

# MEETING MINUTES



MEETING **Guelph Museums Advisory Committee**

DATE Thursday, September 28, 2017

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Paul Baker, Shannon Coles (Executive Member), Jeremy deWaard, Jo Ann Hayter Robert Hohenadel, Linda Kearns (Vice Chair), Jayne Osborn, Debra Nash-Chambers (Chair) and Eleanor Ross

REGRETS None

ALSO ATTENDING Tammy Adkin (Manager), Dawn Owen (Curator) and Judi Prigione (Staff)

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p><b>Adoption of the Agenda</b></p> <p><b>MOTION 2017/20: That the agenda be adopted.</b>            Moved: Linda Kearns            Seconded: Jo Ann Hayter  <b>CARRIED</b></p>
2	<p><b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of June 29, 2017.</b></p> <p><b>MOTION 2017/21: That the minutes of June 29, 2017 be accepted.</b>            Moved: Robert Hohenadel            Seconded: Eleanor Ross  <b>CARRIED</b></p>
3	<p><b>Business arising from the minutes</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin reported that the Property Gals have rescheduled to this week their promotional video shoot at the Guelph Civic Museum.</li> </ul>
4	<p><b>Manager's Report for receipt</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin reminded the Committee Members of upcoming special events including the upcoming Culture Days Weekend that includes the Chew Chew at the Choo Choo event at Locomotive 6167.</li> <li>Tammy Adkin reported on a new partnership with the Guelph Storytelling Guild, The Guild will hold a storytelling evening at the Guelph Civic Museum the first Wednesday evening of the month.</li> <li>Tammy Adkin discussed the Blanket Exercise museum staff will be participating in on Monday, October 23, 2017. Colinda Kline from the UGDSB will be leading this interactive learning tool regarding the impact of contact on First Nations, including Residential Schools. Tammy invited Advisory Committee Members to also</li> </ul>

	<p>participate. She added that Truth and Reconciliation will have an impact on all museums in Canada.</p> <ul style="list-style-type: none"> <li>• Tammy Adkin reminded Advisory Committee members about the Volunteer Appreciation Night on October 5, 2017.</li> <li>• Tammy Adkin reported that attendance is strong but the Civic Museum was down slightly. She attributed this to the strong numbers in 2016 due to the Lucile Exhibit.</li> <li>• Tammy Adkin also reported that education programs, rentals and birthday party numbers are up over 2016. She added that social media numbers are up but engagement has slowed.</li> <li>• Tammy Adkin also noted that earned revenue is solid. She added that grant revenue is down but this is because the annual Community Museum Operating Grant revenue is outstanding and will be received before year end.</li> <li>• Tammy reported that even with the decrease of one week in the run for the Backyard Theatre at McCrae House that attendance was comparable to 2016. Plans for 2018 were discussed including the idea of matinee performances. A survey is being planned for ticket buyers to gain information for 2018 including how important the McCrae Backyard location and the McCrae narrative is in meeting audience needs.</li> <li>• Tammy Adkin also reported that attendance for the Summer Teas and Tours at McCrae House were up over 2016.</li> <li>• Tammy Adkin also discussed the upcoming McCrae House Coach House renovation project. She noted that bids came in very competitively and this will allow for some other work at McCrae House including work to exterior lighting, fence replacement and washroom renovations.</li> <li>• Eleanor Ross asked if there has been an impact on McCrae House visitation now that there is no longer a City of Guelph bus stop across the street. Tammy Adkin responded that she has not received any feedback or comments on this from visitors.</li> </ul>
<p><b>5</b></p>	<p><b>Commemoration Committee Report</b></p> <ul style="list-style-type: none"> <li>• Linda Kearns discussed preliminary plans for the commemoration of the 100<sup>th</sup> anniversary of the passing of John McCrae on January 28, 2018. She noted there will be a youth engagement component with John McCrae PS, a Mess Dinner the evening before with local military people and a Sunday morning service at St. <b>Andrew’s church</b>. There are also plans for special lighting of the statue at the Guelph Civic Museum. She added that the Committee will be meeting again to work on all these plans.</li> <li>• Tammy Adkin discussed the Commemoration Tour of Belgium and France planned for April/May 2018. On May 2, 2018 (anniversary date for the writing of <b>the poem</b>) <b>there will be a graveside service at John McCrae’s burial site</b>. Dignitaries will be present and the nature of the service will follow what is deemed appropriate by community, church and military standards. Tammy Adkin added that there is still a number of places on the tour that need to be booked by the December 15, 2017 deadline in order to reach the target number of 30 people for the tour.</li> <li>• Tammy Adkin noted that the tour will include Bev Dietrich and the Sons of 17. She also reported that a new marketing campaign will be started to promote the tour.</li> </ul>

<p><b>6</b></p>	<p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>• Jeremy deWaard reported that as per the goal of the Committee, the Guelph Chamber of Commerce Business after 5 event was held at the Guelph Civic Museum on Tuesday, September 25, 2017. He added that the event went very well and that very positive feedback has been received. He also added that a debriefing meeting will be held.</li> <li>• Tammy Adkin added that the museum will not be able to host another GCC Business after 5 event for a few years but it will serve as a model for other future networking events.</li> <li>• Jeremy deWaard reported that the Committee has a meeting scheduled with the 55+ Club on October 16, 2017.</li> </ul>
<p><b>7</b></p>	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported that Committee will meet soon and that another meeting The Auctionista, Layne Way will be held later in the fall.</li> </ul>
<p><b>8</b></p>	<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin introduced new Curator, Dawn Owen. Dawn started in the position in July 2017. Tammy also discussed how education programs and its staff have been realigned to be part of the curatorial department.</li> <li>• Dawn Owen discussed her education and career background, including her 18 years at the Art Gallery of Guelph, and her happiness about now being a part of the team at Guelph Museums.</li> <li>• Tammy Adkin discussed the recent advertisement in the City Pages in the Guelph Mercury Tribune for 2 vacancies on the Guelph Museums Advisory Committee. She explained that <b>one vacancy pertained to the recent appointee's completion of their first year and that this Committee member will be reappointed. The second vacancy was an error and Tammy has discussed this with the Clerk's office.</b></li> <li>• Shannon Coles also noted that the advertisement still had the meeting times listed as 7:00 pm instead of 5:30 pm. Tammy Adkin responded that she will have this corrected on future advertisements.</li> </ul>
<p><b>9</b></p>	<p><b>Adjournment</b></p> <p><b>MOTION 2017/22: That the meeting be adjourned.</b></p> <p>Moved: Linda Kearns</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:42 p.m.</li> <li>• The next meeting will be held at Guelph Civic Museum on <b>Thursday, October 26, 2017</b></li> </ul>