

# MEETING MINUTES

**MEETING**      **Guelph Museums Advisory Committee**

**DATE**            Thursday, September 26, 2019

**LOCATION**        Guelph Civic Museum

**TIME**            5:30 pm

**PRESENT**        Robert Hohenadel, Kim Landoni, Jayne Osborn (Executive Member), Eleanor Ross, Kris Tozer and Tammy Adkin (Manager) and Judi Prigione (Staff)

**REGRETS**        Paul Baker, Shannon Coles (Chair), Jeremy deWaard (Vice Chair) and Kesia Kvill.

## DISCUSSION ITEMS

### ITEM #    DESCRIPTION

|          |  |
|----------|--|
| <b>1</b> | <b>Adoption of the Agenda</b><br><br><b>MOTION 2019/18: That the agenda be adopted.</b><br>Moved:      Eleanor Ross<br>Seconded: Robert Hohenadel  |
| <b>2</b> | <b>Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of June 27, 2019.</b><br><br><b>MOTION 2019/19: That the minutes of June 27, 2019 be accepted.</b><br>Moved:      Jayne Osborn<br>Seconded: Eleanor Ross<br><b>CARRIED</b>  |
| <b>3</b> | <b>Business arising from the minutes</b> <ul style="list-style-type: none"> <li>Tammy Adkin discussed that the new Strategic Plan for the City of Guelph was released this week on their website. She added that this plan would guide the work of the Guelph Museums' Strategic Plan discussed at the June Meeting.</li> </ul>  |
| <b>4</b> | <b>Manager's Report</b> <ul style="list-style-type: none"> <li>The Guelph Museums Management Report is attached and forms part of these minutes.</li> <li>Tammy Adkin also invited all Advisory Committee Members to participate in the KAIROS Blanket Exercise on October 21, 2019. She also discussed the staff training this week at the Woodland Cultural Centre where they had a tour and met with survivors of Residential Schools. Tammy Adkin also discussed the activities surrounding Orange Shirt Day (September 30, 2019).</li> <li>Tammy Adkin reported that though the number of students participating in education programs are down from 2018, revenue is up due to premium priced programming in 2019.</li> <li>Tammy Adkin added that in June 2019, Instagram was added to Guelph Museums' social media platforms.</li> </ul> |

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|   | <ul style="list-style-type: none"> <li>Tammy Adkin reported that grant revenue is currently below target; however, the Community Museum Operating Grant (CMOG) will be received in October 2019.</li> <li>Tammy Adkin reported that a \$6000 grant was received from the Guelph Community Foundation for the VibraFusionLab exhibition responsive programming.</li> <li>Tammy Adkin also reported that the Museum had much success with events over the summer including the Summer Teas and the Backyard Theatre at McCrae House and responsive programming for the newspaper exhibitions at the Civic Museum. She also reviewed the activities on the John Galt Weekend including performances of John Galt and the Instant City and a free public concert featuring Indigenous artist Shawnee.</li> </ul>   |
| 5 | <p><b>Community Connections Committee Report</b></p> <ul style="list-style-type: none"> <li>No report.</li> <li>Jeremy deWaard will Chair this Committee and will look for potential dates for the next meeting.</li> </ul>  |
| 6 | <p><b>Revenue Development Committee Report</b></p> <ul style="list-style-type: none"> <li>No report.</li> <li>Eleanor Ross will Chair this Committee and will look for potential dates for the initial meeting.</li> <li>Eleanor Ross spoke of the need to identify revenue targets and programs to replace Febulous. She also spoke of the potential of sponsorships.</li> <li>Eleanor Ross also reported that there will be another direct mail campaign during the holiday season for year-end 2019.</li> </ul>   |
| 7 | <p><b>New Business</b></p> <p><b>1. Locomotive 6167 Relocation Update</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin discussed that the Locomotive has to move from its current location by December 2020. She reported that a presentation led by Danna Evans, General Manager Culture Tourism Community Investment, was made to the Committee as a Whole of City Council. The estimated cost of the move to the preferred location is \$650,000. The decision on what to do with Locomotive 6167 will be decided by City Council through the 2020 budget process.</li> <li>Jayne Osborn suggested that the Advisory Committee could advocate on the importance of the Locomotive.</li> </ul> <p><b>Note: Kim Landoni left the meeting at this time – 6:21 pm.</b></p> <p><b>2. 2019/2020 Advisory Committee Vacancies and Agenda Forecast</b></p> <ul style="list-style-type: none"> <li>Tammy Adkin reported that Kesia Kvill and Kris Tozer are leaving the Advisory Committee at the end of 2019. She added that the Clerks Office has advertised the vacancies. She noted that the Executive Committee of the Advisory Committee will review the applications and make recommendations to City Council.</li> </ul> |

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|          | <ul style="list-style-type: none"> <li>○ Tammy Adkin circulated and reviewed the 2019/2020 meeting schedule. She noted that the November 2019 meeting is the annual joint meeting with Museum Staff.</li> </ul>   |
| <b>8</b> | <p><b>Adjournment</b></p> <p><b>MOTION 2019/20 That the meeting be adjourned.</b></p> <p>Moved: Robert Hohenadel</p> <ul style="list-style-type: none"> <li>• Adjournment at 6:36 p.m.</li> </ul> <p>The next meeting will be held at <b>Guelph Civic Museum</b> on <b>Thursday, October 24 , 2019</b> at <b>5:30 pm.</b></p> |



# GUELPH MUSEUMS MANAGEMENT REPORT

## June, July, August 2019

### Mark your calendars

|                           |  |
|---------------------------|--|
| Fri., Sept. 27 6 pm       | Exhibition opening, Culture Days launch, Fourth Friday: Brad Woods |
| Sun. Sept. 29 2 pm        | Walkabout Tour with David Bobier                                   |
| Oct. 29 & Oct 30 7 pm     | History Haunts   |
| Sun. Nov. 3 2 pm          | Community Tea  |
| Nov. 8 7 pm & Nov. 9 2 pm | John Galt and the Instant City                                     |

### Community engagement

| Attendance   | Jun-Aug 19 | Jun-Aug 18 | Variance |   | YTD 19 | YTD 18 | Variance |   |
|--------------|------------|------------|----------|---|--------|--------|----------|---|
| Civic Museum | 5892       | 6054       | -162     | ↓ | 15781  | 16432  | -651     | ↓ |
| McCrae House | 1778       | 1764       | 14       | ↑ | 2678   | 2899   | -221     | ↓ |
| Outreach     | 60         | 280        | -220     | ↓ | 370    | 702    | -332     | ↓ |
| Total        | 7730       | 8098       | -368     | ↓ | 18829  | 20033  | -1204    | ↓ |

| Memberships | Jun-Aug 19 | Jun-Aug 18 | Variance |   | YE 18 | Variance |   |
|-------------|------------|------------|----------|---|-------|----------|---|
| Family      | 315        | 371        | -56      | ↓ | 340   | -25      | ↓ |
| Individual  | 48         | 47         | 1        | ↑ | 47    | 1        | ↑ |
| Total       | 363        | 418        | -55      | ↓ | 387   | -24      | ↓ |

|                      | Jun-Aug 19 |        | 2018     |   | YTD 19   |        | YTD 18   |   |
|----------------------|------------|--------|----------|---|----------|--------|----------|---|
| Education Programs   | Programs   | Guests | Variance |   | Programs | Guests | Variance |   |
| Arts and Culture Day |            |        |          |   | 3        | 62     |          |   |
| Canada at War        |            |        |          |   |          |        |          |   |
| Create Your Own      | 2          | 91     |          |   | 4        | 198    |          |   |
| Downtown Walk        | 2          | 138    |          |   | 2        | 138    |          |   |
| Fibre to Fashion     |            |        |          |   | 1        | 34     |          |   |
| First World War      | 2          | 127    |          |   | 2        | 127    |          |   |
| Games & Toys         | 1          | 29     |          |   | 5        | 186    |          |   |
| Guided Tour - Civic  | 1          | 9      |          |   | 3        | 36     |          |   |
| Guided Tour - McCrae |            |        |          |   | 7        | 393    |          |   |
| Local Government     |            |        |          |   | 1        | 60     |          |   |
| No Word for Art      |            |        |          |   | 8        | 216    |          |   |
| STEM Week            |            |        |          |   |          |        |          |   |
| Tombstone Tales      | 1          | 29     |          |   | 4        | 112    |          |   |
| Local Government     |            |        |          |   |          |        |          |   |
| Total                | 9          | 423    | 18&645   | ↓ | 40       | 1562   | 45&1953  | ↓ |

|                    | 2019   |        | 2018     |   | YTD 19   |        | YTD 18   |   |
|--------------------|--------|--------|----------|---|----------|--------|----------|---|
| Parties & Meetings | Events | Guests | Variance |   | Programs | Guests | Variance |   |
| Rentals            | 25     | 865    | 24&646   | ↑ | 52       | 1357   | 64&1289  | ↓ |
| Birthday Parties   | 14     | 272    | 11&203   | ↑ | 49       | 952    | 58&1047  | ↓ |

| Research Requests | Jun-Aug 19 | Jun-Aug 18 | Variance |   | YTD 19 | YTD 18 | Variance |   |
|-------------------|------------|------------|----------|---|--------|--------|----------|---|
| Email             | 490        | 611        | -121     | ↓ | 1385   | 1341   | 44       | ↑ |
| Phone             | 38         | 21         | 17       | ↑ | 114    | 77     | 37       | ↑ |
| In Person         | 17         | 28         | -11      | ↓ | 52     | 63     | -11      | ↓ |
| Mail              | 1          | 0          | 1        | ↑ | 5      | 7      | -2       | ↓ |
| Web Users         | 6929       | 4183       | 2746     | ↑ | 17990  | 10612  | 7378     | ↑ |
| Total Researchers | 7475       | 4843       | 2632     | ↑ | 19546  | 12100  | 7446     | ↑ |
| Web Searches      | 7818       | 5231       | 2587     | ↑ | 21614  | 12808  | 8806     | ↑ |

| Social Media          | Jun-Aug 19 | Jun-Aug 18 | Variance |   | YTD 19 | YTD 18 | Variance |   |
|-----------------------|------------|------------|----------|---|--------|--------|----------|---|
| Twitter Followers     | 94         | 88         | 6        | ↑ | 3829   | 3536   | 293      | ↑ |
| Engagement            | 744        | 774        | -30      | ↓ | 2524   | 1877   | 647      | ↑ |
| Facebook Page Likes   | 98         | 162        | -64      | ↓ | 1830   | 1370   | 460      | ↑ |
| Facebook Post Likes   | 3610       | 2070       | 1540     | ↑ | 9312   | 3226   | 6086     | ↑ |
| Facebook Shares       | 407        | 279        | 128      | ↑ | 1054   | 471    | 583      | ↑ |
| Instagram Followers   | 695        | 0          | 695      | ↑ | 695    | 0      | 695      | ↑ |
| Instagram Likes       | 1473       | 0          | 1473     | ↑ | 1473   | 0      | 1473     | ↑ |
| Instagram Impressions | 16328      | 0          | 16328    | ↑ | 16328  | 0      | 16328    | ↑ |

## Fundraising

|                    | Jun-Aug 19 | Jun-Aug 18 | Variance | ↑ | YTD    | Annual | %<br>Achieved |
|--------------------|------------|------------|----------|---|--------|--------|---------------|
|                    | Actuals    | Target     |          | ↓ |        |        |               |
| Earned Revenue     | 43328      | 37400      | 5928     | ↑ | 100692 | 149600 | 67%           |
| Grant Revenue      | 33214      | 22500      | 10714    | ↑ | 38214  | 90000  | 42%           |
| Fundraised Revenue | 0          | 0          | 0        |   | 62499  | 45000  | 139%          |