

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, March 28, 2019

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Shannon Coles (Chair), Jeremy deWaard (Vice Chair), Robert Hohenadel, Kesia Kvill, Kim Landoni, Eleanor Ross, Kris Tozer, and Tammy Adkin (Manager)

REGRETS Paul Baker, Jayne Osborn (Executive Member), and Judi Prigione (Staff)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Adoption of the Agenda MOTION 2019/05: That the agenda be adopted. Moved: Kim Landoni Seconded: Jeremy deWaard CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of January 24, 2019. MOTION 2019/06: That the minutes of January 24, 2019 be accepted. Moved: Eleanor Ross Seconded: Jeremy deWaard CARRIED
3	Business arising from the minutes <ul style="list-style-type: none">• None
4	Manager's Report The Guelph Museums Management Report is attached and forms part of these minutes. <ul style="list-style-type: none">• Tammy Adkin thanked Kesia Kvill for inviting the Museum to participate in the Tri-University History Conference; and extended thanks to Jayne Osborn for connecting the Museum with the Zonta Club to host the Moccasin Project at the Museum.

5	<p>Commemoration Committee Report</p> <ul style="list-style-type: none"> • This committee has been discontinued. • Tammy Adkin reported that planning continues for the the John Galt Study Tour of Scotland. Three performances of John Galt and the Instant City have been confirmed. The delegation will be meeting with officials in Irvine, UK and in Inverclyde, UK. They will also be meeting with storytellers and picking up a donation for the collection in Edinburgh. The tour takes place April 27 to May 5.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • No report.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> • Eleanor Ross updated Committee Members about the Febulous! fundraising event. The live auction was successful. Attendance and the Fund-A-Need appeal were significantly lower than in past years. The committee feels the event has run its course, and recommends placing it on hiatus while the committee explores a more diverse, strategic fundraising plan. The Advisory Committee concurs. • Many thanks to Advisory Committee members who supported Febulous!
8	<p>New Business</p> <p>1. Advisory Committee Report to Council</p> <ul style="list-style-type: none"> ◦ The report was distributed and reviewed. <p>2. Facility Rentals Policy</p> <ul style="list-style-type: none"> ◦ The policy was distributed and reviewed. <p>MOTION 2019/07: That the Facility Rentals Policy is approved as presented. Moved: Eleanor Ross Seconded: Robert Hohenadel CARRIED</p> <p>3. Sub-Committee Appointments</p> <ul style="list-style-type: none"> ◦ Tammy Adkin requested more time to finalize the sub-committee terms and appointments <p>4. April 2019 Meeting</p> <ul style="list-style-type: none"> ◦ Tammy Adkin has a conflict with the April 25 meeting. She will invite Curator Dawn Owen and Supervisor, Visitor Experiences Val Harrison to represent her at the meeting, and provide a behind-the-scenes tour for committee members.

9	<p data-bbox="315 163 513 197">Adjournment</p> <p data-bbox="412 205 1166 239">MOTION 2019/08: That the meeting be adjourned.</p> <p data-bbox="412 239 743 273">Moved: Jeremy deWaard</p> <ul data-bbox="363 273 763 306" style="list-style-type: none"><li data-bbox="363 273 763 306">• Adjournment at 6:30 p.m. <p data-bbox="315 340 1500 407">The next meeting will be held at Guelph Civic Museum on Thursday, April 25 , 2019 at 5:30 pm.</p>
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GUELPH MUSEUMS MANAGEMENT REPORT
January/February 2019

Mark your calendars

Sunday, April 14	9:30 AM to 4 PM	Beading workshop with Naomi Smith
Friday, April 16	9 PM to 1 AM	Doors Open After Dark/Galt 240 Launch
Saturday, May 11	11:00 AM	Poppy Day at McCrae House
Sunday, May 12	1 and 3 PM	Mother's Day Tea

Community engagement

Attendance	Jan/Feb 19	Jan/Feb 18	Variance		YTD 19	YTD 18	Variance	
Civic Museum	3991	3908	83	↑	3991	3908	83	↑
McCrae House	17	180	-163	↓	17	180	-163	↓
Outreach	150	288	-138	↓	150	288	-138	↓
Total	4158	4376	-218	↓	4158	4376	-218	↓

Memberships	Jan/Feb 19	Jan/Feb 18	Variance		YE 18	Variance	
Family	40	47	-7	↓	47	-7	↓
Individual Life	337	376	-39	↓	340	-3	↓
Total	377	423	-46	↓	387	-10	↓

	Jan/Feb 19		2018		YTD 19	
Education Programs	Programs	Guests	Variance		Programs	Guests
Arts and Culture Day	1	78			1	78
Canada at War						
Create Your Own	2	107			2	107
Downtown Walk						
Fibre to Fashion	1	34			1	34
First World War						
Games & Toys	3	147			3	147
Guided Tour - Civic	2	55			2	55
Guided Tour - McCrae						
Local Government						
No Word for Art						
STEM Week						
Tombstone Tales						
Local Government						
Total	9	421	6/196	↑	9	421

	2019		2018	
Parties & Meetings	Events	Guests	Variance	
Rentals	9	177	16/156	↓
Birthday Parties	15	280	17/303	↓

Research Requests	Jan/Feb 19	Jan/Feb 18	Variance		YTD 19	YTD 18	Variance	
Email	368	207	161	↑	368	207	161	↑
Phone	24	18	6	↑	24	18	6	↑
In Person	10	14	-4	↓	10	14	-4	↓
Mail	2	0	2	↑	2	0	2	↑
Web Users	3941	2602	1339	↑	3941	2602	1339	↑
Total Researchers	4345	2841	1504	↑	4345	2841	1504	↑
Web Searches	5000	3197	1803	↑	5000	3197	1803	↑

Social Media	Jan/Feb 19	Jan/Feb 18	Variance		YTD 19	YTD 18	Variance	
Twitter Followers	42	58	-16	↓	3688	3342	346	↑
Engagement	577	363	214	↑	577	363	214	↑
Facebook Page Likes	75	6	69	↑	1550	1054	496	↑
Facebook Post Likes	2614	417	2197	↑	2614	417	2197	↑
Facebook Shares	312	82	230	↑	312	82	230	↑

Fundraising

	Jan/Feb 19	Jan/Feb 19	Variance	↑	YTD	Annual	% Achieved
	Actuals	Target		↓			
Earned Revenue	15478	24933	-9455	↓	15478	149600	10%
Grant Revenue	0	0	0	↑	0	90000	0%
Fundraised Revenue	21679	7500	14179	↑	21679	45000	48%