

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, October 26, 2017

LOCATION Guelph Civic Museum
TIME 5:30 pm

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

REGRETS Shannon Coles (Executive Member)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Adoption of the Agenda MOTION 2017/23: That the agenda be adopted. Moved: Robert Hohenadel Seconded: Jayne Osborn CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of September 28, 2017. MOTION 2017/24: That the minutes of September 28, 2017 be accepted. Moved: Paul Baker Seconded: Linda Kearns CARRIED
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 – September 2017 is attached and forms part of these minutes.• Tammy Adkin reported that the Guelph Civic Museum now has Wi-Fi.• Tammy Adkin also reported that the City of Guelph released today the draft of the 2018 Budget. She added that the Visitors Services staffing request she submitted did not go forward.
5	Commemoration Committee Report <ul style="list-style-type: none">• Linda Kearns reported the Committee met this evening before the Advisory Committee Meeting.• Linda Kearns discussed the commemoration event for the 100th Anniversary of the

	<p>passing of John McCrae to be held on January 28, 2018. The Committee is planning a ticketed event at the River Run Centre with Hugh Brewster and the Elora Festival Singers.</p> <ul style="list-style-type: none"> Tammy Adkin reported that increased marketing has begun for the 2018 Commemoration Trip to Belgium and France. The deadline for registration is December 15, 2017. Tammy added that she is working on all the details with local and international partners for the graveside commemoration event.
6	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> The Minutes of the Guelph Museums Community Connections Committee meeting of October 16, 2017 are attached and form part of these minutes. Jeremy deWaard reviewed the minutes and discussed some of the trends regarding the 55+ community. Negative impressions were also discussed.
7	<p>Fundraising Committee Report</p> <ul style="list-style-type: none"> Eleanor Ross discussed the Febulous Event being held on February 22, 2018. She reported that the theme will be "Young at Heart" and proceeds will go to intergenerational programming at Guelph Museums. Eleanor Ross also reported that they may bring back the silent auction at 2018 event. She added that the "pick & pull" activity will be included again and that the "buy-in" parties will be scaled down to 4 parties. She also reported that the live auction will consist of 7 items. The Advisory Committee discussed marketing opportunities for the fundraiser.
8	<p>New Business</p> <ul style="list-style-type: none"> The Karios Blanket exercise that some Advisory Committee members, museum staff, City of Guelph of Guelph Staff and museum colleagues participated in at the Guelph Civic Museum on Monday, October 23, 2017 was reviewed and discussed. Tammy Adkin noted that there will be more Truth & Reconciliation training and education opportunities in the future. Tammy Adkin asked if there we other metrics that should be added to the Manager's report in 2018. There was a consensus that some way of measuring multiple visits and experience satisfaction should be included. Linda Kearns suggested now that there is Wi-Fi, that a tablet/laptop could be used for an exit survey of visitors.
9	<p>Adjournment</p> <p>MOTION 2017/25: That the meeting be adjourned. Moved: JoAnn Hayter</p> <ul style="list-style-type: none"> Adjournment at 6:57 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, November 23, 2017</p>

GUELPH MUSEUMS MANAGEMENT REPORT

September 2017

Mark your calendars

Friday, October 27	7:00 PM	Oh Canada Concert: Andrew Craig	Civic Museum
Wednesday, November 1	7:00 PM	Storytelling: Jan Sherman	Civic Museum
Sunday, November 5	1:30-3:30 PM	Thank A Veteran	McCrae House
Wednesday, November 8	7:00 PM	Building Canada: Why Research Matters	Civic Museum
Sunday, November 11	9:30 AM	RCL Remembrance Service	McCrae House
Friday, November 24	7:00 PM	Oh Canada Concert: The Cocksure Lads	Civic Museum

Community engagement

Attendance	2017	2016	Variance		YTD 17	YTD 16	Variance	
Civic Museum	1959	1909	50	↑	19965	17023	2942	↑
McCrae House	320	324	-4	↓	3473	3595	-122	↓
Outreach	162	50	112	↑	697	277	420	↑
Total	2441	2283	158	↑	24135	20895	3240	↑

Memberships	2017	2016	Variance		Dec-16	Variance	
Individual	82	60	22	↑	62	20	↑
Family	473	396	77	↑	348	125	↑
Individual Life	30	30	0	—	30	0	—
Family Life	51	51	0	—	51	0	—
Total	636	537	99	↑	491	145	↑

Education Programs	2017		2016	
	Programs	Guests	Variance	
Downtown Walking Tour	2	55		
McCrae House Tour	1	54		
Civic Museum Tour	1	4		
Total	4	113	4&89	↑

Parties & Meetings	2017		2016	
	Events	Guests	Variance	
Rentals	10	171	6&173	↑
Birthday Parties	6	100	2&25	↑

Research Requests	2017	2016	Variance		YTD 17	YTD 16	Variance	
Email	84	142	-58	↓	1594	1153	441	↑
Phone	13	18	-5	↓	163	148	15	↑
In Person	9	11	-2	↓	108	62	46	↑
Web Users	1726	1467	259	↑	17457	16470	987	↑
Total Researchers	1832	1638	194	↑	19322	17833	1489	↑
Web Searches	1446	1683	-237	↓	19330	18581	749	↑

Social Media	2017	2016	Variance		YTD 17	YTD 16	Variance	
Twitter Followers	60	21	39	↑	3193	2666	527	↑
Mentions	67	31	36	↑	644	364	280	↑
Retweets	335	63	272	↑	2311	304	2007	↑
Facebook Page Likes	19	5	14	↑	945	653	292	↑
Facebook Post Likes	915	492	423	↑	7188	1171	6017	↑
Facebook Shares	134	266	-132	↓	919	585	334	↑

Fundraising

	2017	2017	Variance	↑	YTD	Annual	%
	Actuals	Target		↓			
Earned Revenue	10057	9692	365	↑	91160	116300	78%
Grant Revenue	2905	10333	-7428	↓	51722	124000	42%
Fundraised Revenue	14592	4583	10009	↑	34226	55000	62%

MEETING MINUTES



MEETING **Guelph Museums Community Connections Committee**

DATE Monday, October 16, 2017

LOCATION Guelph Civic Museum

TIME 4:00 pm

PRESENT Jeremy deWaard, Jo Ann Hayter, Paul Baker, Tammy Adkin, Val Harrison, Dawn Owen

Guests: Brooke Thompson (St. Joseph’s Health Centre), Doris Thornington (Guelph Wellington Seniors Association), Susan Brown, Manon Germain (Age-Friendly Guelph), Bonnie Burgess (Age-Friendly Guelph)

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<p>Community Conversation about attracting and serving the 55+ community</p> <p>Market segments:</p> <ul style="list-style-type: none"> - People in supported living/long-term care - Older seniors living at home - Grandparents - Active retirees - Downtown residents - Immigrants, new residents <p>Trends:</p> <ul style="list-style-type: none"> - People are staying in their homes longer; coming into long-term care with high needs; therefore, number of outings have decreased; the nature of outings has changed – country drives rather than educational programs; sensory rather than cognitive; museum outreach opportunities would be appealing - Desire for multi-generational experiences. “I don’t want to live with just old people.” - Increase in downtown residential - Grandparents are serving as caregivers to their grandchildren; looking for PD Day and March Break opportunities - Technology touches all generations <p>Needs:</p> <ul style="list-style-type: none"> - Social inclusion - Affordable - Adequate seating - Clear directions/signage outside and inside the museum - Large print - Auditory considerations - Interactive experiences

	<ul style="list-style-type: none"> - Not to be "typecast"; recognize diversity; avoid ageism and stereotypes <p>Perception of Guelph Museums:</p> <ul style="list-style-type: none"> - Lucile exhibition well-received - Challenge attending at night – dark, limited parking, downtown - Not interested in museums; content with current knowledge - Low profile - Unsure about accessibility - Disappointment when calling for additional information about programming; told it was available on website; not everyone has access to internet <p>Barriers</p> <ul style="list-style-type: none"> - Lighting - Hill - Signage - Downtown location - Transportation <p>Opportunities</p> <ul style="list-style-type: none"> - Cross-generational program about technology – now and then - Encourage seniors to share their stories – consider as interpreters rather than audience - Encourage community conversations amongst generations – environment, industry, education - Reach the audience through GWSA promotional/programming partnerships; targeted advertising (GWSA website, newsletter, magazine; Arboretum publication;) - Daytime programming; backyard theatre matinees at McCrae House - Grandparent/Grandchild programming during school holidays - Senior/Youth exchange or buddy programs - "Grandparent in residence" program - Experiences that involve reminiscing - "Show and Tell" programs - Grandparent memberships - Outreach, particularly in the south end where there is limited services and isolated seniors - Outreach at Evergreen - Encourage those who already attend to bring a friend - Oral history - Partnership with Women's Institute, veterans <p>Channels of communication</p> <ul style="list-style-type: none"> - Call for information - Online – very specific information; unusual to find information by surfing - Print – Mercury Tribune - Street banners
2	<p>Chamber of Commerce Business After 5 Event</p> <p>Tammy shared with the committee the thank you letter from the Chamber</p>

4	Next meeting <ul style="list-style-type: none">• TBD
5	Adjourned at 5:15 pm