

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Tuesday, October 18, 2018

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Paul Baker, Jeremy deWaard, Jo Ann Hayter, Linda Kearns (Vice Chair), Robert Hohenadel, Debra Nash-Chambers (Chair), Eleanor Ross, Jayne Osborn, Tammy Adkin (Manager) and Judi Prigione (Staff)

REGRETS Shannon Coles (Executive Member)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Adoption of the Agenda MOTION 2018/22 That the agenda be adopted Moved: Jayne Osborn Seconded: Linda Kearns CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of September 27, 2018. MOTION 2018/23: That the minutes of September 27, 2018 be accepted with the corrections in spelling of "Shannon Coles" in Item 1 and "Tammy Adkin" in Item 8. Moved: Robert Hohenadel Seconded: Jeremy deWaard CARRIED <i>Note: 5:37 pm – Jo Ann Hayter arrived at the meeting.</i>
3	Business arising from the minutes <ul style="list-style-type: none">• None.
4	Manager's Report for receipt <ul style="list-style-type: none">• The Guelph Museums Management Report for October 2018 is attached and forms part of these minutes.• Tammy Adkin reported that just this week there has been an addition to the Remembrance Day activities at McCrae House. She noted that at 6:00 am November 11 Guelph Pipe Band will Battle's O'er. Other pipers in other parts of the world will also participate in this commemoration the 100th anniversary of the end of the First World War.• The Advisory Committee discussed the decrease in Facebook engagement. Tammy Adkin noted that this could be because of the changed algorithms used by

	<p>Facebook. Linda Kearns noted that many people use Instagram over Facebook. Tammy Adkin replied that she is working with the City of Guelph to set up a Guelph Museums' Instagram account.</p>
5	<p>Commemoration Committee Report</p> <ul style="list-style-type: none"> Tammy Adkin reported that a \$7500.00 grant has been received from the Guelph Community Foundation for the musical component of Galt 240. Tammy Adkin also reported that 10 people have expressed interest in the tour of Scotland in April / May 2019.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> The minutes of the meeting of the Community Connections Committee from October 15, 2018 are attached and form part of these minutes. Tammy Adkin reported that there were 7 quality candidates for the 3 Advisory Committee positions that will be vacated at the end of 2018. She added that the 3 new members will be appointed at the December 10, 2018 meeting of Guelph City Council and will be introduced to the rest of the Advisory Committee at the January 2019 Advisory Committee Meeting. The draft copy of the 2019 Operating Plan was reviewed including the upcoming exhibits and programs schedule. Tammy Adkin noted that the annual Robbie Burns event in January 2019 will now be a ticketed and licensed event for adults. She added the Doors Open at the Museum in April 2019 will take the evening before Doors Open Guelph. Tammy Adkin also discussed that there will also be changes in the hours of McCrae House from December 2018 to February 2019, when it will be opened Wednesdays 1:00 pm to 5:00 pm and at other times by appointment. Guelph Civic Museum and McCrae House will now be closed on Easter Sunday.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> The Fundraising Committee is meeting again on Monday, October 22, 2018. Tammy Adkin has noted that some donated items for the Febulous! event in February 2019 have already been secured.
8	<p>New Business</p> <p>1. Capital Projects Updates</p> <ul style="list-style-type: none"> Tammy Adkin reported the scaffolding will be coming down at the Guelph Civic Museum and the work in the interior of the glass box area will be completed in the next few weeks. Tammy Adkin reported that new fencing at McCrae House in process of being fabricated. <p>2. November 2018 Meeting of the Advisory Committee</p> <ul style="list-style-type: none"> The November meeting will be moved from November 22nd to November 29th. Museum staff will be present and dinner will be brought in.
9	<p>Adjournment</p> <p>MOTION 2018/24: That the meeting be adjourned.</p> <p>Moved: Eleanor Ross</p>

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| | <ul style="list-style-type: none">• Adjournment at 6:31 p.m. |
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	<p>The next meeting will be held at Guelph Civic Museum on Thursday, November 29, 2018 at 5:30 pm.</p>
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GUELPH MUSEUMS MANAGEMENT REPORT

October 2018

Mark your calendars

Oct-18	7:00 PM Military Lecture: Tim Cook	Civic Museum
Oct-21	1 PM & 3 PM Harvest Tea	Civic Museum
Oct-26	7:00 PM Fourth Friday: Guelph Spoken Word	Civic Museum
Nov-10	2:00 PM Sons of '17	Civic Museum
Nov-11	9 AM & 1:30 Remembrance Day	McCrae House

Community engagement

Attendance	Sep-18	Sep-17	Variance		YTD 18	YTD 17	Variance	
Civic Museum	2005	1909	96	↑	18437	19965	-1528	↓
McCrae House	406	324	82	↑	3305	3473	-168	↓
Outreach	115	50	65	↑	817	697	120	↑
Total	2526	2283	243	↑	22559	24135	-1576	↓

Memberships	Sep-18	Sep-17	Variance		Dec-17	Variance	
Individual	48	82	-34	↓	43	5	↑
Family	374	473	-99	↓	382	-8	↓
Individual Life	29	30	-1	↓	29	0	—
Family Life	51	51	—	—	51	0	—
Total	502	636	-134	↓	505	-3	↓

	2018		2017
Education Programs	Programs	Guests	Variance
Downtown Walk	1	49	
Tales Tombstones	1	49	
Total	2	98	4&113 ↓

	2018		2017
Parties & Meetings	Events	Guests	Variance
Rentals	6	52	6&173 ↓
Birthday Parties	7	145	6&100 ↑

Research Requests	Sep-18	Sep-17	Variance		YTD 18	YTD 17	Variance	
Email	112	84	28	↑	1453	1594	-141	↓
Phone	5	13	-8	↓	82	163	-81	↓
In Person	7	9	-2	↓	70	108	-38	↓
Mail	0	0	0	—	7	0	7	↑
Web Users	1365	1726	-361	↓	11977	17457	-5480	↓
Total Researchers	1489	1832	-343	↓	13589	19322	-5733	↓
Web Searches	1663	1446	217	↑	14471	19330	-4859	↓

Social Media	Sep-18	Sep-17	Variance		YTD 18	YTD 17	Variance	
Twitter Followers	30	60	-30	↓	3566	3193	373	↑
Engagement	420	402	18	↑	2297	2955	-658	↓
Facebook Page Likes	57	19	38	↑	1427	945	482	↑
Facebook Post Likes	408	915	-507	↓	3634	7188	-3554	↓
Facebook Shares	60	134	-74	↓	531	919	-388	↓

Fundraising

	Sep-17	Sep-17	Variance	↑ ↓	YTD	Annual	%
	Actuals	Target			Actual	Target	Achieved
Earned Revenue	9475	11567	-2092	↓	88564	138800	64%
Grant Revenue	0	7500	-7500	↓	12532	90000	14%
Fundraised Revenue	239	4583	-4344	↓	18602	55000	34%

MEETING MINUTES



MEETING **Guelph Museums Community Connections Committee**

DATE October 15, 2018

LOCATION Guelph Civic Museum
TIME 4 p.m.

PRESENT Jeremy deWaard, Jo Ann Hayter, Tammy Adkin
REGRETS Paul Baker

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Advisory Committee Reviewed the seven applications received for the Museum Advisory Committee. Recommended reappointment of one candidate and new appointments of three candidates to fill vacancies. Council is set to appoint advisory committee members on December 10.</p> <p>None of the candidates identified as being First Nations, Metis or Inuit, or from a diverse ethno-cultural background. The committee will need to continue to work on diversification of the Advisory Committee and staff composition.</p>
2	<p>History Helps and History Bites Lunch and Learn programs History Helps was proposed to the staff. We will continue to look for opportunities to participate as they arise.</p> <p>The History Bites Lunch and Learn program is in development with a target to launch by 2020.</p>
3	<p>2019 Operations Plan The plan was reviewed and endorsed by the committee, and recommended for presentation to the Advisory Committee at its next meeting.</p>
4	<p>Next Meeting: Monday, November 19, 4 pm, Civic Museum</p>
5	<p>Adjourned</p>

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Jeremy	October 18	Report at Advisory Committee Meeting
2	Tammy	October 18	Communicate recommended Advisory Committee appointments to the Clerk's office
3	Tammy	November	Prepare Strategic Operating Plan Review and Update for discussion at next meeting
4	Tammy	Immediately	Direct staff to share volunteer intake information with networks
5	Tammy	September	Research City's approach to recruiting diverse workforce