

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, January 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, Kris Tozer, Tammy Adkin (Manager) and Judi Prigione (Staff)

REGRETS None

DISCUSSION ITEMS

ITEM # DESCRIPTION

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| 1 | Adoption of the Agenda MOTION 2019/01: That the agenda be adopted with the "Welcome to the New Members" then "Election of the Executive Committee" moved to right after "New Business". Moved: Robert Hohenadel Seconded: Jeremy deWaard CARRIED |
| 2 | Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of November 29, 2018. MOTION 2019/02: That the minutes of November 29, 2018 be accepted. Moved: Paul Baker Seconded: Jeremy deWaard CARRIED |
| 3 | Business arising from the minutes <ul style="list-style-type: none">Tammy Adkin read the thank you card received from the recently retired Advisory Committee Member Linda Kearns. |
| 4 | Welcome to New Members <ul style="list-style-type: none">Three new Advisory Committee Members were welcomed to the Committee – Kim Landoni, Kesia Kvill and Kris Tozer.Each Advisory Committee Member and Staff Member present briefly introduced himself or herself. |
| 5 | Election of the Advisory Committee <ul style="list-style-type: none">This portion of the meeting was chaired by Tammy Adkin. MOTION 2019/03: To approve the slate of candidates for the Executive Committee of the Guelph Museums Advisory Committee: Chair – Shannon Coles, Vice Chair – |

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| | <p style="text-align: center;">Jeremy deWaard and Executive Member – Jayne Osborn.</p> <p>Moved: Eleanor Ross Seconded: Kesia Kvill CARRIED</p> <ul style="list-style-type: none"> Shannon Coles resumed as the Chair of the meeting. |
| 6 | <p>Manager’s Report for receipt</p> <ul style="list-style-type: none"> The Guelph Museums Management Report for December 2018 is attached and forms part of these minutes. Tammy Adkin reported 2018 ended strongly in terms of attendance, education programs and birthday parties. Tammy Adkin reported that there are opportunities for improvement in the membership program and social media engagement and these will be reviewed over the next year. Tammy Adkin also reported that 94% of the earned revenue target, 86% of the grant revenue target, and 88% of the fundraising targets were achieved in 2018. She added that the year-end fundraising campaign raised over \$6000. Tammy Adkin discussed Locomotive 6167 and that the City of Guelph received in December 2018 a two-year notice for the termination of the land lease. A team representing various City of Guelph departments is working on this initiative. The goal is to have the Locomotive moved to a new location by spring 2020. |
| 7 | <p>Commemoration Committee Report</p> <ul style="list-style-type: none"> No meeting was been held recently. Tammy Adkin reported that tour of Scotland in April / May 2019 was cancelled and has been replaced by a smaller study tour. Grant funding has been obtained to support the tour of John Galt and the Instant City, and the participation of the Museum’s Indigenous curatorial assistant. Four other museum staff members will be participating at their own expense. |
| 8 | <p>Community Connections Committee Report</p> <ul style="list-style-type: none"> No report. |
| 9 | <p>Fundraising Committee Report</p> <ul style="list-style-type: none"> The minutes of the meeting of the Fundraising Committee from January 21, 2019 are attached and form part of these minutes. Eleanor Ross updated Committee Members about the Febulous! fundraising event being held on February 21, 2019. She reviewed live auction items and logistics for the event. Advisory Committee members agreed to each donate \$25 towards the wine basket prize. |
| 10 | <p>New Business</p> <p>1. Advisory Committee Terms of Reference</p> |

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| | <ul style="list-style-type: none"> ○ Tammy Adkin reviewed with the Advisory Committee Members the Terms of Reference. Highlights and roles were discussed. <p>2. Confidentially Agreement</p> <ul style="list-style-type: none"> ○ Tammy Adkin reviewed the Confidentiality Agreement and each committee member signed an agreement. <p>3. Strategic Operations Plan and 2019 Work Plan</p> <ul style="list-style-type: none"> ○ The Operating Plan was reviewed and discussed including reduced winter hours at McCrae House, the discontinuation of the Wall of Art exhibitions and the addition of Fifth Friday Pub Nights. ○ A progress report of the Work Plan was reviewed and discussed. <p>4. Committee Structure for 2019</p> <ul style="list-style-type: none"> ○ Tammy Adkin recommended, and it was agreed, that sub-committees for 2019 include Fundraising Committee and Community Connections Committee. ○ Tammy Adkin circulated the terms of reference for the Fundraising Committee and Community Connections Committee and asked that the Advisory Committee Members contact her to let her know which committee(s) they wish to join. <p>5. February Meeting</p> <ul style="list-style-type: none"> ○ Because of the Febulous! Fundraiser there will not be an Advisory Committee Meeting in February 2019. |
| 11 | <p>Adjournment</p> <p>MOTION 2019/04: That the meeting be adjourned.</p> <p>Moved: Jayne Osborn</p> <ul style="list-style-type: none"> • Adjournment at 6:36 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, March 28 , 2019 at 5:30 pm.</p> |

GUELPH MUSEUMS MANAGEMENT REPORT

December 2018

Mark your calendars

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|-----------------------------------|--------------|
| Jan-25 Fourth Friday: Bob MacLean | Civic Museum |
| Feb-10 Valentine's Day Tea | Civic Museum |
| Feb-18 Family Day | Civic Museum |
| Feb-21 Febulous! | Civic Museum |

Community engagement

| Attendance | Nov/Dec 18 | Nov/Dec 17 | Variance | | YTD 18 | YTD 17 | Variance | |
|--------------|------------|------------|----------|---|--------|--------|----------|---|
| Civic Museum | 4570 | 3834 | 736 | ↑ | 25474 | 26206 | -732 | ↓ |
| McCrae House | 1970 | 1155 | 815 | ↑ | 5532 | 4870 | 662 | ↑ |
| Outreach | 188 | 260 | -72 | ↓ | 519 | 957 | -438 | ↓ |
| Total | 6728 | 5249 | 1479 | ↑ | 31525 | 32033 | -508 | ↓ |

| Memberships | Nov/Dec 18 | Nov/Dec 17 | Variance | | Dec-17 | Variance | |
|-----------------|------------|------------|----------|---|--------|----------|---|
| Individual | 47 | 43 | 4 | ↑ | 43 | 4 | ↑ |
| Family | 340 | 382 | -42 | ↓ | 382 | -42 | ↓ |
| Individual Life | 29 | 29 | 0 | — | 29 | 0 | — |
| Family Life | 50 | 51 | — | — | 51 | -1 | ↓ |
| Total | 466 | 505 | -39 | ↓ | 505 | -39 | ↓ |

| | 2018 | | 2017 | |
|--------------------|----------|--------|----------|---|
| Education Programs | Programs | Guests | Variance | |
| STEM Week | 20 | 760 | | |
| First World War | 9 | 253 | | |
| Fibre to Fashion | 7 | 253 | | |
| McCrae House Tour | 5 | 167 | | |
| Create Your Own | 4 | 212 | | |
| Games & Toys | 2 | 95 | | |
| Local Government | 1 | 31 | | |
| Civic Museum Tour | 1 | 7 | | |
| Total | 49 | 1778 | 37/1391 | ↑ |

| | 2018 | | 2017 | |
|--------------------|--------|--------|----------|---|
| Parties & Meetings | Events | Guests | Variance | |
| Rentals | 13 | 278 | 16/295 | ↓ |
| Birthday Parties | 12 | 217 | 11/158 | ↑ |

| Research Requests | Nov/Dec 18 | Nov/Dec 17 | Variance | | YTD 18 | YTD 17 | Variance | |
|-------------------|------------|------------|----------|---|--------|--------|----------|---|
| Email | 422 | 132 | 290 | ↑ | 2109 | 2818 | -709 | ↓ |
| Phone | 14 | 15 | -1 | ↓ | 105 | 195 | -90 | ↓ |
| In Person | 17 | 19 | -2 | ↓ | 94 | 139 | -45 | ↓ |
| Mail | 0 | 0 | 0 | — | 7 | 0 | 7 | ↑ |
| Web Users | 3347 | 2538 | 809 | ↑ | 16771 | 21503 | -4732 | ↓ |
| Total Researchers | 3800 | 2704 | 1096 | ↑ | 19086 | 24655 | -5569 | ↓ |
| Web Searches | 4331 | 3066 | 1265 | ↑ | 21308 | 24231 | -2923 | ↓ |

| Social Media | Nov/Dec 18 | Nov/Dec 17 | Variance | | YTD 18 | YTD 17 | Variance | |
|---------------------|------------|------------|----------|---|--------|--------|----------|---|
| Twitter Followers | 16 | 56 | -40 | ↓ | 3646 | 3284 | 362 | ↑ |
| Engagement | 578 | 505 | 73 | ↑ | 3180 | 3716 | -536 | ↓ |
| Facebook Page Likes | -3 | 72 | -75 | ↓ | 1475 | 1048 | 427 | ↑ |
| Facebook Post Likes | 986 | 970 | 16 | ↑ | 4823 | 8777 | -3954 | ↓ |
| Facebook Shares | 134 | 167 | -33 | ↓ | 698 | 1110 | -412 | ↓ |

Fundraising

| | Nov/Dec 18 | Nov/Dec 18 | Variance | ↑ ↓ | YTD | Annual | % |
|--------------------|------------|------------|----------|--------|--------|--------|----------|
| | Actuals | Target | | | Actual | Target | Achieved |
| Earned Revenue | 29885 | 23134 | 6751 | ↑ | 129822 | 138800 | 94% |
| Grant Revenue | 56562 | 15000 | 41562 | ↑ | 77797 | 90000 | 86% |
| Fundraised Revenue | 21629 | 9166 | 12463 | ↑ | 48189 | 55000 | 88% |

MEETING MINUTES

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| MEETING | Guelph Museums Fundraising Committee |
| DATE | January 21, 2019 |
| LOCATION | Civic Museum |
| TIME | 5:30 PM |
| PRESENT | Eleanor Ross, Jayne Osborn, Celia deGrave, Miriam Vince, Tammy Adkin, Val Harrison, Sarah Ball |
| REGRETS | Shannon Coles |

DISCUSSION ITEMS

| ITEM # | DESCRIPTION |
|--------|--|
| 1 | <p>Febulous Reviewed Critical Path – we are on target</p> <p>Live Auction</p> <ul style="list-style-type: none">- Cruise confirmed- Bed confirmed- Date night confirmed- Platters catered dinner for 4 in Glass Box confirmed- ChefD Studio Kitchen dinner for 8 – Jayne to follow up- Wine and cheese basket – request to be made of advisory committee members to donate \$25 each towards the cost- Raptors tickets confirmed- Val requesting/purchasing CDs from Fourth Friday guest – past, present, future <p>Pick-A-Prize</p> <ul style="list-style-type: none">- requests have been submitted and follow-up initiated; about 45 items received; we will still have 100 prizes, and will make up the difference with museum certificates- committee members are asked to identify new prospects or follow up with prospects that we haven't heard from <p>Sponsor requests</p> <ul style="list-style-type: none">- Tammy to prepare sponsorship request for Kevin at Platters following a discussion Eleanor had with him. <p>Branding</p> <ul style="list-style-type: none">- posters and invitations to be available at Advisory Committee Meeting- social media posts activated- media release in the works |

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| | <p>Logistics</p> <ul style="list-style-type: none"> - Food stations to be located in meeting room, 2nd floor hallway, and glass box, with table food in programming room; menu confirmed. - Pick-A-Prize and comp. cocktail/drink bar to be set up in meeting room - Bar to be set up on second floor - Musicians to be set up in Glass Box and in the Families Gallery - Photo booth to be set on Second Floor at the alcove over the stairs - Celia has the décor well in hand; would like to include musical score on programming room wall; has requested suggestions for songs - Val to discuss sound system with Dave at River Run, to ensure messages can be heard through the building <p>Fund A Need Appeal</p> <ul style="list-style-type: none"> - Storyteller Brad Woods will deliver the appeal request <p>Ticket Sales</p> <ul style="list-style-type: none"> - 14 tickets have been sold to date; 66 to go! |
| 2 | <p>Next Meeting</p> <ul style="list-style-type: none"> - Monday, February 11, 5:30 pm |

ACTION ITEMS

| ITEM # | ASSIGNED TO | DUE DATE | DESCRIPTION |
|-----------|-------------|-------------|---|
| 1 | Jayne | February 11 | Confirm with ChefD |
| 2 | Eleanor | January 24 | Request advisory committee donations for wine and cheese basket |
| 3 | Val | February 11 | Secure donation/purchase of CDs |
| 4 | Val | January 18 | Confirm menu |
| 5 | Committee | February 11 | Follow up on Pick a Prize items |
| 6 | Tammy | January 25 | Sponsorship letter for Platters |
| 7 | Val | February 11 | Confirm musicians |
| 8 | Committee | February 11 | Musical score suggestions to Celia |
| 9 | Tammy | January 25 | FAN script |
| 10 | Val | February 11 | Discuss sound system with Dave |
| 11 | Committee | February 11 | Push tickets |