

# MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Thursday, September 24, 2015

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Shannon Coles, Jeremy deWaard, Jo Ann Hayter (Chair), Robert Hohenadel, Linda Kearns (Executive Member), and Eleanor Ross.

REGRETS Paul Baker and Debra Nash-Chambers (Vice Chair)

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

ATTENDING

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Adoption of the Agenda</b></p> <p><b>MOTION 2015/21: That the agenda be adopted.</b>            Moved: Shannon Coles            Seconded: Eleanor Ross  <b>CARRIED</b></p>
2	<p><b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee June 23, 2015.</b></p> <p><b>MOTION 2015/22: That the minutes of June 23, 2015 be accepted with the correction that Shannon Coles did not move motion 2015/19.</b></p> <p>Moved: Andrew Ross            Seconded: Debra Nash-Chambers  <b>CARRIED</b></p>
3	<p><b>Business arising from the minutes</b></p> <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 discussed her report.</li> <li>• Tammy Adkin stated it was a "fantastic" summer in regards to attendance and programming.</li> <li>• Tammy reported that the 3 weeks of summer Museum Camp went very well.</li> <li>• Tammy Adkin reported that at of the end of August there were 2191 Twitter followers and 206 Facebook likes.</li> <li>• Tammy Adkin reported that earned revenue figures are at 65% thanks to strong admissions and gift shop sales. She added that grant targets will be surpassed.</li> </ul>

	<ul style="list-style-type: none"> <li>• Tammy Adkin reported that Community Relations Coordinator Robin Morden resigned his position in July. The hiring process for his successor has begun.</li> </ul>
<p><b>5</b></p>	<p><b>In Flanders Fields Commemoration Task Force Report</b></p> <ul style="list-style-type: none"> <li>• Linda Kearns reported that hundreds attended the stature unveiling in June and the event had extensive media coverage.</li> <li>• Linda Kearns reported that during the run of A Night in Flanders Backyard Theatre, 900 people attended the performances and revenues were \$12,000.</li> <li>• When asked, Tammy Adkin stated that a theatre production would be considered again for next summer. She also noted that the Night in Flanders play has been picked up a producer in BC.</li> <li>• Linda Kearns also reported that 405 people attended the Daily Summer Teas and Tours and revenues were \$6,000.</li> <li>• Linda Kearns also reported that the IFF Road Show went to 5 locations to date and attendance at these shows was 775 people.</li> <li>• Linda Kearns also spoke about the launch of the 100 Years of In Flanders Map Journal. She reported that the project was driven by the City of Guelph’s IT Department and has proven quite successful in the short time since its launch.</li> <li>• The Advisory Committee extended their thanks to Linda Kearns and to Jessica Gibson, In Flanders Fields Commemoration Coordinator, for all their work.</li> </ul>
<p><b>6</b></p>	<p><b>Landscape Task Force Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that the rye grass and cosmos flowers were used for this summer and that the permanent seeding will happen in late October or early November.</li> <li>• Tammy Adkin reported that the contractor will maintain the site for the purpose of the warranty.</li> <li>• Tammy Adkin reported that red geraniums were used this year in the flower beds but next year these will be a part of the larger downtown plan.</li> <li>• Tammy Adkin also reported that the flower beds by the museum building will eventually become part of programming activities. The garden program that was usually facilitated at McCrae House is currently on hiatus until a new program at the Civic Museum is developed.</li> </ul>
<p><b>7</b></p>	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported the Merrymaking at the Museum: 1915 event scheduled for September 26, 2016 was cancelled due to poor ticket sales.</li> <li>• Tammy Adkin discussed the factors that contributed to slow ticket sales including September being a difficult time for an event because of the summer slowdown, competing events such as Rotary’s Lobsterfest and changing personnel (Andrew Ross from the Advisory Committee and Robin Morden from staff). Possible “McCrae fatigue” and weak connections and mechanism for managing donor/prospect relationships were also discussed. The committee also suggested that ticket price was a barrier.</li> <li>• Tammy Adkin also reported that there were some positives including that auction acquisitions surpassed expectations and there is now baseline data and a better understanding on how to begin work on a signature fundraising event.</li> <li>• Tammy Adkin discussed the impacts of cancelation including performer fees that still had to be paid but these fees were covered under the OCAF grant. There was</li> </ul>

	<p>also no refund for the deposit for the Auctionista but these fees can be applied towards a future event. Tammy added that fees were waived for the caterer, AV, hall rental and other rental supplies.</p> <ul style="list-style-type: none"> <li>• Tammy Adkin also discussed next steps including taking the advice from the Auctionista to build on the strength of the auction and hosting a free ticket event as a donor cultivation event. This event is planned for February 2016 and will rely on Advisory Committee Members attending and bringing with them their friends.</li> </ul> <p><i>Note: Judi Prigione left the meeting at this time and Tammy Adkin became the recording secretary for the meeting (6:05 pm).</i></p>
8	<p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that the name of the committee was established and terms of reference were reviewed and will be circulated to the Advisory Committee.</li> <li>• The committee will focus on implementation of a History Helps initiative. Future meetings will be dedicated to getting a better sense of issues in the community, and how the museum might participate in a meaningful way to help to address issues.</li> <li>• The committee will also consider culture diversity, and determine how best to move the museum toward better representation of the community in our collection, visitor base, and personnel.</li> <li>• The committee will also help to inform the development of the 2016 Marketing and Communication plan.</li> </ul>
9	<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that a posting has been distributed by the City Clerk's office to recruit an additional Advisory Committee member to fill the vacancy left by Andrew Ross's departure.</li> </ul>
10	<p><b>Adjournment</b></p> <p><b>MOTION 2015-23: That the meeting be adjourned.</b>  Moved: Linda Kearns,</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:35 p.m.</li> <li>• The next meeting will be held at Guelph Civic Museum on <b>Thursday, October 22, 2015.</b></li> </ul>