

MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Thursday, September 25, 2014

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Rodger Tschanz (Chair), Jo Ann Hayter (Vice-Chair), Anne Holman (Minutes recorded), Debra Nash-Chambers (Executive Member), Darina Griffin, Ann Guthrie, Linda Kearns, Eleanor Ross

REGRETS Andrew Ross

ALSO ATTENDING Staff members Tammy Adkin (Manager), Judi Prigione, Bev Dietrich, Val Harrison, Ken Irvine, Kathleen Wall, Lauren Ellis, Sarah Ball, Adam Banas, Alexandra Hrienko-Chilcott, Emily Rooks, Eric Gubbels, Robin Morden, Lindsay Woelfle, Jessica Gibson and Lisette Crompton.

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Adoption of the Agenda</p> <p>MOTION 2014/26: That the agenda be adopted.</p> <p>Moved: Linda Kearns Seconded: Eleanor Ross</p> <p>CARRIED</p>
2	<p>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee on June 26, 2014.</p> <p>MOTION 2014/27: That the minutes of June 26, 2014 be accepted with the amendment that some items discussed pertaining to personnel are moved to "in camera".</p> <p>Moved: Anne Holman Seconded: Darina Griffin</p> <p>CARRIED</p>
3	<p>Business arising from the minutes</p> <ul style="list-style-type: none"> • No items to report.
4	<p>Manager's Report for receipt:</p> <ul style="list-style-type: none"> • Tammy Adkin discussed a number of upcoming events and requested Committee support for them. • Tammy Adkin noted that museum attendance was very strong in July, July and August 2014. She noted a number of factors including the Munsch Exhibit and

	<p>extended summer hours.</p> <ul style="list-style-type: none"> • Linda Kearns asked for detailed analysis and Tammy will investigate and report at a future meeting. • Locomotive 6167 was discussed including recent correspondence from volunteers. Tammy Adkin reported that the site is being monitored by by-law enforcement and no further communications have been received. • Anne Holman asked about the Spirit Walk and Tammy Adkin reported that there were 75 people on the tours. She added that staff are considering retuning to the afternoon tours format for the event in 2015. • Tammy Adkin presented Rodger Tschanz with his Provincial 10 Year Volunteer Recognition certificate that was awarded earlier this year.
<p>5</p>	<p>In Flanders Fields Commemoration Task Force Report</p> <ul style="list-style-type: none"> • Linda Kearns, Chair for the IFF task force, discussed their last meeting and welcomed Jessica Gibson as the In Flanders Fields Commemoration Coordinator. • Linda Kearns also reported that the Task Force is working on a marketing plan with Robin Morden and Andrew Ross. • She also reported that they are working on travel packages, a stamp is being issued by Canada Post and they are working on a request about getting a coin issued with the Canadian Mint. She also reported that John McCrae was nominated for the Canadian Medical Association Hall of Fame and that special poppies and lilies are being cultivated. • Tammy Adkin added that she is still working on grant and funding opportunities. • Linda Kearns reviewed the project timeline with Committee Members and staff.
<p>6</p>	<p>Landscape Task Force Report:</p> <ul style="list-style-type: none"> • Rodger reported that a lot of work has been happening behind the scenes even though the physical work on the project has not yet begun. • Rodger Tschanz reported that the project is still planned to begin this fall with hardscapes being started and planting and seeding taking place. He added that Serviceberry trees will be used and poppies will be included in the planting beds.
<p>7</p>	<p>Fundraising:</p> <ul style="list-style-type: none"> • The Fundraising Committee met prior to this meeting. • An annual signature event will be launched in September 2015 that will highlight the museum brand and will have an annual objective of \$10,000. • A direct mail campaign will also take place.
<p>8</p>	<p>New Business:</p> <ul style="list-style-type: none"> • Tammy Adkin gave a progress report on the Blue Sky Plan. She reported that one year into the plan that 43% of the objectives have been achieved and 45% are in progress. The rest of the objectives are considered future developments. • Tammy Adkin will send out a colour coded version of her update. • Rodger Tschanz noted how effective the banners in Downtown Guelph have been

	<p>and asked if they would continue. Tammy Adkin responded that in 2015 poppy banners will be in place and in 2016 the museum will return to exhibition based banners.</p> <ul style="list-style-type: none">• Anne Holman asked if the Munsch Exhibit could be extended. Tammy Adkin responded no because another exhibit is scheduled at the museum but added that the exhibit is being donated to the Guelph Public Library.• At this time in the meeting, the Advisory Committee and staff undertook the Living the Brand exercise facilitated by Tammy Adkin.
9	<p>Adjournment</p> <p>MOTION 2014/28: That the meeting be adjourned.</p> <p>Moved: Anne Holman</p> <ul style="list-style-type: none">• Adjournment at 7:10 p.m.• The next meeting will be held at Guelph Civic Museum on Thursday, October 23, 2014 at 5:30 pm.