

# MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, April 26, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

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

REGRETS Shannon Coles (Executive Member)

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Adoption of the Agenda</b></p> <p><b>MOTION 2018/10: That the agenda be adopted</b>            Moved: Jeremy deWaard            Seconded: Linda Kearns  <b>CARRIED</b></p>
2	<p><b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of March 22, 2018.</b></p> <p><b>MOTION 2018/11: That the minutes of March 22, 2018 be accepted.</b>            Moved: Robert Hohenadel            Seconded: Linda Kearns  <b>CARRIED</b></p>
3	<p><b>Business arising from the minutes</b></p> <ul style="list-style-type: none"> <li>• None.</li> </ul>
4	<p><b>Manager’s Report for receipt</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin circulated The Guelph Museums Management Report – April 2018 and it is attached and forms part of these minutes.</li> <li>• Tammy Adkin reported on the upcoming tour of Belgium and France. She will active on Twitter and Facebook with the hashtag #McCrae100</li> <li>• Tammy Adkin reminded Advisory Committee Members that this year’s Poppy Day at McCrae House will be held on Saturday, May 12, 2018 and that all members of the Advisory Committee are invited out to lunch with the representatives from Remembrance Lodge. Tammy asked that everyone RSVP to her if they are able attend.</li> <li>• Tammy Adkin further reported that the Coach House renovations will be featured at Poppy Day but the official ribbon cutting will be held in July in conjunction with the Backyard Theatre opening.</li> <li>• Attendance stats were reviewed and Tammy Adkin reported that though attendance is down slightly, numbers are still solid.</li> <li>• Tammy Adkin noted that membership statistics are now being reported through</li> </ul>

	<p>PastPerfect so they will be some percentage changes over last year as inactive memberships are now calculated monthly and removed from the total number of memberships. In the past this was only done on a quarterly basis. She added that 2018 will now be a new baseline year for memberships.</p> <ul style="list-style-type: none"> <li>• Similarly, in the past few reports research numbers have been down. The curatorial team investigated and it was discovered that they were calculating the requests differently that what was done in the past. Tammy reported they will be using the former method of previous years to calculate these statistics as it is deemed more accurate.</li> </ul>
5	<p><b>Commemoration Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin discussed the itinerary for the upcoming trip to Belgium and France. She and the rest of the tour group depart tomorrow.</li> <li>• Tammy Adkin also circulated and reviewed the program for the Memorial Service at Wimereux Communal Cemetery on May 2, 2018.</li> <li>• Tammy Adkin also reported that Ken Irvine will represent Guelph Museums at John Galt School on May 2, 2018 where the school will connect via video feed to a school in Scotland in commemoration of the birthday of John Galt. Mayor Cam Guthrie will also be participating.</li> </ul>
6	<p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>• Jeremy deWaard discussed the youth discussions that were held on April 9, 2018 noting that they met with the City of Guelph's Youth Coordinator, Jenn Bucci and 3 members of Guelph's Youth Council.</li> <li>• Jeremy reported that this Youth Council has about 50 active members and is the "voice of youth in Guelph".</li> <li>• The youth discussed at the meeting their interests and what is importance to them. Their interests were wide ranging including social justice issues to video games.</li> <li>• Jeremy noted that this group would be a great place to bring ideas for exhibit and events.</li> <li>• He also added that it was clear that Guelph Museums needed to work on its "Cool Cred" reputation in order to engage youth. Jeremy added that Guelph Museums is not on their radar and the youth representatives were not aware of our Fourth Fridays with free admission after 5:00 pm and musical performances.</li> <li>• Jeremy also noted that the youth representatives stated that most youth no longer use Facebook but now use Instagram as their preferred social media platform.</li> <li>• Jeremy also reported that timing is important when trying to attract youth to Guelph Museums. For example, youth events should not be scheduled during school exam times.</li> <li>• Jeremy added that Jenn Bucci offered the future assistance of the Youth Council for Guelph Museums.</li> </ul>
7	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• Eleanor Ross spoke on behalf of the Committee stating that they met on Monday, April 23, 2018 to discuss Febulous!</li> <li>• It was decided at this meeting that there needs to be a more "compelling ask" for the Fund a Need drive. Shannon Coles suggested at the meeting on April 23<sup>rd</sup>, Fund a Need could be in support of Fourth Fridays and the funds raised could be used to pay the musical artists performing each month.</li> <li>• The Advisory Committee discussed the target audience for Febulous and the need</li> </ul>

	<p>to change it from a “friendraiser” to a fundraiser.</p> <ul style="list-style-type: none"> <li>• Eleanor Ross stressed the need to start the planning process earlier and that the “live” auction items should focus on experience based items. She added that there should be limits on items that result in small monetary donations and that they need to look for sponsorship opportunities.</li> <li>• It was decided that Febulous! will be held again in 2019.</li> </ul>
<p><b>8</b></p>	<p><b>New Business</b></p> <p><b>1. Capital Projects Updates</b></p> <ul style="list-style-type: none"> <li>○ Tammy Adkin reported that at the Guelph Civic Museum the building of the scaffolding has begun. The scaffolding will be in place until October. She added that the repointing in Temporary Gallery One on the first floor has begun. For that area of the building, the work needs to be done from the interior out. Tammy added that all work is following heritage practices and the areas being restored will be in keeping with the time period of the building.</li> <li>○ Tammy Adin reported that the work in the McCrae Coach House has been completed. She added that work on the landscaping and the new fence is still to be completed. Work on the washrooms and interior galleries will also be completed. Tammy added that the project is on target to come in under budget.</li> </ul> <p><b>2. Advisory Committee Composition for 2019 Onward</b></p> <ul style="list-style-type: none"> <li>○ Tammy Adkin reported that 2018 is a municipal election year and the terms for all Advisory Committee Members will be coming to an end in November. She added that Linda Kearns, Debra Nash-Chambers and Jo Ann Hayter will be finishing their final term on the Advisory Committee, so there will be 3 upcoming vacancies. The rest of the members will be getting a renewal letter from the Clerk’s Office.</li> <li>○ Tammy Adkin encouraged all Advisory Committee members to think about the skills, abilities and experience required for the committee, and to encourage people with those attributes to apply for the vacancies.</li> </ul> <p><b>3. New Staff Announcement</b></p> <ul style="list-style-type: none"> <li>○ Tammy Adkin reported that Luke Stempien has been hired as the new Collections and Research Coordinator and will start on May 14, 2018.</li> </ul> <p><b>4. June Advisory Committee Meeting Date</b></p> <ul style="list-style-type: none"> <li>○ Due to a conflict for Tammy Adkin the June Meeting date will be moved from Thursday, June 28, 2018 to Tuesday, June 26, 2018</li> </ul>
<p><b>9</b></p>	<p><b>Adjournment</b></p> <p><b>MOTION 2018/12: That the meeting be adjourned.</b>  Moved: Eleanor Ross</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:52 p.m.</li> </ul> <p>The next meeting will be held at Guelph Civic Museum on <b>Thursday, May 24, 2018</b></p>

## GUELPH MUSEUMS MANAGEMENT REPORT

### April 2018

#### Mark your calendars

Friday, April 27 Fourth Friday and Pride exhibition opening

Friday, April 27 to May 5 In the Footsteps of John McCrae Tour

Saturday, May 12 Poppy Day

Sunday, May 13 Mother's Day Tea

#### Community engagement

Attendance	Mar-18	Mar-17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	2918	2942	-24	↓	6826	7588	-762	↓
McCrae House	192	129	63	↑	372	352	20	↑
Outreach	133	0	133	↑	227	75	152	↑
<b>Total</b>	<b>3243</b>	<b>3071</b>	<b>172</b>	<b>↑</b>	<b>7425</b>	<b>8015</b>	<b>-590</b>	<b>↓</b>

Memberships	Mar-18	Mar-17	Variance		Dec-17	Variance	
Individual	50	69	-19	↓	43	7	↑
Family	368	458	-90	↓	382	-14	↓
Individual Life	29	30	-1	↓	29	0	—
Family Life	51	51	—	—	51	0	—
<b>Total</b>	<b>498</b>	<b>608</b>	<b>-110</b>	<b>↓</b>	<b>505</b>	<b>-7</b>	<b>↓</b>

Education Programs	2018		2017	
	Programs	Guests	Variance	
Local government	1	55		
First World War	1	24		
<b>Total</b>	<b>2</b>	<b>79</b>	<b>10&amp;387</b>	<b>↓</b>

Parties & Meetings	2018		2017	
	Events	Guests	Variance	
Rentals	12	289	10 & 190	↑
Birthday Parties	12	217	3 & 35	↑

Research Requests	Mar-18	Mar-17	Variance		YTD 18	YTD 17	Variance	
Email	108	202	-94	↓	315	506	-191	↓
Phone	9	28	-19	↓	27	61	-34	↓
In Person	7	25	-18	↓	21	39	-18	↓
Web Users	1294	1891	-597	↓	3896	6531	-2635	↓
<b>Total Researchers</b>	<b>1418</b>	<b>2146</b>	<b>-728</b>	<b>↓</b>	<b>4259</b>	<b>7137</b>	<b>-2878</b>	<b>↓</b>
Web Searches	1269	2329	-1060	↓	4268	6736	-2468	↓

<b>Social Media</b>	<b>Mar-18</b>	<b>Mar-17</b>	<b>Variance</b>		<b>YTD 18</b>	<b>YTD 17</b>	<b>Variance</b>	
Twitter Followers	38	31	7	↑	3380	2915	465	↑
Mentions	47	86	-39	↓	78	232	-154	↓
Retweets	219	235	-16	↓	551	645	-94	↓
Facebook Page Likes	22	13	9	↑	1076	767	309	↑
Facebook Post Likes	279	617	-338	↓	696	2050	-1354	↓
Facebook Shares	17	74	-57	↓	99	173	-74	↓

### **Fundraising**

	<b>Mar-18</b>	<b>Mar-18</b>	<b>Variance</b>	↑	<b>YTD</b>	<b>Annual</b>	<b>%</b>
	<b>Actuals</b>	<b>Target</b>		↓	<b>Actual</b>	<b>Target</b>	<b>Achieved</b>
Earned Revenue	11277	11567	-290	↓	32880	138800	24%
Grant Revenue	0	7500	-7500	↓	968	90000	1%
Fundraised Revenue	1016	4583	-3567	↓	14086	55000	26%