

MEETING MINUTES



MEETING Guelph Museums Advisory Committee

DATE Thursday, June 27, 2019

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Paul Baker, Shannon Coles (Chair), Jeremy deWaard (Vice Chair), Robert Hohenadel, Kesia Kvill, Jayne Osborn (Executive Member), Eleanor Ross, and Tammy Adkin (Manager)

REGRETS Kim Landoni, Kris Tozer, and Judi Prigione (Staff)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Adoption of the Agenda</p> <p>MOTION 2019/15: That the agenda be adopted. Moved: Kesia Kvill Seconded: Jayne Osborn CARRIED</p>
2	<p>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of May 23, 2019.</p> <p>MOTION 2019/16: That the minutes of May 23, 2019 be accepted. Moved: Jayne Osborn Seconded: Jeremy deWaard CARRIED</p>
3	<p>Business arising from the minutes</p> <ul style="list-style-type: none">• None
4	<p>Manager's Report</p> <p>The Guelph Museums Management Report is attached and forms part of these minutes.</p> <ul style="list-style-type: none">• Tammy Adkin was asked if the decline in YTD attendance is of concern. She replied that while the numbers are lower than last year, we are still on target to welcome 30,000 visitors. Levels of attendance are often driven by special exhibitions – some which will have more visitor draw than others. Those drawing less visitors are still important in terms of the stories they represent. Adkin is confident in the quality of work being produced by the museum, and in the community profile of the museum.

5	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • The terms of reference were reviewed. • The committee will consist of: Paul Baker, Jeremy deWaard, Robert Hohenadel, Kesia Kvill, and Kris Tozer • The initial meeting will be set for early September • A draft membership survey will be sent in advance by email
6	<p>Revenue Development Committee Report</p> <ul style="list-style-type: none"> • The terms of reference were reviewed. • The committee will consist of: Kim Landoni, Jayne Osborn, and Eleanor Ross • The initial meeting will be set for early September
7	<p>New Business</p> <p style="padding-left: 40px;">1. Guelph’s Community Plan</p> <ul style="list-style-type: none"> ○ A summary of the plan was distributed and reviewed.
8	<p>Adjournment</p> <p>MOTION 2019/17: That the meeting be adjourned. Moved: Jeremy deWaard</p> <ul style="list-style-type: none"> • Adjournment at 6:30 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, September 26 , 2019 at 5:30 pm.</p>

GUELPH MUSEUMS MANAGEMENT REPORT

May 2019

Mark your calendars

June 25 - September 1	McCrae House Tea at Two - Tuesdays to Sundays
July 6 - 20	McCrae House Backyard Theatre: What I Gave, I Have
Friday, August 2	John Galt & the Instant City, 2 pm and 7 pm performances
Saturday, August 3	John Galt Day concert featuring Rant Maggie Rant and Shawnee, 8 pm
Sunday, August 4	Community Tea, 2 pm

Community engagement

Attendance	May-19	May-18	Variance		YTD 19	YTD 18	Variance	
Civic Museum	1403	1609	-206	↓	9889	10378	-489	↓
McCrae House	598	614	-16	↓	900	1135	-235	↓
Outreach	0	160	-160	↓	310	422	-112	↓
Total	2001	2383	-382	↓	11099	11935	-836	↓

Memberships	May-19	May-18	Variance		YE 18	Variance	
Family	324	382	-58	↓	340	-16	↓
Individual	44	52	-8	↓	47	-3	↓
Total	368	434	-66	↓	387	-19	↓

	May-19		2018	YTD 19		YTD 18
Education Programs	Programs	Guests	Variance	Programs	Guests	Variance
Arts and Culture Day				3	62	
Canada at War						
Create Your Own				2	107	
Downtown Walk						
Fibre to Fashion				1	34	
First World War						
Games & Toys	1	10		4	157	
Guided Tour - Civic	2	27		2	27	
Guided Tour - McCrae	7	393		7	393	
Local Government	1	60		1	60	
No Word for Art				8	216	
STEM Week						
Tombstone Tales	1	26		3	83	
Local Government						
Total	12	516	14&954	31	1139	27&1308

	2019		2018	YTD 19		YTD 18
Parties & Meetings	Events	Guests	Variance	Programs	Guests	Variance
Rentals	3	46	5&116	27	492	40&643
Birthday Parties	6	102	5&80	35	680	47&844

Research Requests	May-19	May-18	Variance		YTD 19	YTD 18	Variance	
Email	175	194	-19	↓	895	730	165	↑
Phone	12	22	-10	↑	76	56	20	↑
In Person	5	12	-7	↑	35	35	0	↑
Mail	2	1	1	↓	4	7	-3	↓
Web Users	2384	1297	1087	↑	11061	6429	4632	↑
Total Researchers	2578	1526	1052	↑	12071	7257	4814	↑
Web Searches	2922	1706	1216	↑	13796	7577	6219	↑

Social Media	May-19	May-18	Variance		YTD 19	YTD 18	Variance	
Twitter Followers	27	23	4	↑	3735	3448	287	↑
Engagement	638	204	434	↑	1780	1103	677	↑
Facebook Page Likes	27	47	-20	↓	1732	1208	524	↑
Facebook Post Likes	1310	641	669	↑	5702	1156	4546	↑
Facebook Shares	146	80	66	↑	647	192	455	↑

Fundraising

	May-19	May-19	Variance	↑	YTD	Annual	% Achieved
	Actuals	Target		↓			
Earned Revenue	10207	12467	-2260	↓	50030	149600	33%
Grant Revenue	45000	0	45000	↑	45000	90000	50%
Fundraised Revenue	52014	3500	48514	↑	76216	45000	169%