

# MEETING MINUTES

MEETING	<b>Guelph Museums Advisory Committee</b>
DATE	Thursday, November 23, 2017
LOCATION	Guelph Civic Museum
TIME	5:30 pm
PRESENT	Paul Baker, Shannon Coles (Executive Member), Jeremy deWaard, Robert Hohenadel, Linda Kearns (Vice Chair), Jayne Osborn, Debra Nash-Chambers (Chair), Eleanor Ross, Tammy Adkin (Manager and Judi Prigione (Staff)
REGRETS	Jeremy deWaard and Jo Ann Hayter

## DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	<b>Adoption of the Agenda</b> <b>MOTION 2017/26: That the agenda be adopted.</b> Moved: Jayne Osborn Seconded: Robert Hohenadel <b>CARRIED</b>
2	<b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of October 26, 2017.</b> <b>MOTION 2017/27: That the minutes of October 26, 2017 be accepted.</b> Moved: Linda Kearns Seconded: Robert Hohenadel <b>CARRIED</b>
3	<b>Business arising from the minutes</b> <ul style="list-style-type: none"><li>• None.</li></ul>
4	<b>Manager's Report for receipt</b> <ul style="list-style-type: none"><li>• The Guelph Museums Management Report – October 2017 is attached and forms part of these minutes.</li><li>• Tammy Adkin discussed upcoming events.</li><li>• Tammy Adkin reviewed the stats and reported that colleagues at other museums in our network have reported a decrease in booked education programs due to a shortage of school bus drivers.</li><li>• Tammy Adkin reported that some grant revenue has been received but deposited under November so it will be included in the data for November 2017.</li><li>• Tammy Adkin reported that Kathleen Wall has resigned her position as Collections and Research Coordinator for Guelph Museums. Kathleen's last day in the office will be December 21, 2017.</li><li>• Tammy Adkin reported that work starts next week for the Coach House renovations at McCrae House.</li><li>• Tammy Adkin discussed the Guelph Cenotaph project. She added that Lindsay Woelfe, Collection Assistant at Guelph Museum researched the names put forward</li></ul>

	and that 31 names will be added to the Cenotaph. There will be a rededication ceremony in the Spring of 2018.
5	<p><b>Commemoration Committee Report</b></p> <ul style="list-style-type: none"> <li>• Linda Kearns discussed the commemoration events for the 100<sup>th</sup> Anniversary of the passing of John McCrae to be held on January 28, 2018 including, <i>John McCrae: His Life in Words, Images, Song</i> by Hugh Brewster and the Elora Festival Singers. Tickets will be \$25.00 each and sold through the River Run Box Office.</li> <li>• Free admission will be offered to both McCrae House and the Guelph Civic Museum that day. Both locations will feature displays and reflections.</li> <li>• There will also be a memorial service at St. Andrew Presbyterian Church at 10:30 am.</li> <li>• Tammy Adkin reported that she will contact tour coordinator Scott Allan for an update on the numbers for the spring commemoration tour of France and Belgium.</li> <li>• Tammy Adkin also reported that approval has been given for a grave side ceremony in France. She added that she is meeting with MP Longfield to go over the details.</li> <li>• Tammy Adkin is also meeting with Murray Foster, Mike Ford and Bev Dietrich to review their parts of the tour.</li> <li>•</li> </ul>
6	<p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>• No report at this time.</li> </ul>
7	<p><b>Fundraising Committee Report</b></p> <ul style="list-style-type: none"> <li>• Eleanor Ross discussed the Febulous Event being held on February 22, 2018.</li> <li>• Eleanor Ross reported that after meeting with the Auctionista and reviewing the 2017 event the times for the 2018 were changed to 5:00 pm to 7:00 pm.</li> <li>• Eleanor Ross also reported that they are bringing back the silent auction at 2018 event. She added that the "pick &amp; pull" activity, live auction, buy-in parties and a Fund-A-Need appeal will be included again.</li> <li>•</li> </ul>
8	<p><b>New Business</b></p> <ul style="list-style-type: none"> <li>• Tammy Adkin reported she is working on the 2018 Operating Plan it will be included and reviewed at the January 2018 meeting.</li> <li>• Tammy Adkin also presented recognition certificates for Advisory Committee Members that were not able to attend the Volunteer Appreciation Night in October: Paul Baker for 2 Years of Service and Eleanor Ross for 5 Years of Service.</li> </ul>
9	<p><b>Adjournment</b></p> <p><b>MOTION 2017/28: That the meeting be adjourned.</b>  Moved: Shannon Coles</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:51 p.m.</li> </ul> <p>The next meeting will be held at Guelph Civic Museum on <b>Thursday, January 25, 2018</b></p>

GUELPH MUSEUMS MANAGEMENT REPORT

October 2017

Mark your calendars

Friday, November 24	7 PM	Oh Canada Concert: The Cocksure Lads	Civic Museum
Saturday, December 2	10 AM TO 5 PM	Jolly Holidays on the Hilltop	Civic Museum
Sunday, December 3	1 & 3 PM	Celebrate Like It's 1967 Tea	Civic Museum
Friday, December 22	7 PM	Oh Canada Concert: D'Eve Archer	Civic Museum
Sunday, January 21	10 AM TO 5 PM	Robbie Burns Day	Civic Museum
Sunday, January 28	3 PM	John McCrae: Words, Images, Song	River Run Centre

Community engagement

Attendance	2017	2016	Variance		YTD 17	YTD 16	Variance	
Civic Museum	2407	2896	-489	↓	22372	19919	2453	↑
McCrae House	242	286	-44	↓	3715	3881	-166	↓
Outreach	0	138	-138	↓	697	441	256	↑
<b>Total</b>	<b>2649</b>	<b>3320</b>	<b>-671</b>	<b>↓</b>	<b>26784</b>	<b>24241</b>	<b>2543</b>	<b>↑</b>

Memberships	2017	2016	Variance		Dec-16	Variance	
Individual	58	47	11	↑	62	-4	↓
Family	419	281	138	↑	348	71	↑
Individual Life	30	30	0	—	30	0	—
Family Life	51	51	0	—	51	0	—
<b>Total</b>	<b>558</b>	<b>409</b>	<b>149</b>	<b>↑</b>	<b>491</b>	<b>67</b>	<b>↑</b>

Education Programs	2017		2016	
	Programs	Guests	Variance	
Local Government	9	345		
Civic Museum Tour	3	290		
Games & Toys	2	79		
Growing Guelph	1	41		
McCrae House Tour	2	34		
Tales Among Tombstones	1	30		
<b>Total</b>	<b>17</b>	<b>789</b>	<b>27&amp;993</b>	<b>↓</b>

Parties & Meetings	2017		2016	
	Events	Guests	Variance	
Rentals	12	193	7&205	↓
Birthday Parties	8	129	0&0	↑

Research Requests	2017	2016	Variance		YTD 17	YTD 16	Variance	
Email	92	125	-33	↓	1686	1153	533	↑
Phone	17	18	-1	↓	180	148	32	↑
In Person	12	7	5	↑	120	62	58	↑
Web Users	1508	1945	-437	↓	18965	16470	2495	↑
Total Researchers	1629	2095	-466	↓	20951	17833	3118	↑
Web Searches	1835	4372	-2537	↓	21165	18581	2584	↑

Social Media	2017	2016	Variance		YTD 17	YTD 16	Variance	
Twitter Followers	35	18	17	↑	3228	2666	562	↑
Mentions	50	88	-38	↓	694	364	330	↑
Retweets	206	307	-101	↓	2517	304	2213	↑
Facebook Page Likes	31	7	24	↑	976	653	323	↑
Facebook Post Likes	619	96	523	↑	7807	1171	6636	↑
Facebook Shares	24	6	18	↑	943	585	358	↑

### Fundraising

	2017 Actuals	2017 Target	Variance	↑ ↓	YTD Actual	Annual Target	% Achieved
Earned Revenue	7984	9692	-1708	↓	99143	116300	85%
Grant Revenue	0	10333	-10333	↓	46722	124000	38%
Fundraised Revenue	105	4583	-4478	↓	34331	55000	62%