

# MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Thursday, January 25, 2018

LOCATION Guelph Civic Museum  
TIME 5:30 pm

PRESENT Paul Baker, Robert Hohenadel, Linda Kearns (Vice Chair), Jayne Osborn, Eleanor Ross, Tammy Adkin (Manager ), Judi Prigione (Staff) and Celia de Grave (Volunteer)

REGRETS Shannon Coles (Executive Member), Jeremy deWaard, Jo Ann Hayter and Debra Nash-Chambers (Chair)

## DISCUSSION ITEMS

### ITEM # DESCRIPTION

*Please note: Linda Kearns acted as Chair for the meeting.*

<b>1</b>	<p><b>Adoption of the Agenda</b></p> <p><b>MOTION 2018/01: That the agenda be adopted with the change to discuss the Fundraising Committee Report first on the Agenda.</b></p> <p>Moved: Robert Hohenadel Seconded: Paul Baker <b>CARRIED</b></p>
<b>2</b>	<p><b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of November 23, 2017.</b></p> <p><b>MOTION 2018/02: That the minutes of November 23, 2017 be accepted.</b></p> <p>Moved: Robert Hohenadel Seconded: Jayne Osborn <b>CARRIED</b></p>
<b>3</b>	<p><b>Business arising from the minutes</b></p> <ul style="list-style-type: none"> <li>• None.</li> </ul>
<b>4</b>	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• The report of the Fundraising Committee and the discussion of the Febulous! Event were initiated by Eleanor Ross.</li> <li>• Volunteer Celia de Grave discussed the Febulous! event being held February 22, 2018 and gave an overview of the candy theme decorations for the event.</li> <li>• Paul Baker suggested having some sugar free candy options available at the event.</li> <li>• Tammy reminded Advisory Committee members that they each have two complimentary tickets to distribute to "young professionals". She added that if any member needed more tickets, they should email Tammy.</li> <li>• Details of the event were discussed including the silent auction, live auction, pick a prize activity, sign up parties and the fund a need appeal.</li> <li>• Tammy Adkin discussed that the room will be setup differently this year using smaller tables to allow for better flow.</li> </ul>

	<ul style="list-style-type: none"> <li>Tammy Adkin added that the "signature drink" is being sponsored by Dixon Distillery.</li> </ul> <p><b>Note: Celia de Grave left the meeting at this time (6:18 pm)</b></p>
5	<p><b>Manager's Report for receipt</b></p> <ul style="list-style-type: none"> <li>The Guelph Museums Management Report – January 2018 is attached and forms part of these minutes.</li> </ul>
6	<p><b>Commemoration Committee Report</b></p> <ul style="list-style-type: none"> <li>Minutes of the meetings of the Commemoration Committee for November 29, 2017 and January 23, 2018 are attached and form part of these minutes.</li> <li>Tammy Adkin discussed upcoming events including the Commemoration of the centenary of John McCrae's Passing on January 28, 2018.</li> <li>Tammy Adkin also discussed the trip to France / Belgium in April / May 2018 reporting that no member of the Royal Family will be able to attend. She added that no official confirmation has been received about if the Prime Minister or the Governor General will be able to attend the graveside service.</li> <li>Tammy Adkin added that a few spaces are still available if Advisory Committee members know anyone interested.</li> </ul>
7	<p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin reported on behalf of Jeremy deWaard that that she and Jeremy met on Monday, January 22, 2018.</li> <li>Tammy Adkin reviewed with the Advisory Committee the 2018 Committee Work Plan. They also reviewed the 2018 Operation Plan and Tammy noted that it is a "living document" that can be updated at any time</li> </ul> <p><b>MOTION 2018/03: That the 2018 Operating Plan be accepted.</b>  Moved: Robert Hohenadel  Seconded: Paul Baker  <b>CARRIED</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin reviewed the Strategic Operating Plan January 2018 Progress Report with the Advisory Committee. She noted that 16% of the plan is complete and the current plan continues until 2020.</li> </ul> <p><b>MOTION 2018/04: That the Strategic Operating Plan January 2018 Progress Report be accepted.</b>  Moved: Jayne Osborn  Seconded: Eleanor Ross  <b>CARRIED</b></p>
8	<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>It was decided that because the Febulous! event is being held on the scheduled date of the next Advisory Committee Meeting (February 22, 2018) that no meeting will be held in February 2018.</li> </ul>
9	<p><b>Adjournment</b></p> <p><b>MOTION 2018/05: That the meeting be adjourned.</b>  Moved: Jayne Osborn</p> <ul style="list-style-type: none"> <li>Adjournment at 6:43 p.m.</li> </ul> <p>The next meeting will be held at Guelph Civic Museum on <b>Thursday, March 22, 2018</b></p>

**GUELPH MUSEUMS MANAGEMENT REPORT**

**January 2018**

**Mark your calendars**

Friday, January 26                    7:00 PM Fourth Friday: Ambre McLean  
 Sunday, January 28                    Commemorating the centenary of John McCrae's passing  
 Sunday, February 11                1 & 3 PM Valentine's Day Tea  
 Thursday, February 22            5 to 7 PM Febulous!

**Community engagement**

Attendance	Nov/Dec 17	Nov/Dec 16	Variance		YTD 17	YTD 16	Variance	
Civic Museum	3834	3867	-33	↓	26206	23786	2420	↑
McCrae House	1155	1574	-419	↓	4870	5455	-585	↓
Outreach	260	812	-552	↓	957	1253	-296	↓
<b>Total</b>	<b>5249</b>	<b>5441</b>	<b>-192</b>	<b>↓</b>	<b>32033</b>	<b>30494</b>	<b>1539</b>	<b>↑</b>

Memberships	Nov/Dec 17	Nov/Dec 16	Variance		Dec-16	Variance	
Individual	43	62	-19	↓	62	-19	↓
Family	382	348	34	↑	348	34	↑
Individual Life	29	30	-1	↓	30	-1	↓
Family Life	51	51	—	—	51	0	—
<b>Total</b>	<b>505</b>	<b>491</b>	<b>14</b>	<b>↑</b>	<b>491</b>	<b>14</b>	<b>↑</b>

Education Programs	2017		2016	
	Programs	Guests	Variance	
Games & Toys	14	585		
First World War	10	305		
Cool to be Canadian	7	303		
Growing Guelph	2	62		
Civic Museum Tour	1	61		
Behind Stone Walls	1	35		
My First Museum	1	31		
McCrae House Tour	1	9		
<b>Total</b>	<b>37</b>	<b>1391</b>	<b>29&amp;848</b>	<b>↑</b>

Parties & Meetings	2017		2016	
	Events	Guests	Variance	
Rentals	16	295	<b>11&amp;222</b>	<b>↑</b>
Birthday Parties	11	158	<b>10&amp;170</b>	<b>↑</b>

Research Requests	Nov/Dec 17	Nov/Dec 16	Variance		YTD 17	YTD 16	Variance	
Email	106	192	-86	↓	2792	1470	1322	↑
Phone	15	19	-4	↓	195	185	10	↑
In Person	15	3	12	↑	135	72	63	↑
Web Users	1412	3619	-2207	↓	20377	22034	-1657	↓
<b>Total Researchers</b>	<b>1548</b>	<b>3833</b>	<b>-2285</b>	<b>↓</b>	<b>23499</b>	<b>23761</b>	<b>-262</b>	<b>↓</b>
Web Searches	1726	4372	-2646	↓	22891	24723	-1832	↓

<b>Social Media</b>	Nov/Dec 17	Nov/Dec 16	Variance		YTD 17	YTD 16	Variance	
Twitter Followers	56	90	-34	↓	3284	2774	510	↑
Mentions	87	88	-1	↓	781	n/a	n/a	
Retweets	418	307	111	↑	2935	n/a	n/a	
Facebook Page Likes	72	28	44	↑	1048	688	360	↑
Facebook Post Likes	970	647	323	↑	8777	n/a	n/a	
Facebook Shares	167	31	136	↑	1110	n/a	n/a	

### **Fundraising**

	Nov/Dec 17	Nov/Dec 17	Variance	↑	YTD	Annual	% Achieved
	Actuals	Target		↓			
Earned Revenue	24761	17332	7429	↑	123903	104000	119%
Grant Revenue	53471	9583	43888	↑	100193	124000	81%
Fundraised Revenue	3846	8333	-4487	↓	38367	50000	77%

# MEETING MINUTES

MEETING	<b>Commemoration Committee</b>
DATE	Wednesday, November 29, 2017
LOCATION	Guelph Civic Museum
TIME	2:00 pm
PRESENT	Linda Kearns (chair), Bob Hohenadel, Michael McKay (11 <sup>th</sup> Field Regiment), Rory Johnston (11 <sup>th</sup> Field Regiment), John Borthwick (St. Andrew's Presbyterian Church), Tammy Adkin
REGRETS	Deb Nash-Chambers, Val Harrison,

## DISCUSSION ITEMS

<b>1</b>	<p><b>2018 Commemoration of 100<sup>th</sup> Anniversary of Lt.Col. John McCrae's Passing</b></p> <p><b>Local Commemoration Activities - Sunday, January 28, 2018</b></p> <ul style="list-style-type: none"><li>▪ 10 AM to 5 PM – Memories and reflection at Guelph Civic Museum; admission by donation</li><li>▪ 10:30 to 11:30 AM – Service at St. Andrew Presbyterian Church<ul style="list-style-type: none"><li>○ Procession</li><li>○ God Save the Queen</li><li>○ Scripture</li><li>○ McCrae Memorials by 11<sup>th</sup> Field Regiment, Legion, Guelph Museums/City of Guelph, Guelph Historical Society</li><li>○ Last Post, Piper's Lament, Reveille</li><li>○ Poppy Ceremony</li><li>○ Closing Prayer</li><li>○ O Canada</li><li>○ Coffee/tea reception</li></ul></li><li>▪ 1 to 5 PM - Memories and reflection at McCrae House and Memorial Gardens</li><li>▪ 1:30 to 2:30 PM – Reception for invited guests at Officers' Mess at Armoury; approximately 100 people</li><li>▪ 3 to 4:15 PM – John McCrae: His Life in Words, Images, Song at River Run Centre</li></ul> <p><b>Action Items:</b></p> <ul style="list-style-type: none"><li>▪ Rory to arrange 2-person regiment parade for service at St. Andrew</li><li>▪ Legion to be consulted about flags; IODE may also have flags available for loan if needed</li><li>▪ Rory to develop invitation to reception at Officers' Mess</li><li>▪ Tammy to compile guest list and coordinate RSVPs for reception at Officers' Mess; guest list to include McCrae family, statue committee and donors, civic officials, museum/church/legion/regiment guests</li><li>▪ John to encourage other places of worship to acknowledge Lt. Col. McCrae during their January 28 services</li><li>▪ Museum will coordinate a Messages to McCrae campaign to engage youth; messages will be compiled and a copy left at McCrae's gravesite.</li></ul>
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	<p><b>Belgium/France Commemoration</b> – April 27 to May 5, 2018</p> <ul style="list-style-type: none"> <li>▪ Group tour is 70% sold; room for 12 more travellers</li> <li>▪ Sons of '17 show confirmed for Vimy Memorial Visitor Centre</li> <li>▪ Draft graveside memorial service, informed by Veteran’s Affairs protocol, distributed</li> </ul> <p><b>Action Items</b></p> <ul style="list-style-type: none"> <li>▪ Rory to assist with connection to Canadian Forces in Europe; the Museum would like CF participation at the memorial service, and is particularly looking to engage a chaplain, a piper and a bugler</li> <li>▪ John to suggest hymns and scripture that would be appropriate for graveside service</li> <li>▪ Tammy to connect with Secretary-General for Flanders on Mike’s recommendation</li> </ul>
2	<p><b>Next Meeting</b></p> <ul style="list-style-type: none"> <li>• TBD</li> </ul>

# MEETING MINUTES

MEETING	<b>Commemoration Committee</b>
DATE	Tuesday, January 23, 2018
LOCATION	Guelph Civic Museum
TIME	2:00 pm
PRESENT	Linda Kearns (chair), Bob Hohenadel, John Borthwick (St. Andrew's Presbyterian Church), Michael McKay (11 <sup>th</sup> Field Regiment), Val Harrison, Tammy Adkin
REGRETS	, Rory Johnston (11 <sup>th</sup> Field Regiment), Deb Nash-Chambers,

## DISCUSSION ITEMS

<b>1</b>	<p><b>2018 Commemoration of 100<sup>th</sup> Anniversary of Lt. Col. John McCrae's Passing</b></p> <p><b>Local Commemoration Activities - Sunday, January 28, 2018</b></p> <p><b>Guelph Museums</b></p> <ul style="list-style-type: none"><li>- Both locations will be open with special tributes to McCrae set up.</li><li>- Civic Museum open 10 am to 5 pm; McCrae House open Noon to 5 pm</li><li>- Admission will be by donation</li><li>- Visitors will have an opportunity to contribute a message to the Messages to McCrae wreath that will be laid at the graveside service in May.</li></ul> <p><b>St. Andrew's Guelph</b></p> <ul style="list-style-type: none"><li>- Service begins at 10:30 am</li><li>- Colour party and VIP guests asked to meet in church hall in advance</li><li>- Inserts for the bulletin provided by Guelph Museums</li><li>- Coffee reception will follow the service</li></ul> <p><b>Wreath-Laying Ceremony at McCrae Memorial Gardens</b></p> <ul style="list-style-type: none"><li>- Prince Arthur Guelph Loyal Orange Lodge No 1331 has coordinated this service</li></ul> <p><b>11<sup>th</sup> Field Regiment Reception</b></p> <ul style="list-style-type: none"><li>- By invitation reception begins at 1:30 pm</li><li>- 45 people have confirmed their attendance</li></ul> <p><b>John McCrae: His Life in Word, Images, Song</b></p> <ul style="list-style-type: none"><li>- Performance by Hugh Brewster and Elora Singers is set for 3 pm at the River Run Centre</li><li>- Tickets are selling well</li></ul> <p><b>Belgium/France Commemoration – April 27 to May 5, 2018</b></p>
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	<ul style="list-style-type: none"><li>- We have confirmed departure with 25 guests</li><li>- There are a few spots remaining if others wish to join the tour</li><li>- There is a possibility that the Governor General will participate in the graveside service</li></ul>
<b>2</b>	<b>Next Meeting</b> <ul style="list-style-type: none"><li>• TBD</li></ul>