

# MEETING MINUTES



**MEETING**      **Guelph Museums Advisory Committee**

**DATE**            Thursday, May 28, 2015

**LOCATION**        Guelph Civic Museum

**TIME**             5:30 pm

**PRESENT**        Paul Baker, Shannon Coles, Jeremy deWaard, Robert Hohenadel, Debra Nash-Chambers (Vice Chair) and Andrew Ross

**REGRETS**        Jo Ann Hayter (Chair), Linda Kearns (Executive Member) and Eleanor Ross

**ALSO**             Tammy Adkin (Manager) and Judi Prigione (Recording Secretary)

**ATTENDING**

**NOTE:**            Debra Nash-Chambers (Vice Chair) acted as Chair for the meeting.

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<b>Adoption of the Agenda</b> <b>MOTION 2015/15: That the agenda be adopted.</b> Moved:        Shannon Coles Seconded:    Andrew Ross <b>CARRIED</b> <ul style="list-style-type: none"><li>The two new Advisory Committee Members, Paul Baker and Robert Hohenadel, introduced themselves and provided information on their experience and background.</li></ul>
2	<b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee April 30, 2015.</b> <b>MOTION 2015/16: That the minutes of April 30, 2015 be accepted.</b> Moved:        Shannon Coles Seconded:    Jeremy deWaard <b>CARRIED</b>
3	<b>Business arising from the minutes</b> <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>• Tammy Adkin circulated her report at the meeting.</li> <li>• Tammy Adkin discussed the McCrae statue unveiling event at the Guelph Civic Museum on Thursday, June 25, 2015. The Governor General will be attending. The general public is welcomed to attend, however, the reserved seating will be for invited guests.</li> <li>• Tammy Adkin reported that the Gala Opening for the play "A Night in Flanders" will take place on Saturday, July 4, 2015 at McCrae House.</li> <li>• Tammy Adkin also discussed upcoming Fourth Fridays and exhibit openings and the Merry Making 1915 fundraising event planned for Saturday, September 26, 2015.</li> <li>• Tammy reported that attendance was down slightly in April.</li> <li>• Tammy Adkin reported that there are no past comparables for social media statistics because many of the platforms are new to Guelph Museums.</li> <li>• Tammy Adkin was pleased to inform the Advisory Committee that the local IODE donated \$3,500 to be used towards patio furniture at the Guelph Civic Museum.</li> <li>• Tammy Adkin also reported the Guelph Museums was successful in obtaining \$20,000 + in summer position grants and a \$1,600 grant for Canada Day activities.</li> <li>• Jeremy deWaard asked if Guelph Museums would be applying for grants for Canada's sesquicentennial. Tammy Adkin responded yes and that Guelph Museums will be the lead on this project for the City of Guelph.</li> <li>• Tammy Adkin reported that McCrae House is now open to the public. It was opened on May 3, 2015 for the sneak preview and then had to close for a few days for some more construction work then reopened on May 8, 2015. She added that the outdoor structure, new sign, fence repairs and the deficiencies list still need to be completed.</li> </ul>
5	<p><b>In Flanders Fields Commemoration Task Force Report</b></p> <ul style="list-style-type: none"> <li>• In Linda Kearns' absence Tammy Adkin spoke for the Task Force.</li> <li>• Tammy Adkin reported that the sneak previews went well and that the Summer Teas start on June 23, 2015 and the Backyard Theatre performances start on July 2, 2015.</li> <li>• Tammy Adkin reported that there will be increased advertising for the events thanks to the successful grant application.</li> <li>• Tammy Adkin also reported that Programming Staff are developing new education programs that will be launched in the fall for the new school year.</li> <li>• Paul Baker suggested Facebook boosting as a cost effective way of promoting events. Tammy Adkin added that she will have Robin Morden, Community Relations Coordinator look into it. She added that Robin will also be a part of the Community Engagement Committee.</li> </ul>
6	<p><b>Landscape Task Force Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that over 1,000 plants and shrubs were planted in the last</li> </ul>

	<p>2 days and that the hydro seeding will take place next week.</p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that the actual date the McCrae Statue is being installed is still to be determined.</li> </ul>
7	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that a meeting with the auctioneer, Linda Leja, for the fall fundraising event has taken place and she provided valuable information on strategic thinking, logistics and demographics for the event.</li> <li>• Tammy Adkin added that the goal would to have live auction items that sell in the range of \$500 - \$1,500. There will also be a silent auction for items of a lesser value.</li> <li>• Tammy Adkin added that this will be the launch for the annual signature event.</li> <li>• Tammy Adkin asked Committee Members to share their ideas, connections and contacts and she will send out a contact / connection sheet to the Committee Members.</li> <li>• Andrew Ross asked if all items should be donated for free and Tammy Adkin responded that the goal would be to get as many of the auction items as possible donated and that there would be a small amount of money in the event budget to purchase items.</li> <li>• Tammy Adkin spoke of the "Fund a Need" auction component of the event, when the Museum will be fundraising for a specific cause. This will be a 10 - 15 minute "reverse auction" the night of the event.</li> <li>• Paul Baker suggested a "Corporate Challenge" method of fundraising.</li> </ul>
8	<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>• <b>Sub-Committees and Task Force Assignments</b> <ul style="list-style-type: none"> <li>◦ Tammy Adkin reported that all the Sub-Committees/Task Forces of the Advisory Community are now fully populated and Tammy will send out the rosters.</li> </ul> </li> <li>• <b>Blue Sky Update</b> <ul style="list-style-type: none"> <li>◦ Tammy Adkin reported that 2 ½ years ago the Staff and Advisory Committee developed the Blue Sky Plan.</li> <li>◦ 63% of the items are completed.</li> <li>◦ 17% of the items are in progress</li> <li>◦ 20% need to be completed in the next year.</li> <li>◦ Tammy Adkin noted that the current plan is set to end in 2016, so the Staff and Advisory Committee will need to regroup and meet in the fall of 2015 to review future plans.</li> </ul> </li> </ul>
9	<p><b>Adjournment</b></p> <p><b>MOTION 2015-17: That the meeting be adjourned.</b>  Moved: Andrew Ross</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:43 p.m.</li> <li>• The next meeting will be held at Guelph Civic Museum on <b>Tuesday, June 23, 2015 at 5:30 pm.</b></li> </ul>