

# Meeting Minutes

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Meeting	<b>Guelph Museums Advisory Committee</b>
Date	26/11/2020
Location	Remote Meeting Streamed Online
Time	5:30 pm
Present	Paul Baker, Shannon Coles (chair), Jeremy deWaard (vice-chair), Robert Hohenadel, Andrew Ramsaroop, Eleanor Ross, Danna Evans (GM Culture & Recreation), (Tammy Adkin (staff) and Judi Prigione (staff).
Regrets	Kim Landoni, Jayne Osborn (executive member) and Larissa Viel.

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## Discussion Items

### 1. Adoption of agenda

**Motion 2020/14: That the agenda be adopted**

Moved: Paul Baker

Seconded: Jeremy deWaard

**Carried**

### 2. Adoption of minutes of meeting held October 22, 2020

**Motion 2020/15: That the minutes be adopted**

Moved: Eleanor Ross

Seconded: Robert Hohenadel

**Carried**

### 3. Business arising from the minutes

None

### 4. Manager's Report

The report was received and forms part of these minutes. In addition, Tammy Adkin reported on the move of Locomotive 6167 on November 14, 2020. Tammy Adkin thanked City of Guelph Staff, Museum Staff and Locomotive Volunteers for all their work for the move. Tammy Adkin also thanked Judi Prigione for her work getting the museum's online Etsy store launched prior to Remembrance Day. Tammy Adkin reported that the on-line Remembrance Programs were well received and museum staff are investigating on how to present other programs in an on-line format. She also reported that Plexiglas has been installed in the Research Room so in-person researchers can be accommodated under COVID safety guidelines.

5. Strategic Operating Plan

a. City of Guelph Strategic Plan – Danna Evans

Danna Evans (GM, Culture & Recreation, City of Guelph) reviewed the City of Guelph's Strategic Plan. She noted that this plan runs from 2019-2023.

Danna Evans reviewed the 5 pillars of the plan; Powering our future, Sustaining our future, Navigating our future, Working together for our future and Building our future.

b. Review of the 2017 to 2020 Plan

Tammy Adkin reviewed the Museum's current plan that ends in 2020. She noted items that were completed and those that were not. Some items that were not fully completed and will be carried over to the next plan.

c. 2021 to 2024 Planning Process

Tammy Adkin reported that the new strategic operating plan for Museums and Culture will be aligned with the City of Guelph Strategic Plan and Guelph's Community Plan. Tammy Adkin recommended creating a strategic plan task force, consisting of some Guelph Museum Advisory Committee Members, some Public Art Advisory Committee Members and key museum staff members to oversee the planning process. A visitor and community survey will also be undertaken.

6. Community Connections Committee

The minutes from November 18, 2020 were received and form part of these minutes. Jeremy deWaard reported that at the last meeting the committee discussed online audience acquisition and engagement strategy. He added that they reviewed the draft document and discussed analytics. He reported that the committee will be meeting again in January 2021 and will bring forth the plan to the January 2021 meeting of the Guelph Museums Advisory Committee.

7. Revenue Development Committee Work Plan

The Committee did not meet in November. Tammy Adkin reported she will send to Shannon Coles the revised version of the year-end campaign letter to review. The letter will then be sent out to potential donors.

8. Advisory Committee Retirements and Additions.

Tammy Adkin reported that this is the last meeting for Eleanor Ross as Eleanor is retiring after 8 years of service. Tammy thanked Eleanor for her service. Eleanor spoke of her time on the committee and thanked committee members and museum staff for their support. Tammy Adkin reported that Guelph City Council has appointed Dr. Heena Mistry to the committee and she will be attending the January 2021 meeting.

9. Adjournment

**Motion 2020/16: That the meeting be adjourned**

Moved: Eleanor Ross

Adjournment at 6:36 pm

**Action Items**

1. Next Meeting: Thursday, January 28, 2021 at 5:30 pm online via Webex.

**GUELPH MUSEUMS MANAGEMENT REPORT**

**October 2020**

**Mark your calendars**

Thursday, November 26	7:00 PM	Military Lecture: War Junk, Souchen	Online
Friday, November 27	7:00 PM	Four Friday: Ambre McLean	Online
Wednesday, December 16	12 noon	History Bites: Live from the Vaults	Online
Wednesday, January 20	12 noon	History Bites: Lay of the Land	Online
Friday, January 22	7:00 PM	Fourth Friday: Guelph Chamber Choir	Online

**Community engagement - Museum closed due to COVID-19 from March 17 to July 21**

Attendance	Oct-20	Oct-19	Variance		YTD 20	YTD 19	Variance	
Civic Museum	426	2373	-1947	↓	6174	19727	-13553	↓
McCrae House	112	333	-221	↓	861	3392	-2531	↓
Outreach/Online	1258	113	1145	↑	1599	523	1076	↑
<b>Total</b>	<b>1796</b>	<b>2819</b>	<b>-1023</b>	<b>↓</b>	<b>8634</b>	<b>23642</b>	<b>-15008</b>	<b>↓</b>

Memberships	Oct-20	Oct-19	Variance		YE 19	Variance	
Family	244	305	-61	↓	305	-61	↓
Individual	33	45	-12	↓	39	-6	↓
<b>Total</b>	<b>277</b>	<b>350</b>	<b>-73</b>	<b>↓</b>	<b>344</b>	<b>-67</b>	<b>↓</b>

Education Programs	Oct-20		2019 Variance	YTD 20		YTD 19 Variance
	Programs	Guests		Programs	Guests	
Arts and Culture Day						
Canada at War						
Create Your Own				4	64	
Downtown Walk						
Fibre to Fashion						
First World War						
Games & Toys				1	22	
Guided Tour - Civic				3	42	
Guided Tour - McCrae						
John Galt & Instant City						
Local Government						
No Word for Art						
STEM Week						
Tombstone Tales						
Local Government						
Hop On/Hop Off Tour						
<b>Total</b>	<b>0</b>	<b>0</b>	<b>23&amp;87</b>	<b>8</b>	<b>128</b>	<b>66&amp;2572</b>

Parties & Meetings	Oct-20		2019 Variance	YTD 20		YTD 19 Variance
	Events	Guests		Programs	Guests	
Rentals	0	0	12&266	23	984	73&1859
Birthday Parties	0	0	3&57	10	214	55&1947

Research Requests	Oct-20	Oct-19	Variance		YTD 20	YTD 19	Variance	
Email	132	265	-133	↓	1263	1820	-557	↓
Phone	9	5	4	↑	90	135	-45	↓
In Person	13	19	-6	↓	39	75	-36	↓
Mail	1	2	-1	↓	5	7	-2	↓
Web Users	2970	2077	893	↑	16189	22085	-5896	↓
Total Researchers	3125	2368	757	↑	17586	24122	-6536	↓
Web Searches	3816	2552	1264	↑	16845	26511	-9666	↓

Social Media	Oct-20	Oct-19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	14	4	10	↑	4054	3848	206	↑
Engagement	266	247	19	↑	2432	2925	-493	↓
Facebook Page Likes	29	36	-7	↓	2174	1892	282	↑
Facebook Post Likes	831	1036	-205	↓	9069	11228	-2159	↓
Facebook Shares	116	99	17	↑	1299	1261	38	↑
Instagram Followers	46	123	-77	↓	1748	936	812	↑
Instagram Likes	807	689	118	↑	6778	1941	4837	↑

## Fundraising

	Oct-20	Oct-20	Variance	↑	YTD	Annual	% Achieved
	Actuals	Target		↓			
Earned Revenue	3239	12933	-9694	↓	31449	155200	20%
Grant Revenue	0	7500	-7500	↓	149619	90000	166%
Fundraised Revenue	378	3750	-3372	↓	30119	45000	67%

# Meeting Minutes

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Meeting	<b>Community Connections Committee</b>
Date	18/11/2020
Location	WebEx
Time	12 noon
Present	JoAnn Hayter, Jeremy deWaard, Bob Hohenadel, Paul Baker, Sarah Ball, Tammy Adkin
Regrets	

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## **Discussion Items**

1. Discussed online audience acquisition and engagement strategy.

## **Action Items**

1. Revise strategy based on feedback received
  - a) Assigned to: Tammy
  - b) Due Date: 08/01/2021
2. Conduct audit of Advisory Committee members' social media presence
  - a) Assigned to: Tammy
  - b) Due Date: 08/01/2021