

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, March 22, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

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

REGRETS Debra Nash-Chambers (Chair)

DISCUSSION ITEMS

ITEM # DESCRIPTION

Please note: Linda Kearns acted as Chair for the meeting.

1	Adoption of the Agenda MOTION 2018/06: That the agenda be adopted Moved: Jo Ann Hayter Seconded: Eleanor Ross CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of January 25, 2018. MOTION 2018/07: That the minutes of January 25, 2017 be accepted with the following amendments - under "Fundraising Committee Report" it state – "The report of the Fundraising Committee and the discussion of the Febulous! Event were initiated by Eleanor Ross" and the number for the motion to adjourn be corrected to MOTION 2018/05. Moved: Robert Hohenadel 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 – March 2018 is attached and forms part of these minutes.• Tammy Adkin also reported that the second phase of interviews for the vacant Collections and Research Coordinator position will take place next week.• Tammy Adkin also commented on the McCrae Coach House project and reported that the project is substantially completed and came in under budget. She added that additional work to the interior galleries and washrooms, exterior fencing and landscaping will also be completed.• Tammy Adkin also reported that the masonry work will begin at the Guelph Civic Museum in a couple of weeks. She added that the work in Temporary Gallery One

	<p>will be completed by May 11th in order for the new exhibit to be installed. She added that scaffolding will be installed on the exterior of the building until October 2018 so the museum will not be holding outdoor programming during this period.</p> <ul style="list-style-type: none"> • Tammy Adkin reminded Advisory Committee Members that this year's Poppy Day at McCrae House will be held on Saturday, May 12, 2018.
5	<p>Commemoration Committee Report</p> <ul style="list-style-type: none"> • Linda Kearns did not have anything to report. • Tammy Adkin discussed the January 28, 2018 events recognizing the 100th anniversary of John McCrae's passing. She reported that turnout was good at the churches, the reception at the 11th Field Regiment and for the Hugh Brewster production at the River Run Centre. She added that some McCrae family members were in attendance and pleased by the production. • Tammy Adkin also discussed the upcoming trip to Belgium and France. She discussed the trip itinerary and noted that some invitations to VIPs are still outstanding. She added that a young girl from France that had corresponded with McCrae House in 2017 will be reciting "in Flanders Fields" as part of the graveside commemoration.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • Minutes of the meeting of the Community Connections Committee for February 26, 2018 are attached and form part of these minutes. • Jeremy deWaard discussed the youth discussions scheduled for April 9, 2018 and stated that he will discuss the outcome of these discussions at the April meeting of the Advisory Committee. • Tammy Adkin added that she worked with Adam Rutherford, City of Guelph Youth Coordinator to determine who to invite to these youth discussion. • Jeremy deWaard also discussed outcomes from the GLAM (Galleries, Libraries, Archives and Museums) summit that Tammy Adkin attended. He added that Tammy met with the local library and art gallery after the conference to discuss such things as job shadowing and group passes.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> • Eleanor Ross' Meeting Notes from March 6, 2018, Fundraising Committee Debrief are attached and form part of these minutes. • Eleanor Ross reviewed the notes and recapped the Febulous! event including that the buy-in parties needs more of an upsell at the event, that we need to be more selective in the prize donations we collect and more exterior advertising is needed. She added that room set up was better this year; however, she found the signature drink too strong. • Eleanor Ross also stated that the Fund a Need appeal went well but a clearer statement of purpose is needed and a package to distribute ahead of the event to businesses could bring in more monetary donations. • Eleanor Ross added that if the event is to be done again in 2019, planning should start earlier than it did for the 2018 event. <p><i>Please note – Paul Baker left the meeting at this time (6:32 pm)</i></p> <ul style="list-style-type: none"> • Eleanor Ross added that having the event at the Guelph Civic Museum limits capacity and therefore the financial results, however, she likes the more intimate atmosphere the museum provides. • Eleanor Ross asked all Advisory Committee Members to send feedback to her or

	Tammy Adkin by June 2018 in order for the Fundraising Committee to decide if Febulous! should be held in 2019.
8	<p>New Business</p> <p>1. Election of Officers – Tammy Adkin chaired this section of the meeting and reported that the current officers have completed the first year of their 2 year terms and all have agreed to continue for the second year.</p> <ul style="list-style-type: none"> ○ Debra Nash-Chambers – Chair ○ Linda Kearns – Vice Chair ○ Shannon Coles – Executive Member <p>MOTION 2018/08 That the executive positions of the Advisory Committee will be Debra Nash-Chambers – Chair, Linda Kearns – Vice Chair and Shannon Coles – Executive Member.</p> <p>Moved: Eleanor Ross Seconded: Jo Ann Hayter</p> <p>CARRIED</p> <p>2. Tammy Adkin presented to Eleanor Ross her 5 year certificate for Volunteer Service at Guelph Museums.</p>
9	<p>Adjournment</p> <p>MOTION 2018/09: That the meeting be adjourned.</p> <p>Moved: Jayne Osborn</p> <ul style="list-style-type: none"> • Adjournment at 6:38 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, April 26, 2018</p>

GUELPH MUSEUMS MANAGEMENT REPORT

March 2018

Mark your calendars

Friday, March 23 6:30 PM Fourth Friday and Exhibition Receptions

Sunday, April 8 2:00 PM Walking Vimy Ridge

Saturday, April 21 9 PM to 1 AM Doors Open After Dark

Community engagement

Attendance	Jan/Feb 18	Jan/Feb 17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	3908	4646	-738	↓	3908	4646	-738	↓
McCrae House	180	223	-43	↓	180	223	-43	↓
Outreach	288		288	↑	288		288	↑
Total	4376	4869	-493	↓	4376	4869	-493	↓

Memberships	Jan/Feb 18	Jan/Feb 17	Variance		Dec-17	Variance	
Individual	47	68	-21	↓	43	4	↑
Family	376	387	-11	↓	382	-6	↑
Individual Life	29	30	-1	↓	29	0	—
Family Life	51	51	—	—	51	0	—
Total	503	536	-33	↓	505	-2	↑

	2018		2017	
Education Programs	Programs	Guests	Variance	
Games & Toys	2	53		
Cool to be Canadian	2	37		
Civic Museum Tour	1	64		
Behind Stone Walls	1	42		
Total	6	196	5&145	↑

	2018		2017	
Parties & Meetings	Events	Guests	Variance	
Rentals	16	156	8&284	↑
Birthday Parties	17	303	12&216	↑

Research Requests	Jan/Feb 18	Jan/Feb 17	Variance		YTD 18	YTD 17	Variance	
Email	32	304	-272	↓	32	304	-272	↓
Phone	6	33	-27	↓	6	33	-27	↓
In Person	4	14	-10	↓	4	14	-10	↓
Web Users	2602	3640	-1038	↓	2602	3640	-1038	↓
Total Researchers	2644	3991	-1347	↓	2644	3991	-1347	↓
Web Searches	3197	4407	-1210	↓	3197	4407	-1210	↓

Social Media	Jan/Feb 18	Jan/Feb 17	Variance		YTD 18	YTD 17	Variance	
Twitter Followers	58	93	-35	↓	3342	2867	475	↑
Mentions	31	146	-115	↓	31	146	-115	↓
Retweets	332	410	-78	↓	332	410	-78	↓
Facebook Page Likes	6	66	-60	↓	1054	754	300	↑
Facebook Post Likes	417	1433	-1016	↓	417	1433	-1016	↓
Facebook Shares	82	99	-17	↓	82	99	-17	↓

Fundraising

	Jan/Feb 18	Jan/Feb 18	Variance	↑	YTD	Annual	%
	Actuals	Target		↓	Actual	Target	Achieved
Earned Revenue	22099	23133	-1034	↓	22099	138800	16%
Grant Revenue	968	15000	-14032	↓	968	90000	1%
Fundraised Revenue	13612	9166	4446	↑	13612	55000	25%

MEETING MINUTES



MEETING **Guelph Museums Community Connections Committee**

DATE February 26, 2018

LOCATION Guelph Civic Museum
TIME 4 p.m.

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

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Community Conversation: Youth <ul style="list-style-type: none">- Event delayed until later in March or early April; Tammy to circulate dates
2	GLAM (Galleries, Libraries, Archives, Museums) summit <ul style="list-style-type: none">- Tammy reported on a conference she attended and a local meeting she had with Steven Kraft from Guelph Public Library and Shauna McCabe from the Art Gallery of Guelph- Locally, the museum, gallery and library are considering closer collaboration, beginning with:<ul style="list-style-type: none">o Frontline staff training and job shadowingo Knowledge sharing and collaborative approaches to reconciliation with First Nations, Metis and Inuit peopleo Joint promotion for the summer 2018o Dialogue about the rationalization of archives
3	Febulous <ul style="list-style-type: none">- The committee discussed the fundraising event from a community connections perspective- Great to see age diversity of guests- The event was fun and vibrant, and reflected well on the museum- There was affinity for the Fund A Need appeal; a very positive response to the excellent remarks delivered by JoAnn and Mackenzie
4	Guelph Wellington Signs Report <ul style="list-style-type: none">- Tammy referenced the report recently released by the Guelph Community Foundation, noting there is strong alignment between the recommendations in the report and the work the museum has done over the past couple years in connecting with the community.

	- Tammy will circulate a link to the report; and will provide hard copies at the next advisory committee meeting
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ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Tammy	February 27	Determine dates for Community Conversation about youth engagement
2	Tammy	March 16	Circulate Vital Signs report to advisory committee

Meeting notes from March 6 2018, Fundraising Committee Debrief

Attendees: Val, Shannon, Linda, Sarah, Tammy, Eleanor, Jayne

Absent: Layne – sent comments:

- we need to increase the gift size and participation.
- need to build our donor/membership base

Numbers

- tickets sold on event brite 60, 19 sold at the door, total attended 78
- Participation – Pick a Prize – 59, Fund a Need – 22, Buy in Party – 9, Live Auction – 7, Silent Auction - 6
- total revenue was \$11,722, total expenses were \$5,672.45. Net proceeds were \$6,049.55. Roughly \$1300 less than last year. Fund a Need brought in \$3,075 at the event with \$1,150 in donations ahead of time.
- In the live auction only A day at the Theatre, Dinner Party at McCrae House, Hot air Balloon and Winter Warm Up went for the assessed value or more. The sports events did not do well.
- In the silent auction only the Wine Basket went for over the assessed value.
- The buy in parties did not do well at all. Dixon's tour had 4, Tai Chi at the Choo Choo had 3 and Brewing Changes Guelph tour had 2

Comments and suggestions

- The decorations were great, bright and playful. Everyone loved the candy on the tables. Suggest a banner on the bridge to get the word out.
- The room set up was good. Maybe turn the heat down ahead of time and fans?
- The food was great. The theme drink was a bit strong. Maybe stick to vacation type drinks
- The pick and pull was great as usual. Keep it at 100 items. Suggest moving it to the glass box. This will give more room, increase the flow up and down the hallway and provide an opportunity to decorate with lights etc.
- The fund-a-need had good participation at the event but we need a more clear statement of the need and a package that we can deliver to businesses ahead of time for sponsorship. Suggest moving this to the start of the live auction, not the middle
- Animate the family room to attract people and get them moving around
- We need a better range of prizes and need to have them nailed down further ahead of time so we can promote them.

Questions

- 2019 should we continue with Febulous?
- If yes we need to start much sooner. The fundraising committee needs to meet pre summer. Tammy will do a timeline for getting organized much earlier.