

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, May 24, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

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

REGRETS Paul Baker, Jeremy deWaard and Debra Nash-Chambers (Chair),

DISCUSSION ITEMS

ITEM # DESCRIPTION

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

1	Adoption of the Agenda MOTION 2018/13: 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 April 26, 2018. MOTION 2018/14: That the minutes of April 26, 2018 be accepted. Moved: Robert Hohenadel Seconded: Eleanor Ross
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 April 2018 is attached and forms part of these minutes.• Tammy Adkin reported that part of the reason that education programs are down from 2017 is because in 2017 Guelph Museums offered the Water Above, Water Below program free of charge to local schools. This program was sponsored by the Water Department of the City of Guelph.• Tammy Adkin added that Curator Dawn Owen is working with the School Boards in revamping the education programs.• Linda Kearns asked when Guelph Museums would be active on Instagram and Tammy Adkin responded that Community Relations Coordinator Sarah Ball is working on this with City of Guelph Corporate Communications.

5	<p>Commemoration Committee Report</p> <ul style="list-style-type: none"> • Tammy Adkin discussed the trip to Belgium and France stating that it went very well. She added that it was an emotional and memorable trip with a great group of people. • Tammy Adkin added that she is investigating another tour for 2019 in Scotland to mark John Galt's 240th birthday.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • Linda Kearns reported on behalf of Jeremy deWaard that there was nothing new to report at this time and the Committee is setting a date for their next meeting.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> • Eleanor Ross asked about the special Tea for Febulous! contributors and Tammy Adkin responded that she is working on it. • Tammy Adkin reported that The Auctionista (Layne Way) has been contracted for the 2019 Febulous! event. • Tammy Adkin also reported that the next meeting of the Fundraising Committee is scheduled for June 12, 2018.
8	<p>New Business</p> <p>1. Capital Projects Updates</p> <ul style="list-style-type: none"> ○ Tammy Adin reported that the work in the McCrae Coach House has been substantially completed. She added that work on the landscaping and the new fence is still to be completed. Work on the washrooms and interior galleries are also still to be completed. Tammy added the Project Manager, the fencing contractor and an arborist, will be meeting on May 29, 2018 with neighbours regarding the fencing project. She added that the plan is to have the fencing completed by the end of June. Shannon Coles suggested and it was agreed that the June 22, 2018 Advisory Committee meeting be held in the Coach House at McCrae House. ○ Tammy Adkin reported that at the Guelph Civic Museum that the repointing in Temporary Gallery One on the first floor has been completed and the gallery is being prepared for the next exhibition. She added that the construction of the exterior scaffolding on the south end of the building is being delayed as an agreement is being worked out with the Basilica as to its proportions. • Tammy Adkin reported that a Vimy Oak Tree will be planted by the McCrae Statue at the Guelph Civic Museum in honour of author Linda Granfield by her publisher. • Tammy Adkin distributed to the Advisory Committee Guelph Museums the new Summer 2018 brochure.

9	<p>Adjournment</p> <p>MOTION 2018/15: That the meeting be adjourned. Moved: Shannon Coles</p> <ul style="list-style-type: none">• Adjournment at 6:27 p.m. <p>The next meeting will be held at McCrae House (Coach House) on Tuesday, June 22, 2018</p>
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GUELPH MUSEUMS MANAGEMENT REPORT

May 2018

Mark your calendars

Friday, May 25	7:00 PM Fourth Friday: Brad Woods
Friday, June 22	6:30 PM Exhibition opening and Fourth Friday: Shannon Kingsbury
Tuesday, June 27	2:00 PM McCrae House Tea at Two begins

Community engagement

Attendance	Apr-18	Apr-17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	1943	2135	-192	↓	8769	9722	-953	↓
McCrae House	149	161	-12	↓	521	513	8	↑
Outreach	35	75	-40	↓	262	75	187	↑
Total	2127	2296	-169	↓	9552	10310	-758	↓

Memberships	Apr-18	Apr-17	Variance		Dec-17	Variance	
Individual	54	71	-17	↓	43	11	↑
Family	381	469	-88	↓	382	-1	↓
Individual Life	29	30	-1	↓	29	0	—
Family Life	51	51	—	—	51	0	—
Total	515	621	-106	↓	505	10	↑

Education Programs	2018		2017	
	Programs	Guests	Variance	
Games & Toys	1	19		
Beyond Stone Walls	1	19		
Downtown Walk	1	17		
Civic Museum Tour	1	12		
McCrae House Tour	1	12		
Total	5	79	9 & 303	↓

Parties & Meetings	2018		2017	
	Events	Guests	Variance	
Rentals	7	82	11 & 151	↓
Birthday Parties	13	244	4 & 69	↑

Research Requests	Apr-18	Apr-17	Variance		YTD 18	YTD 17	Variance	
Email	221	222	-1	↓	536	657	-121	↓
Phone	7	12	-5	↓	34	74	-40	↓
In Person	2	18	-16	↓	23	22	1	↑
Mail	6	0	6	↑	6	0	6	↑
Web Users	1226	1908	-682	↓	5132	7330	-2198	↓
Total Researchers	1462	2160	-698	↓	5731	8083	-2352	↓
Web Searches	1603	2385	-782	↓	5871	8545	-2674	↓

Social Media	Apr-18	Apr-17	Variance		YTD 18	YTD 17	Variance	
Twitter Followers	45	54	-9	↓	3425	2959	466	↑
Mentions	80	85	-5	↓	158	317	-159	↓
Retweets	190	265	-75	↓	741	910	-169	↓
Facebook Page Likes	86	52	34	↑	1161	819	342	↑
Facebook Post Likes	515	1080	-565	↓	1211	3130	-1919	↓
Facebook Shares	103	141	-38	↓	202	284	-82	↓

Fundraising

	Apr-18	Apr-18	Variance	↑	YTD	Annual	%
	Actuals	Target		↓	Actual	Target	Achieved
Earned Revenue	8092	11567	-3475	↓	30056	138800	22%
Grant Revenue	0	7500	-7500	↓	968	90000	1%
Fundraised Revenue	1067	4583	-3516	↓	16562	55000	30%