
Guelph Museums Advisory Committee

Date: Thursday, January 23, 2020

Location: Guelph Civic Museum, 52 Norfolk Street, Guelph

Time: 5:30 pm

Chair: Shannon Coles

Attendees:

Action items from last meeting

1. Adoption of minutes of meeting held November 28, 2019
2. Business arising from minutes

Meeting Agenda

1. Adoption of Agenda
2. Introduction of new advisory committee members
3. Appointment of chair, vice-chair and executive committee member for 2020
4. Review Advisory Committee terms of reference, confidentiality agreement
5. Manager's report
6. Community Connections Committee report
7. Revenue Development Committee report
8. 2020 Museum Operation Plan

Action items for next meeting

1. Next meeting: Thursday, February 27, 2020, Guelph Civic Museum

MEETING MINUTES

MEETING **Guelph Museums Advisory Committee**

DATE Thursday, November 28, 2019

LOCATION Guelph Civic Museum

TIME 5:30 pm

PRESENT Shannon Coles (Chair), Jeremy deWaard (Vice Chair), Robert Hohenadel, Kesia Kvill, Jayne Osborn (Executive Member), Eleanor Ross, and Tammy Adkin (Manager), Judi Prigione (Staff), Dawn Owen (Staff) and Luke Stempien (Staff)

REGRETS Paul Baker, Kim Landoni, and Kris Tozer.

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Adoption of the Agenda MOTION 2019/25: That the agenda be adopted. Moved: Jeremy deWaard Seconded: Jayne Osborn CARRIED
2	Adoption of the minutes of the meeting of the Guelph Museums Advisory Committee of October 24, 2019. MOTION 2019/26: That the minutes of October 24, 2019 be accepted. Moved: Robert Hohenadel Seconded: Jeremy deWaard CARRIED
3	Business arising from the minutes <ul style="list-style-type: none">Shannon Coles sent a response to the letter sent by Anne Holman. Shannon will forward a copy of the letter to Tammy Adkin.
4	Manager's Report <ul style="list-style-type: none">The Guelph Museums Management Report is attached and forms part of these minutes.Tammy Adkin reported on upcoming events including, Fifth Friday (November 29, 2019), Members' Only Event (November 30, 2019) and Museum Shop Weekend (November 30 and December 1, 2019). She also discussed the new History Bites luncheon programs (December 18, 2019 and January 15, 2020) which consists of a BYOL (Bring Your Own Lunch) and a tour.She reported that the CMOG (Community Operating Grant) is expected to be received by the end of 2019.

5	<p>Community Connections Committee Report</p> <ul style="list-style-type: none"> • Jeremy deWaard reported on the committee meeting held November 19, 2019. The minutes of that meeting are attached and form part of these minutes. • Membership Survey – Two drafts of the survey have been completed. One will be for current members and the other for lapsed members. Tammy Adkin added that the surveys are being formatted by the Community Engagement Department of the City of Guelph. • Social Media Research – Tammy Adkin will ask staff to provide examples of organizations that do social media well. She asked Advisory Committee Members to do the same. • Community Conversation – The main focus of the conversations will be with local health-based organizations. • The Community Connections Committee meets again on January 21, 2020.
6	<p>Revenue Development Committee Report</p> <ul style="list-style-type: none"> • Jayne Osborn discussed the list of local companies compiled by the Revenue Development Committee and asked Advisory Committee Members to review the list and let her know of any they feel comfortable approaching for sponsorships. • Jayne Osborn discussed the year-end donation appeal campaign. The funds will go towards programming around youth leadership.
7	<p>New Business</p> <p>1. Review of 2019 Results</p> <ul style="list-style-type: none"> ◦ Tammy Adkin reported on "2019 Hoorays!". Advisory Committee Members and Staff at the meeting discussed their museum highlights from 2019. Eleanor Ross voiced concerns regarding the direction of the museum. Tammy Adkin stated that there will be further opportunity for discussions over the next few meetings. She added that 2020 Work Plan will be discussed at the January Meeting. Tammy Adkin reported that the current Guelph Museums Strategic Operating Plan is in its final year and is about 70% complete. <p>2. City of Guelph Strategic Plan</p> <ul style="list-style-type: none"> ◦ Will be tabled at a future meeting. <p>3. New Advisory Committee Members</p> <ul style="list-style-type: none"> ◦ Tammy Adkin reported that two new Advisory Committee Members were appointments this week by City Council, and will be invited to attend the January meeting. ◦ Tammy Adkin presented volunteer service award certificates to Jayne Osborn (2 years), Jeremey deWaard (5 years) and Shannon Coles (5 years). She thanked them for their hard work and dedication. ◦ Tammy Adkin also thanked Kesia Kvill and Kris Tozier who are leaving their positions on the Advisory Committee.
8	<p>Adjournment</p> <p>MOTION 2019/27: That the meeting be adjourned.</p> <p>Moved: Kesia Kvill</p> <ul style="list-style-type: none"> • Adjournment at 6:56 p.m. <p>The next meeting will be held at Guelph Civic Museum on Thursday, January 23, 2020 at 5:30 pm.</p>

GUELPH MUSEUMS MANAGEMENT REPORT

October 2019

Mark your calendars

Friday, November 29	7-9 pm	Fifth Friday: Fizz-ics Pub Night
Saturday, November 30	8-10 am	Member PJ Party
Friday, December 27	7-9 pm	Fourth Friday: Tragedy Ann
Wednesday, January 15	12 noon	History Bites: VibraFusion Lab

Community engagement

Attendance	Oct-19	Oct-18	Variance		YTD 19	YTD 18	Variance	
Civic Museum	2373	2467	-94	↓	19727	20904	-1177	↓
McCrae House	333	257	76	↑	3392	3562	-170	↓
Outreach	113	100	13	↑	523	917	-394	↓
Total	2819	2824	-5	↓	23642	25383	-1741	↓

Memberships	Oct-19	Oct-18	Variance		YE 18	Variance	
Family	314	363	-49	↓	340	-26	↓
Individual	42	48	-6	↓	47	-5	↓
Total	356	411	-55	↓	387	-31	↓

	Oct-19		2018		YTD 19		YTD 18	
Education Programs	Programs	Guests	Variance		Programs	Guests	Variance	
Arts and Culture Day					1	78		
Canada at War					6	386		
Create Your Own					4	198		
Downtown Walk	3	41			4	175		
Fibre to Fashion					1	34		
First World War	1	11			2	66		
Games & Toys					5	186		
Guided Tour - Civic	1	56			9	245		
Guided Tour - McCrae	2	112			4	145		
Local Government	15	651			16	711		
No Word for Art					8	216		
STEM Week								
Tombstone Tales					5	116		
Local Government								
Hop On/Hop Off Tour	1	16	1	16				
Total	23	887	22&938	↓	66	2572	64&2545	↑

	2019		2018		YTD 19		YTD 18	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	12	266	8&116	⬆️	73	1894	78&1457	⬇️
Birthday Parties	3	57	10&183	⬇️	55	1047	75&1375	⬇️

Research Requests	Oct-19	Oct-18	Variance		YTD 19	YTD 18	Variance	
Email	265	234	31	↑	1820	1687	133	↑
Phone	5	9	-4	↑	135	91	44	↑
In Person	19	7	12	↓	75	77	-2	↓
Mail	2	0	2	↑	7	7	0	-
Web Users	2077	1447	630	↑	22085	13424	8661	↑
Total Researchers	2368	1697	671	↑	24122	15286	8836	↑
Web Searches	2552	2506	46	↑	26511	16977	9534	↑

Social Media	Oct-19	Oct-18	Variance		YTD 19	YTD 18	Variance	
Twitter Followers	4	34	-30	↓	3848	3630	218	↑
Engagement	247	305	-58	↓	2925	2602	323	↑
Facebook Page Likes	36	51	-15	↓	1892	1478	414	↑
Facebook Post Likes	1036	203	833	↑	11228	3837	7391	↑
Facebook Shares	99	33	66	↑	1261	564	697	↑
Instagram Followers	123	0	123	↑	936	0	936	↑
Instagram Likes	689	0	689	↑	1941	0	1941	↑
Instagram Impressions	9977	0	9977	↑	23872	0	23872	↑

Fundraising

	Oct-19	Oct-19	Variance		YTD	Annual	%
	Actuals	Target		↓	Actual	Target	Achieved
Earned Revenue	11738	12467	-729	↓	115032	149600	77%
Grant Revenue	0	7500	-7500	↓	38414	90000	43%
Fundraised Revenue	10891	0	10891	↑	73771	45000	164%

MEETING MINUTES

MEETING **Guelph Museums Community Connections Committee**

DATE November 19, 2019

LOCATION Civic Museum

TIME 4:30 PM

PRESENT Jeremy deWaard, Bob Hohenadel, Tammy Adkin

REGRETS Paul Baker, JoAnn Hayter, Kesia Kvill, Kris Tozer

DISCUSSION ITEMS

ITEM #	DESCRIPTION
1	Membership recruitment and retention <ul style="list-style-type: none">- Reviewed and revised membership survey- Survey will be administered by the City's community engagement department- Paper surveys will be distributed to members and lapsed members for whom we do not have email addresses- Survey will be distributed by the end of November; results will be available for the January committee meeting
2	Social media and engagement <ul style="list-style-type: none">- Committee members, advisory committee members and staff will be asked to share inspiring social sites of other organizations for committee review at the February meeting
3	Community Conversation <ul style="list-style-type: none">- We will target the March meeting for a community conversation with health-focused organizations
4	Next Meeting <ul style="list-style-type: none">- Tuesday, January 21 at 4:30 pm

ACTION ITEMS

ITEM #	ASSIGNED TO	DUE DATE	DESCRIPTION
1	Tammy	November 19	Draft membership surveys
2	Tammy	November 19	Explore data collection opportunities
3	Tammy and Sarah	November 19	Draft social media acquisition campaign
4	Committee members	November 19	Identify inspiring social media sites
5	Tammy	November 19	Establish date and agenda for community conversation

GUELPH MUSEUMS MANAGEMENT REPORT

November and December 2019

Mark your calendars

Friday, January 24	7:00 PM	Fourth Friday: Fair Wind
Sunday, January 26	2:00 PM	A Celebration of Scottish Song and Dance (ticketed)
Friday, January 31	7:00 PM	Fifth Friday Pub Night: Guelph Creative Collective
Sunday, February 9	1 and 3 PM	Valentine's Tea
Wednesday, February 19	12 Noon	History Bites: Into the Light
Thursday, February 20	7:00 PM	Military Lecture: Jesse Thistle
Friday, February 21	7:00 PM	Feeling Sound, Performing Access (ticketed)

Community engagement

Attendance	Nov/Dec 19	Nov/Dec 18	Variance		YTD 19	YTD 18	Variance	
Civic Museum	4888	4570	318	↑	24615	25474	-859	↓
McCrae House	1379	1970	-591	↓	4771	5532	-761	↓
Outreach	632	188	444	↑	1155	519	636	↑
Total	6899	6728	171	↑	30541	31525	-984	↓

Memberships	Nov/Dec 19	Nov/Dec 18	Variance		YE 18	Variance	
Family	305	340	-35	↓	340	-35	↓
Individual	39	47	-8	↓	47	-8	↓
Total	344	387	-43	↓	387	-43	↓

	Nov/Dec 19		2018		YTD 19		YTD 18	
Education Programs	Programs	Guests	Variance		Programs	Guests	Variance	
Arts and Culture Day	2	104			3	182		
Canada at War					6	386		
Create Your Own					4	198		
Downtown Walk					4	175		
Fibre to Fashion					1	34		
First World War	13	368			15	434		
Games & Toys	2	89			7	275		
Guided Tour - Civic	3	76			12	321		
Guided Tour - McCrae	1	13			5	158		
John Galt & Instant City	11	870			11	870		
Local Government					16	711		
No Word for Art					8	216		
STEM Week	11	510			11	510		
Tombstone Tales					5	116		
Local Government								
Hop On/Hop Off Tour					1	16		
Total	43	2030	49&1778	↑	109	4602	113&4323	↑

	2019		2018		YTD 19		YTD 18	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	18	847	13&278	↑	91	2741	91&1735	↑
Birthday Parties	6	125	12&217	↓	61	1172	87&1592	↓

Research Requests	Nov/Dec 19	Nov/Dec 18	Variance		YTD 19	YTD 18	Variance	
Email	550	422	128	↑	2370	2109	261	↑
Phone	35	14	21	↑	170	105	65	↑
In Person	24	17	7	↓	99	94	5	↑
Mail	0	0	0	↑	7	7	0	-
Web Users	3713	3347	366	↑	22085	16771	5314	↑
Total Researchers	4322	3800	522	↑	24731	19086	5645	↑
Web Searches	4708	4331	377	↑	26511	21308	5203	↑

Social Media	Nov/Dec 19	Nov/Dec 18	Variance		YTD 19	YTD 18	Variance	
Twitter Followers	32	16	16	↑	3880	3646	234	↑
Engagement	483	578	-95	↓	2925	3180	-255	↓
Facebook Page Likes	72	-3	75	↑	1964	1475	489	↑
Facebook Post Likes	3027	986	2041	↑	11228	4823	6405	↑
Facebook Shares	318	134	184	↑	1261	698	563	↑
Instagram Followers	54	0	54	↑	1129	0	1129	↑
Instagram Likes	759	0	759	↑	1941	0	1941	↑
Instagram Impressions	7755	0	7755	↑	23872	0	23872	↑

Fundraising

	Nov/Dec 19	Nov/Dec 19	Variance	↑ ↓	YTD	Annual	%
	Actuals	Target			Actual	Target	Achieved
Earned Revenue	32543	24934	7609	↑	147574	149600	99%
Grant Revenue	49619	15000	34619	↑	92833	90000	103%
Fundraised Revenue	2018	1500	518	↑	75408	45000	168%