

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, October 24, 2019

LOCATION Guelph Civic Museum

TIME 5:30 pm

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

REGRETS Kris Tozer, and Judi Prigione (Staff)

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
|--------|--|
| 1 | Adoption of the Agenda MOTION 2019/21: That the agenda be adopted. Moved: Kesia Kvill Seconded: Robert Hohenadel CARRIED |
| 2 | Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of September 26, 2019. MOTION 2019/22: That the minutes of September 26, 2019 be accepted. Moved: Kim Landoni Seconded: Eleanor Ross CARRIED |
| 3 | Business arising from the minutes <ul style="list-style-type: none">• None |
| 4 | Manager's Report The Guelph Museums Management Report is attached and forms part of these minutes. <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. |

| | |
|---|---|
| 5 | <p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • Jeremy deWaard reported on the committee meeting held October 22. The minutes of that meeting are attached. • It was suggested that the following be invited to participate in the community conversation re: health-related initiatives at the Museum – Family Counselling at UofG; Hope House; neighbourhood groups; Onward Willow; Hospice; Grief Counselling; ARCH; CMHA |
| 6 | <p>Revenue Development Committee Report</p> <ul style="list-style-type: none"> • Jayne Osborn reported on the committee meeting held October 21. The minutes of that meeting are attached • It was suggested that the year-end campaign letter focus on local initiatives and engagement with respect to the Indigenous Youth Advisory |
| 7 | <p>New Business</p> <p>1. Into the Light exhibition</p> <ul style="list-style-type: none"> ○ Curator Dawn Owen provided a brief tour of the exhibition. The committee indicated their pride in such a challenging exhibition being presented. They offered suggestions on improvements that could be made to connect the exhibition with public visitors who may not be pre-disposed to the message. <p>2. Letter of concern from volunteer</p> <ul style="list-style-type: none"> ○ The committee reviewed and discussed a letter received from A. Holman. The letter is attached. Tammy Adkin has already responded to the letter. Shannon Coles will prepare a response from the Advisory Committee. ○ It was suggested that the committee have a discussion in the new year about the mandate of the museum and how it relates to exhibitions and programming as we move forward. This discussion will happen as part of our new strategic plan exercise. <p>3. Locomotive 6167</p> <ul style="list-style-type: none"> ○ The move of the locomotive has been a topic of discussion for Council as they consider the 2020 capital budget. It is expected that a motion will come forward to deaccession the locomotive. The committee discussed advocating to Council in support of the locomotive move. It was decided that individual committee members would contact mayor and council, should they choose. |
| 8 | <p>Adjournment</p> <p>MOTION 2019/23: That the meeting be adjourned.</p> <p>Moved: Jeremy deWaard</p> <ul style="list-style-type: none"> • Adjournment at 7:00 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, November 28, 2019 at 5:30 pm.</p> |

GUELPH MUSEUMS MANAGEMENT REPORT

October 2019

Mark your calendars

| | | |
|-----------------------|---------|----------------------------------|
| Friday, November 29 | 7-9 pm | Fifth Friday: Fizz-ics Pub Night |
| Saturday, November 30 | 8-10 am | Member PJ Party |
| Friday, December 27 | 7-9 pm | Fourth Friday: Tragedy Ann |
| Wednesday, January 15 | 12 noon | History Bites: VibraFusion Lab |

Community engagement

| Attendance | Oct-19 | Oct-18 | Variance | | YTD 19 | YTD 18 | Variance | |
|--------------|--------|--------|----------|---|--------|--------|----------|---|
| Civic Museum | 2373 | 2467 | -94 | ↓ | 19727 | 20904 | -1177 | ↓ |
| McCrae House | 333 | 257 | 76 | ↑ | 3392 | 3562 | -170 | ↓ |
| Outreach | 113 | 100 | 13 | ↑ | 523 | 917 | -394 | ↓ |
| Total | 2819 | 2824 | -5 | ↓ | 23642 | 25383 | -1741 | ↓ |

| Memberships | Oct-19 | Oct-18 | Variance | | YE 18 | Variance | |
|-------------|--------|--------|----------|---|-------|----------|---|
| Family | 314 | 363 | -49 | ↓ | 340 | -26 | ↓ |
| Individual | 42 | 48 | -6 | ↓ | 47 | -5 | ↓ |
| Total | 356 | 411 | -55 | ↓ | 387 | -31 | ↓ |

| | Oct-19 | | 2018 | YTD 19 | | YTD 18 |
|----------------------|----------|--------|----------|----------|--------|-----------|
| Education Programs | Programs | Guests | Variance | Programs | Guests | Variance |
| Arts and Culture Day | | | | 1 | 78 | |
| Canada at War | | | | 6 | 386 | |
| Create Your Own | | | | 4 | 198 | |
| Downtown Walk | 3 | 41 | | 4 | 175 | |
| Fibre to Fashion | | | | 1 | 34 | |
| First World War | 1 | 11 | | 2 | 66 | |
| Games & Toys | | | | 5 | 186 | |
| Guided Tour - Civic | 1 | 56 | | 9 | 245 | |
| Guided Tour - McCrae | 2 | 112 | | 4 | 145 | |
| Local Government | 15 | 651 | | 16 | 711 | |
| No Word for Art | | | | 8 | 216 | |
| STEM Week | | | | | | |
| Tombstone Tales | | | | 5 | 116 | |
| Local Government | | | | | | |
| Hop On/Hop Off Tour | 1 | 16 | | 1 | 16 | |
| Total | 23 | 887 | 22&938 ↓ | 66 | 2572 | 64&2545 ↑ |

| | 2019 | | 2018 | YTD 19 | | YTD 18 |
|--------------------|--------|--------|----------|----------|--------|-----------|
| Parties & Meetings | Events | Guests | Variance | Programs | Guests | Variance |
| Rentals | 12 | 266 | 8&116 ↑ | 73 | 1894 | 78&1457 ↓ |
| Birthday Parties | 3 | 57 | 10&183 ↓ | 55 | 1047 | 75&1375 ↓ |

| Research Requests | Oct-19 | Oct-18 | Variance | | YTD 19 | YTD 18 | Variance | |
|-------------------|--------|--------|----------|---|--------|--------|----------|---|
| Email | 265 | 234 | 31 | ↑ | 1820 | 1687 | 133 | ↑ |
| Phone | 5 | 9 | -4 | ↑ | 135 | 91 | 44 | ↑ |
| In Person | 19 | 7 | 12 | ↓ | 75 | 77 | -2 | ↓ |
| Mail | 2 | 0 | 2 | ↑ | 7 | 7 | 0 | - |
| Web Users | 2077 | 1447 | 630 | ↑ | 22085 | 13424 | 8661 | ↑ |
| Total Researchers | 2368 | 1697 | 671 | ↑ | 24122 | 15286 | 8836 | ↑ |
| Web Searches | 2552 | 2506 | 46 | ↑ | 26511 | 16977 | 9534 | ↑ |

| Social Media | Oct-19 | Oct-18 | Variance | | YTD 19 | YTD 18 | Variance | |
|-----------------------|--------|--------|----------|---|--------|--------|----------|---|
| Twitter Followers | 4 | 34 | -30 | ↓ | 3848 | 3630 | 218 | ↑ |
| Engagement | 247 | 305 | -58 | ↓ | 2925 | 2602 | 323 | ↑ |
| Facebook Page Likes | 36 | 51 | -15 | ↓ | 1892 | 1478 | 414 | ↑ |
| Facebook Post Likes | 1036 | 203 | 833 | ↑ | 11228 | 3837 | 7391 | ↑ |
| Facebook Shares | 99 | 33 | 66 | ↑ | 1261 | 564 | 697 | ↑ |
| Instagram Followers | 123 | 0 | 123 | ↑ | 936 | 0 | 936 | ↑ |
| Instagram Likes | 689 | 0 | 689 | ↑ | 1941 | 0 | 1941 | ↑ |
| Instagram Impressions | 9977 | 0 | 9977 | ↑ | 23872 | 0 | 23872 | ↑ |

Fundraising

| | Oct-19 | Oct-19 | Variance | ↑ | YTD | Annual | % |
|--------------------|---------|--------|----------|---|--------|--------|----------|
| | Actuals | Target | | ↓ | Actual | Target | Achieved |
| Earned Revenue | 11738 | 12467 | -729 | ↓ | 115032 | 149600 | 77% |
| Grant Revenue | 0 | 7500 | -7500 | ↓ | 38414 | 90000 | 43% |
| Fundraised Revenue | 10891 | 0 | 10891 | ↑ | 73771 | 45000 | 164% |

MEETING MINUTES

MEETING **Guelph Museums Community Connections Committee**

DATE October 22, 2019

LOCATION Civic Museum

TIME 5:00 PM

PRESENT Jeremy deWaard, Paul Baker, Bob Hohenadel, Tammy Adkin

REGRETS JoAnn Hayter, Kesia Kvill, Kris Tozer

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
|--------|--|
| 1 | Membership recruitment and retention <ul style="list-style-type: none">- Discussed survey to members who have not renewed over the past three years to determine reason for not renewing- Discussed survey to existing members to determine what features they value most and how we might improve their membership experience- Discussed ongoing exit survey for members who choose not to renew- Discussed data collection through membership swipes; Tammy to determine the potential with the new point-of-sale system |
| 2 | Social media and engagement <ul style="list-style-type: none">- Discussed campaign to increase followers and page likes, including incentives, contests, compelling content, partnerships/networks- Look at other cultural organizations' social sites for inspiration- Tammy to work with Sarah to draft plan for review |
| 3 | Community Conversation <ul style="list-style-type: none">- The next conversation is to be focused on health-related/therapeutic organizations- Suggested participants include: Medical Officer of Health, Public Health, Alzheimer Society, Homewood, assisted-living facilities, Kids Ability, physiotherapists, Hearing Society, CNIB |
| 4 | Next Meeting <ul style="list-style-type: none">- Tuesday, November 19 at 4:30 pm |

ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION |
|--------|-------------------|-------------|--|
| 1 | Tammy | November 19 | Draft membership surveys |
| 2 | Tammy | November 19 | Explore data collection opportunities |
| 3 | Tammy and Sarah | November 19 | Draft social media acquisition campaign |
| 4 | Committee members | November 19 | Identify inspiring social media sites |
| 5 | Tammy | November 19 | Establish date and agenda for community conversation |

MEETING MINUTES

MEETING **Guelph Museums Revenue Development Committee**

DATE October 21, 2019

LOCATION Civic Museum

TIME 5:00 PM

PRESENT Jayne Osborn, Kim Landoni, Tammy Adkin

REGRETS Eleanor Ross

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
|--------|--|
| 1 | Sponsorships <ul style="list-style-type: none">- Reviewed 2020 sponsorship properties and levels of investment (attached)- Tammy to provide sponsorship prospecting and request methodology, and to draft collateral to support pitches- Revenue Development Committee – and other Advisory Committee – members are encouraged to identify prospects |
| 2 | Year-End Appeal <ul style="list-style-type: none">- Reviewed prior year letter and results (20 gifts; \$6,465)- Discussed theme for 2019 appeal – supporting Indigenous youth advisory- Suggested the letter acknowledge achievements supported by last year's campaign- Suggested introducing a monthly giving opportunity- Target distribution of letter: November 15 |
| 3 | Other <ul style="list-style-type: none">- Jayne suggested consideration be given to establishing a donor wall- Jayne suggested we consider establishing a planned giving program- Jayne suggested we implement donor stewardship events, ie. Donor tea |
| 4 | Next Meeting <ul style="list-style-type: none">- Monday, November 18 at 5 pm |

ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION |
|--------|--|-------------|---|
| 1 | Tammy | November 18 | Provide sponsorship prospecting and request methodology, and to draft collateral to support pitches |
| 2 | Revenue Development Committee and other Advisory Committee Members | Ongoing | Identify prospects and participate in asks |
| 3 | Tammy | November 15 | Prepare and distribute year-end campaign letter and establish monthly giving mechanism |