celebration, and a Wenjang Chendu NACHA exchange hockey special. The museum has welcomed over 6,000 visitors to date.

In 2011, with support from a Trillium fundraising grant, the HHSM published *Bats, Balls and Sticks: A History of Sport in Halton Hills*, authored by local historian Mark Rowe. The museum also launched an online presence through a blog created by Gloria Sinclair at hhsm.ca.

One of the latest additions to the museum is the Memorial Arena Wall, which was constructed using original bricks from the historic arena, donated by Gerry Ingles. This display was supported by additional fundraising efforts for the creation of storage and display cabinets. Since 2014, Glenda Nixdorf has served as the museum's volunteer part-time curator, with ongoing support from Bruce Andrews.

In recent years, the museum has faced challenges due to a declining volunteer base, reduced operating hours, and decreased visitor traffic, particularly during the COVID-19 pandemic. While visitors continue to praise the quality of the museum's exhibits, the costs and labor required to maintain and update the displays have become unsustainable. After careful consideration, the HHSM&RC Board concluded that transitioning to an interactive media display model would be the best way to preserve Halton Hills' sports heritage. This new model, focused on interactive digital displays, would be centered around the Halton Hills Sports Hall of Fame and located in the main lobby of the Mold-Masters Sportsplex, offering greater visibility to the thousands of visitors who attend the arena annually.

The museum's existing physical displays will be decommissioned, with all memorabilia and historically significant files digitized over three years. Concurrently, collaborating with the Town, the museum will raise funds and hire consultants to design and implement the interactive display project, which is expected to be completed within three years. This exciting new chapter for the museum has already attracted six new board members, with further community involvement anticipated once the Town approves the transition.

The Halton Hills Sports Museum remains committed to honoring the community's rich sports heritage and ensuring it is accessible for future generations to appreciate.