

# MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Tuesday, June 26, 2018

LOCATION McCrae House – Coach House

TIME 5:30 pm

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

REGRETS Paul Baker, Linda Kearns (Vice Chair) and Jayne Osborn.

## DISCUSSION ITEMS

| ITEM # | DESCRIPTION  |
|--------|--|
| 1      | <p><b>Adoption of the Agenda</b></p> <p><b>MOTION 2018/16: That the agenda be adopted</b><br/>           Moved: Robert Hohenadel<br/>           Seconded: Jo Ann Hayter<br/> <b>CARRIED</b></p>  |
| 2      | <p><b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of May 24, 2018.</b></p> <p><b>MOTION 2018/17: That the minutes of May 24, 2018 be accepted.</b><br/>           Moved: Shannon Coles<br/>           Seconded: Jo Ann Hayter<br/> <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>• The Guelph Museums Management Report for June 2018 is attached and forms part of these minutes.</li> </ul>   |
| 5      | <p><b>Commemoration Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that the Commemoration Committee hasn’t met recently.</li> <li>• Tammy Adkin added that she is investigating a tour of Scotland for commemoration of what would be John Galt’s 240<sup>th</sup> birthday. It is tentatively scheduled for late April / early May 2019 and she noted that she is currently reviewing proposals from 2 different tour companies. She reported that Dr. Gil Stelter, a John Galt expert, advised about places they should go in Scotland.</li> </ul> |

|                 |   |
|-----------------|---|
| <p><b>6</b></p> | <p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>• The minutes of the meeting of the Community Connections Committee from June 25, 2018 are attached and form part of these minutes.</li> <li>• Jeremy deWaard reported that the Committee discussed the need cultural diversity at the museum amongst the volunteers and staff to better reflect the cultural composition of the community. All current Advisory Committee members were encouraged to let people they know about the upcoming vacancies on the Museum’s Advisory Committee and to suggest to these people that they apply. He added that this same approach could be applied to other volunteer positions.</li> <li>• Jeremy deWaard also discussed the History Helps program that would involve a team from the museum participating in local charity events to help to show the museum as a caring member of the community. He asked the Advisory Committee Members to look for opportunities for such participation.</li> <li>• Jeremy deWaard also discussed a History Bites Lunch and Learn program that would be a lunch time lecture to attract downtown workers to the museum. Tammy Adkin added that she will discuss this program idea with Val Harrison, Supervisor of Visitor Experiences.</li> </ul> |
| <p><b>7</b></p> | <p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• The minutes of the meeting of the Fundraising Committee from June 12, 2018 are attached and form part of these minutes.</li> <li>• Eleanor Ross noted the importance of planning early for the Febulous! event scheduled for February 2019. She added that the Committee plans on meeting with Layne Way (The Auctionista) in September to review things like prizes, the live auction and sponsorships.</li> <li>• Eleanor Ross asked all Advisory Committee members to think about sponsorship prospects.</li> <li>• Eleanor Ross added that in 2018 a year-end appeal for monetary donations to Guelph Museums will be conducted. Tammy Adkin will coordinate this campaign.</li> </ul> <p><b><i>Please note: Shannon Coles left the meeting at this time (6:25 pm).</i></b></p>   |

|                 |   |
|-----------------|---|
| <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 Adin 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. She added that the she, along with the Project Manager, the fencing contractor and an arborist have met with the neighbours in regards to the new fence. She reported that it will be a looped wire fence and that the post holes are being dug this week and the fence will be installed in August. She added that the enhancements to the exhibits inside McCrae House will be completed soon. She noted that once the exhibits and fencing has been completed this will complete the capital projects at McCrae House.</li> <li>○ Tammy Adkin reported that at the Guelph Civic Museum an agreement has been reached with the Basilica on the construction of the exterior scaffolding on the south end of the building and it will be installed in the next week or two. She also reported that the exterior work has progressed very well and is expected to be completed by the end of September at which time the exterior scaffolding will be removed. Tammy Adkin added that the work will then begin in the interior of the glass box area.</li> <li>• Tammy Adkin reported that a Vimy Oak Tree was planted at the Guelph Civic Museum in honour of author Linda Granfield by her publisher on June 22, 2018. She added that about 17 people were present for the planting and for the special Tea held at McCrae House afterwards.</li> </ul> |
| <p><b>9</b></p> | <p><b>Adjournment</b></p> <p><b>MOTION 2018/18: That the meeting be adjourned.</b><br/> Moved: Robert Hohenadel</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:31 p.m.</li> </ul> <p>The next meeting will be held at <b>Guelph Civic Museum</b> on <b>Thursday, September 27, 2018</b></p>  |

## GUELPH MUSEUMS MANAGEMENT REPORT

### June 2018

#### Mark your calendars

|                    |   |
|--------------------|---|
| Tuesday, June 27   | 2:00 PM McCrae House Tea at Two begins                |
| Saturday, July 7   | 7:00 PM Backyard Theatre: Mary's Wedding begins       |
| Friday, July 27    | 7:00 PM Fourth Friday: Brenda Lewis and Gayle Ackroyd |
| Saturday, August 4 | John Galt Day   |
| Friday, August 24  | 7:00 PM Ian Reid                                      |

#### Community engagement

| Attendance   | May-18 | May-17 | Variance |   | YTD 18 | YTD 17 | Variance |   |
|--------------|--------|--------|----------|---|--------|--------|----------|---|
| Civic Museum | 1609   | 1850   | -241     | ↓ | 10378  | 11572  | -1194    | ↓ |
| McCrae House | 614    | 613    | 1        | ↑ | 1135   | 1126   | 9        | ↑ |
| Outreach     | 160    | 30     | 130      | ↑ | 422    | 105    | 317      | ↑ |
| Total        | 2383   | 2463   | -80      | ↓ | 11935  | 12803  | -868     | ↓ |

| Memberships     | May-18 | May-17 | Variance |   | Dec-17 | Variance |   |
|-----------------|--------|--------|----------|---|--------|----------|---|
| Individual      | 52     | 67     | -15      | ↓ | 43     | 9        | ↑ |
| Family          | 382    | 421    | -39      | ↓ | 382    | 0        | — |
| Individual Life | 29     | 30     | -1       | ↓ | 29     | 0        | — |
| Family Life     | 51     | 51     | —        | — | 51     | 0        | — |
| Total           | 514    | 569    | -55      | ↓ | 505    | 9        | ↑ |

| Education Programs    | 2018      |            | 2017                |          |
|-----------------------|-----------|------------|---------------------|----------|
|                       | Programs  | Guests     | Variance            |          |
| Games & Toys          | 4         | 220        |                     |          |
| Growing Guelph        | 4         | 206        |                     |          |
| Tales Tombstones      | 2         | 87         |                     |          |
| Behind Stone Walls    | 1         | 46         |                     |          |
| My First Museum Visit | 1         | 45         |                     |          |
| Civic Museum Tour     | 1         | 5          |                     |          |
| Canada at War         | 1         | 345        |                     |          |
| <b>Total</b>          | <b>14</b> | <b>954</b> | <b>11 &amp; 707</b> | <b>↑</b> |

| Parties & Meetings | 2018   |        | 2017     |   |
|--------------------|--------|--------|----------|---|
|                    | Events | Guests | Variance |   |
| Rentals            | 5      | 116    | 8 & 125  | ↓ |
| Birthday Parties   | 5      | 80     | 5 & 82   | ↓ |

| <b>Research Requests</b> | May-18      | May-17      | Variance    |          | YTD 18      | YTD 17       | Variance     |          |
|--------------------------|-------------|-------------|-------------|----------|-------------|--------------|--------------|----------|
| Email                    | 194         | 326         | -132        | ↓        | 730         | 1034         | -304         | ↓        |
| Phone                    | 22          | 32          | -10         | ↓        | 56          | 105          | -49          | ↓        |
| In Person                | 12          | 22          | -10         | ↓        | 35          | 79           | -44          | ↓        |
| Mail                     | 1           | 0           | 1           | ↑        | 7           | 1            | 6            | ↑        |
| Web Users                | 1297        | 2013        | -716        | ↓        | 6429        | 10552        | -4123        | ↓        |
| <b>Total Researchers</b> | <b>1526</b> | <b>2393</b> | <b>-867</b> | <b>↓</b> | <b>7257</b> | <b>11771</b> | <b>-4514</b> | <b>↓</b> |
| Web Searches             | 1706        | 2458        | -752        | ↓        | 7577        | 11579        | -4002        | ↓        |

| <b>Social Media</b> | May-18 | May-17 | Variance |   | YTD 18 | YTD 17 | Variance |   |
|---------------------|--------|--------|----------|---|--------|--------|----------|---|
| Twitter Followers   | 23     | 91     | -68      | ↓ | 3448   | 3050   | 398      | ↑ |
| Mentions            | 51     | 72     | -21      | ↓ | 209    | 389    | -180     | ↓ |
| Retweets            | 153    | 385    | -232     | ↓ | 894    | 1295   | -401     | ↓ |
| Facebook Page Likes | 47     | 27     | 20       | ↑ | 1208   | 846    | 362      | ↑ |
| Facebook Post Likes | 641    | 1000   | -359     | ↓ | 1156   | 4130   | -2974    | ↓ |
| Facebook Shares     | 89     | 137    | -48      | ↓ | 192    | 421    | -229     | ↓ |

### Fundraising

|                    | May-18  | May-18 | Variance | ↑ | YTD   | Annual | %<br>Achieved |
|--------------------|---------|--------|----------|---|-------|--------|---------------|
|                    | Actuals | Target |          | ↓ |       |        |               |
| Earned Revenue     | 10236   | 11567  | -1331    | ↓ | 44748 | 138800 | 32%           |
| Grant Revenue      | 0       | 7500   | -7500    | ↓ | 968   | 90000  | 1%            |
| Fundraised Revenue | 3080    | 4583   | -1503    | ↓ | 17225 | 55000  | 31%           |

# MEETING MINUTES



MEETING **Guelph Museums Community Connections Committee**

DATE June 25, 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      | <p><b>Cultural diversity</b></p> <p>Discussed the need to increase cultural diversity amongst the volunteer and a staff team at the museum to be better reflective of the cultural composition of the community.</p> <ul style="list-style-type: none"><li>- For the next application for Advisory Committee positions, we will indicate ethno-cultural diversity as a desired attribute for the committee and we will share the post with the LIPP, our First Nations, Metis and Inuit advisors, the Young Professionals Network, the Black Heritage Society; we will also conduct interviews with qualified candidates prior to making a recommendation to council</li><li>- We will notify the same networks about museum volunteer intake days and job postings</li></ul> |
| 2      | <p><b>History Helps program</b></p> <p>This is a concept that was developed five years ago that centres around museum team participation in charity events to build profile of the museum as a caring community partner</p> <ul style="list-style-type: none"><li>- Advisory committee members and staff will be asked to identify such opportunities</li><li>- We will use social media to highlight volunteer participation of museum staff and volunteers at other organizations in the community</li></ul>  |
| 3      | <p><b>History Bites Lunch and Learn program</b></p> <p>This concept was suggested as a lunch-time lecture to attract downtown workers to the museum; we also discussed the potential of doing short outreach activities at downtown restaurants.</p> <ul style="list-style-type: none"><li>- Tammy will ask Val to discuss with Lynn Broughton</li><li>- We will target spring of 2019 to launch a pilot event</li></ul>  |
| 4      | <p><b>Next Meeting:</b></p> <p>Monday, September 24, 4 pm, Civic Museum</p>   |
| 5      | <p><b>Adjourned</b></p>   |

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## ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE    | DESCRIPTION  |
|--------|-------------|-------------|--|
| 1      | Jeremy      | June 26     | Report at Advisory Committee Meeting                             |
| 2      | Tammy       | Immediately | Discuss History Bites with Val                                   |
| 3      | Tammy       | September   | Plan intake process for Advisory Committee                       |
| 4      | Tammy       | Immediately | Direct staff to share volunteer intake information with networks |
| 5      | Tammy       | September   | Research City's approach to recruiting diverse workforce         |

# MEETING MINUTES

MEETING **Guelph Museums Fundraising Committee**

DATE June 12, 2018

LOCATION Civic Museum  
TIME 12 noon

PRESENT Eleanor Ross, Linda Kearns, JoAnn Hayter, Jayne Osborn, Tammy Adkin  
REGRETS Shannon Cole

## DISCUSSION ITEMS

| ITEM # | DESCRIPTION   |
|--------|---|
| 1      | <p><b>Febulous</b></p> <ul style="list-style-type: none"> <li>- Linda will be retiring from the committee when her Advisory Committee term expires; JoAnn is considering her ongoing role once her Advisory Committee term concludes</li> <li>- New committee members, with a focus on young professionals, are to be recruited:               <ul style="list-style-type: none"> <li>▪ Eleanor will approach Kim Landoni</li> <li>▪ Tammy will connect with Guelph Chamber of Commerce</li> <li>▪ Jayne will approach Tim Campbell</li> </ul> </li> <li>- Committee reviewed, revised and approved budget (attached)</li> <li>- Tammy will update critical path, with key milestones to include:               <ul style="list-style-type: none"> <li>▪ Initial Febulous Committee meeting in September; invite Layne</li> <li>▪ Auction and Pick a Prize request letters distributed September/October</li> <li>▪ Save the date issued in October</li> <li>▪ Live auction items confirmed by November</li> <li>▪ Marketing and ticket sales launch first week of January</li> </ul> </li> <li>- Live auction should include experiences:               <ul style="list-style-type: none"> <li>▪ Catered dinner in Glass Box</li> <li>▪ Fire hall experience for kids</li> <li>▪ BBQ on patio at Guelph Country Club</li> <li>▪ Food truck dinner party</li> </ul> </li> </ul> |
| 2      | <p><b>Sponsorships</b></p> <ul style="list-style-type: none"> <li>- Reviewed and revised sponsorship properties and levels (attached)</li> <li>- Further identification and discussion about prospects to be completed at next meeting</li> </ul>   |
| 3      | <p><b>Year-end Appeal</b></p> <ul style="list-style-type: none"> <li>- Concept will be developed in August</li> <li>- First email appeal to be issued in November, followed by direct mail to land first week of December</li> </ul>  |



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## ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION                                       |
|--------|-------------|----------|---|
| 1      | Committee   | August   | Identify sponsorship prospects                    |
| 2      | Committee   | August   | Identify potential Febulous committee members     |
| 3      | Tammy       | August   | Draft year-end campaign message and campaign plan |
| 4      | Tammy       | August   | Set next meeting                                  |