

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, September 27, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Shannon Coles (Executive Member), Jeremy deWaard, Jo Ann Hayter, Robert Hohenadel, Debra Nash-Chambers (Chair), Jayne Osborn, Eleanor Ross, and Tammy Adkin (Manager)

REGRETS Paul Baker, Linda Kearns (Vice Chair)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Adoption of the Agenda MOTION 2018/19: That the agenda be adopted Moved: Jo Ann Hayter Seconded: Shannon Coles CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of June 26, 2018. MOTION 2018/20: That the minutes of June 26, 2018 be accepted. Moved: Shannon Coles Seconded: Jeremy deWaard CARRIED
3	Business arising from the minutes <ul style="list-style-type: none">• None.
4	Manager's Report for receipt <ul style="list-style-type: none">• The Guelph Museums Management Report for September 2018 is attached and forms part of these minutes.
5	Commemoration Committee Report <ul style="list-style-type: none">• Tammy Adkin reported that in partnership with Frederick Travel the Museum is offering an In the Footsteps of John Galt Tour of Scotland from April 27 to May 5, 2019. Participants will participate in the Galt Festival presented by the North Ayrshire. The Museum has commissioned Mike Ford and Murray Foster to create a musical theatre presentation, Galt's Dreams, which will be presented during the Galt Festival• Tammy reported that local Galt 240 commemoration activities are being planned in partnership with Guelph's Culture and Tourism department, Guelph Arts

	Council, and Guelph Historical Society.
6	Community Connections Committee Report <ul style="list-style-type: none"> No report.
7	Fundraising Committee Report <ul style="list-style-type: none"> The minutes of the meeting of the Fundraising Committee from July 30 and September 13, 2018 are attached and form part of these minutes. Febulous is set for Thursday, February 21 at 5:30 pm
8	New Business <ol style="list-style-type: none"> Capital Projects Updates <ul style="list-style-type: none"> Tammy Adkin reported that the work in the McCrae Coach House has been substantially completed. She added that work the new fence is still to be completed. Tammy Adkin reported that at the Guelph Civic Museum, the masonry project is near completion. It is expected the outside work will be completed by the end of the week, and the work in the Glass Box will be completed within a month. Advisory Committee Recruitment <ul style="list-style-type: none"> Tammy reported that there will be three vacancies on the Advisory Committee when the terms of Deb Nash-Chambers, Jo Ann Hayter, and Linda Kearns conclude. These vacancies have been posted by the City and members are encouraged to share the information with potential candidates. McCrae House Winter Hours <ul style="list-style-type: none"> Tammy reported that the museum's management team recommends introducing "by appointment" hours at McCrae House during December, January and February to conserve resources during a perennial low attendance period. The advisory committee suggested offering one day of set hours, based on the highest visitation day during winter months. Rates and Fees <ul style="list-style-type: none"> Tammy reviewed proposed increases to admission, education program, and birthday party fees. The advisory committee expressed support for the fee increases, suggesting that increases for school programs be mitigated if possible.
9	Adjournment <p>MOTION 2018/21: That the meeting be adjourned.</p> <p>Moved: Shannon Coles</p> <ul style="list-style-type: none"> Adjournment at 6:30 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, October 18, 2018 (Please note this is a variance from the regular meeting schedule.)</p>

GUELPH MUSEUMS MANAGEMENT REPORT

September 2018

Mark your calendars

Sep-27	7:00 PM	Military Lecture: Terry Copp	Civic Museum
Sep-28	6:30 PM	Brewing Changes Guelph Opening	Civic Museum
Sep-28	7:00 PM	Fourth Friday: Don Amero	Civic Museum
Sep-28	All weekend	Culture Days	Civic Museum
Oct-18	7:00 PM	Military Lecture: Tim Cook	Civic Museum

Community engagement

Attendance	Jun-Aug-18	Jun-Aug-17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	6054	6434	-380	↓	16432	18006	-1574	↓
McCrae House	1764	2027	-263	↓	2899	3153	-254	↓
Outreach	280	430	-150	↓	702	535	167	↑
Total	8098	8891	-793	↓	20033	21694	-1661	↓

Memberships	Jun-Aug-18	Jun-Aug-17	Variance		Dec-17	Variance	
Individual	47	69	-22	↓	43	4	↑
Family	371	435	-64	↓	382	-11	↓
Individual Life	29	30	-1	↓	29	0	—
Family Life	51	51	—	—	51	0	—
Total	498	585	-87	↓	505	-7	↓

	2018		2017	
Education Programs	Programs	Guests	Variance	
Games & Toys	6	245		
McCrae Guided Tour	3	88		
Civic Museum Tour	2	87		
Downtown Walk	2	78		
My First Museum Visit	3	73		
Growing Guelph	1	61		
Tales Tombstones	1	13		
Total	18	645	15&323	↑

	2018		2017	
Parties & Meetings	Events	Guests	Variance	
Rentals	24	646	26&624	↓
Birthday Parties	11	203	11&190	↑

Research Requests	Jun-Aug-18	Jun-Aug-17	Variance		YTD 18	YTD 17	Variance	
Email	611	476	135	↑	1341	1510	-169	↓
Phone	21	45	-24	↓	77	150	-73	↓
In Person	28	20	8	↑	63	99	-36	↓
Mail	0	0	0	—	7	0	7	↑
Web Users	4183	5161	-978	↓	10612	15713	-5101	↓
Total Researchers	4843	5702	-859	↓	12100	17472	-5372	↓
Web Searches	5231	6405	-1174	↓	12808	17984	-5176	↓

Social Media	Jun-Aug-18	Jun-Aug-17	Variance		YTD 18	YTD 17	Variance	
Twitter Followers	88	83	5	↑	3536	3133	403	↑
Engagement	774	869	-95	↓	1877	2553	-676	↓
Facebook Page Likes	162	80	82	↑	1370	926	444	↑
Facebook Post Likes	2070	2143	-73	↓	3226	6273	-3047	↓
Facebook Shares	279	364	-85	↓	471	785	-314	↓

Fundraising

	Jun-Aug-18	Jun-Aug-17	Variance	↑ ↓	YTD	Annual	%
	Actuals	Target			Actual	Target	Achieved
Earned Revenue	34081	34701	-620	↓	78829	138800	57%
Grant Revenue	26944	22500	4444	↑	27912	90000	31%
Fundraised Revenue	776	13749	-12973	↓	15046	55000	27%

MEETING MINUTES

MEETING **Guelph Museums Fundraising Committee**

DATE July 30, 2018

LOCATION Civic Museum
TIME 12 noon

PRESENT Eleanor Ross, Linda Kearns, Jayne Osborn, Tamsen Taylor, Tammy Adkin, Val Harrison, Sarah Ball

REGRETS JoAnn Hayter, Shannon Cole

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Febulous <ul style="list-style-type: none">- New committee members:<ul style="list-style-type: none">▪ Eleanor introduced Tansen Taylor▪ Tammy will follow up with Kim Landoni, Heidi Huisman, Celia deGrave, and the YPN, Guelph Chamber of Commerce- Committee reviewed, revised and approved critical path (attached)- Tammy will distribute potential dates for the Febulous 2019 kick-off meeting with Layne
2	Sponsorships <ul style="list-style-type: none">- Jayne conducted research with small businesses (largely one-person, professional operations), and has found that \$250 is the sweet spot in terms of one-time event sponsorship- There could be some opportunity to have family-focused small businesses sponsor the Early Years program- There may be a good fit for Galt240 programming sponsorship- There may also be an interest in sponsoring auction prizes for Febulous- In return, businesses are looking for profile, community involvement, face-to-face opportunities with potential clients/customers, hospitality benefits for clients- Tammy will prepare sponsorship packages for each level to review in September
3	Year-end Appeal <ul style="list-style-type: none">- Tammy is working on a Galt 240 message and will bring forward concept in September

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Tammy	September	Recruit Febulous committee members and set date for event kick-off meeting
2	Tammy	September	Draft sponsorship packages
3	Tammy	September	Present year-end campaign message and campaign plan
4	Tammy	August	Set next meeting

MEETING MINUTES

MEETING	Guelph Museums Fundraising Committee – Febulous Planning Kick-off
DATE	September 13, 2018
LOCATION	Civic Museum
TIME	5:30 PM
PRESENT	Linda Kearns, Jayne Osborn, JoAnn Hayter, Shannon Cole, Celia deGrave, Tammy Adkin, Val Harrison, Sarah Ball, Layne Way
REGRETS	Eleanor Ross

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Febulous</p> <ul style="list-style-type: none"> - Reviewed past results with Auctionista Layne Way - Goals for 2019 – slightly younger demographic, more vibrant experience with increased financial results - Fund-A-Need to support Free Fourth Friday concerts – as a visitor experience and as a support to emerging performing artists - Target demographic – 35 to 65 years old - Theme – music, hipster vibe - Need to provide interactives that feed into social media – photo booths, photo opps, musical/poetry slam entertainment - Need to engage new committee members who align with younger target demographic - Live Auction item target categories: <ul style="list-style-type: none"> o Food and Wine o Travel o Sports o Entertainment o Arts & Culture - Hot items to consider: <ul style="list-style-type: none"> o Restaurant safari – 12 x \$100 restaurant certificats o Wine basket and sommelier service o Chef's Table event o House concert o Leafs tickets o Foodtruck dinner party o Private movie screening and dinner o Long Point Eco-adventures - Target seven items with top fair market value of \$1500

	<ul style="list-style-type: none"> - Consider offering an "on the spotter" – an opportunity for guests to offer up auction items.
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ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Sarah	September	Pick a Prize Letters out
2	Committee/Sarah	September	Auction prospects identified and letters out
3	Tammy	October	Set next meeting and invite new committee members
4	Celia/Val	October	Determine theme and décor plan
5	Tammy/Sarah	October	Work with Gareth to determine brand