

MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Thursday, November 29, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Paul Baker, Shannon Coles (Executive Member), Jeremy deWaard, Jo Ann Hayter, Linda Kearns (Vice Chair), Robert Hohenadel, Debra Nash-Chambers (Chair), Eleanor Ross, Jayne Osborn, Tammy Adkin (Manager) and Judi Prigione (Staff)

REGRETS None

DISCUSSION ITEMS

ITEM # DESCRIPTION

1	Adoption of the Agenda MOTION 2018/25 That the agenda be adopted Moved: Shannon Coles Seconded: Linda Kearns CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of October 18, 2018. MOTION 2018/26: That the minutes of October 18, 2018 be accepted. Moved: Eleanor Ross Seconded: Linda Kearns 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 November 2018 is attached and forms part of these minutes.• Tammy Adkin reported that it was a very busy week at the Guelph Civic Museum with all the STEM Week school programs.• The Advisory Committee discussed the service of alcohol at licensed museum events and rentals. Tammy Adkin noted that the need for security staff is determined on a case-by-case basis. She added that Museum staff working the bar at events and rentals have their Smart Serve designations.

5	<p>Commemoration Committee Report</p> <ul style="list-style-type: none"> Tammy Adkin reported that registration for the Scotland tour in April / May 2019 is low and that a decision will be made in January 2019 on whether the tour will take place or just a smaller delegation will be going to Scotland.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> The minutes of the meeting of the Community Connections Committee from November 19, 2018 are attached and form part of these minutes. Tammy Adkin reported that the Committee reviewed that "Setting the Story Straight" year-end fundraising campaign materials, as did Indigenous advisors. Advisory Committee Members signed the fundraising letter that is being sent out my mail, e-mail and social media. Jeremy deWaard noted that the next meeting date of the Community Connections Committee is still to be determined.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> The minutes of the meeting of the Fundraising Committee from November 13, 2018 are attached and form part of these minutes. Eleanor Ross noted that "Save the Date" notifications for Febulous! 2019 will be sent out by November 30, 2018 for the event being held on February 21, 2018. Eleanor Ross reported that the theme for Febulous! 2019 is "Shine a Light on the Arts" with the shorter title "Febulous! – Start the Music" being used for the event. She added that for 2019 event, there will be food stations and the pick a prize activity will take place in the Meeting Room. The Advisory Committee discussed the potential live auction items. Eleanor Ross reported that the Fundraising Committee will be meeting again on December 2, 2018.
8	<p>New Business</p> <ol style="list-style-type: none"> Capital Projects Updates <ul style="list-style-type: none"> Tammy Adkin reported that the scaffolding at the Guelph Civic Museum came down this week. She added that the original wooden front door was also refinished. Tammy Adkin further reported that new fencing at McCrae House is still in the process of being installed. She added that the stone wall on the back patio will be replaced in 2019. Strategic Operation Plan Review <ul style="list-style-type: none"> Tammy Adkin noted that 2018 was the second year of the plan. The Advisory Committee reviewed and discussed the progress of the goals and objectives in the plan. Retiring Members of the Guelph Museums Advisory Committee <ul style="list-style-type: none"> Tammy Adkin thanked retiring Advisory Committee Members Debra Nash-Chambers, Jo Ann Hayter and Linda Kearns for their years of service and presented them with gifts of appreciation.

9	<p>Adjournment</p> <p>MOTION 2018/27: That the meeting be adjourned.</p> <p>Moved: Shannon Coles</p> <ul style="list-style-type: none">• Adjournment at 6:51 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, January 24 , 2019 at 5:30 pm.</p>
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GUELPH MUSEUMS MANAGEMENT REPORT

November 2018

Mark your calendars

Nov-30	7:00 PM Fizz-ics Pub Night	Civic Museum
Jan-17	7:00 PM Military Lecture: Amy Milne Smith	Civic Museum
Jan-20	1:00 PM Celebrating Robbie Burns	Civic Museum

Community engagement

Attendance	Oct-18	Oct-17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	2467	2407	60	↑	20904	22372	-1468	↓
McCrae House	257	242	15	↑	3562	3715	-153	↓
Outreach	100	0	100	↑	917	697	220	↑
Total	2824	2649	175	↑	25383	26784	-1401	↓

Memberships	Oct-18	Oct-17	Variance		Dec-17	Variance	
Individual	48	58	-10	↓	43	5	↑
Family	363	419	-56	↓	382	-19	↓
Individual Life	29	30	-1	↓	29	0	—
Family Life	50	51	-1	↓	51	-1	↓
Total	490	558	-68	↓	505	-15	↓

	2018		2017	
Education Programs	Programs	Guests	Variance	
Local Government	14	669		
Downtown Walk	2	92		
Guided Civic Tour	2	65		
First World War	1	48		
Growing Guelph	1	15		
Tales Tombstones	1	27		
Guided McCrae Tour	1	22		
Total	22	938	17&789	↑

	2018		2017	
Parties & Meetings	Events	Guests	Variance	
Rentals	8	116	12&193	↓
Birthday Parties	10	183	8&129	↑

Research Requests	Oct-18	Oct-17	Variance		YTD 18	YTD 17	Variance	
Email	234	92	142	↑	1687	1686	1	↑
Phone	9	17	-8	↓	91	180	-89	↓
In Person	7	12	-5	↓	77	120	-43	↓
Mail	0	0	0	—	7	0	7	↑
Web Users	1447	1508	-61	↓	13424	18965	-5541	↓
Total Researchers	1697	1629	68	↑	15286	20951	-5665	↓
Web Searches	2506	1835	671	↑	16977	21165	-4188	↓

Social Media	Oct-18	Oct-17	Variance		YTD 18	YTD 17	Variance	
Twitter Followers	34	35	-1	↓	3630	3228	402	↑
Engagement	305	256	49	↑	2602	3211	-609	↓
Facebook Page Likes	51	31	20	↑	1478	976	502	↑
Facebook Post Likes	203	619	-416	↓	3837	7807	-3970	↓
Facebook Shares	33	24	9	↑	564	943	-379	↓

Fundraising

	Oct-18	Oct-18	Variance	↑	YTD	Annual	%
	Actuals	Target		↓	Actual	Target	Achieved
Earned Revenue	25359	11567	13792	↑	113663	138800	82%
Grant Revenue	13966	7500	6466	↑	76117	90000	85%
Fundraised Revenue	9165	4583	4582	↑	27696	55000	50%

MEETING MINUTES



MEETING **Guelph Museums Community Connections Committee**

DATE November 19, 2018

LOCATION Guelph Civic Museum
TIME 4 p.m.

PRESENT Jeremy deWaard, Jo Ann Hayter, Paul Baker, Tammy Adkin
REGRETS

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Strategic Operating Plan 2018 Review Reviewed the strategic operating plan to date, and assessed level of completion.
2	"We're setting the story straight" campaign Reviewed first draft of direct mail year-end fundraising letter; suggested some revisions; agreed with overall theme and presentation.
3	Next Meeting: TBD
4	Adjourned

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Tammy	November 20	Mail campaign letter to be forwarded to Fundraising Committee for review
2	Jeremy	November 29	Report at Advisory Committee Meeting
3	Tammy	November 29	Update progress report

MEETING MINUTES



MEETING **Guelph Museums Fundraising Committee – Febulous Planning Kick-off**

DATE November 13, 2018

LOCATION Civic Museum

TIME 5:30 PM

PRESENT Eleanor Ross, Linda Kearns, Jayne Osborn, JoAnn Hayter, Shannon Cole, Celia deGrave, Miriam Vince, Tammy Adkin, Val Harrison, Sarah Ball

REGRETS

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Febulous <ul style="list-style-type: none">- Reviewed Critical Path- Sarah reviewed the auction and pick-a-prize requests that have been sent out, and will distribute the list to committee members to determine additions and follow-ups- Tammy proposed a request to Holland America for a charity cruise certificate for \$700, which will entitle bidder to 7-day cruise to Mexico/Caribbean valued at \$1500 pp or higher; the committee agreed with the request- Tammy reviewed Sponsorship Plan, and there was agreement on the approach; committee members are to identify prospects- Celia reviewed the theme to be “shining the light on the arts” to be manifested through black, white, gold and dark blue colour scheme; cityscape silhouettes; photo booth- Sara will complete marketing materials with Gareth, with a save-the-date to be sent by the end of November.
2	Next Meeting <ul style="list-style-type: none">- Monday, December 3, 5:30 pm

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Sarah	November 14	Distribute prize request list
2	Committee	November 30	Send additions, contacts re: prize request list to Sarah
3	Committee	November 30	Send sponsor prospects to Tammy
4	Sarah	November 30	Issue save-the-date