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## **Guelph Museums Advisory Committee**

**Date:** Thursday, February 27, 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 January 23, 2020
2. Business arising from minutes

### **Meeting Agenda**

1. Adoption of Agenda
2. Manager's report
3. Community Connections Committee report
4. Revenue Development Committee report
5. 2019 Report to Council
6. 2021 to 2024 Strategic Operating Plan – planning process

### **Action items for next meeting**

1. Next meeting: Thursday, March 26, 2020, Guelph Civic Museum

# GUELPH MUSEUMS MANAGEMENT REPORT

## January 2020

### Mark your calendars

Friday, February 28	7:00 PM	Fourth Friday: Sasha Henry and Aaron Ridge
March 14 to September 6		Guelph Circa 1999
March 14 to September 6		Lay of the Land
Wednesday, March 18	12 Noon	History Bites: Behind the Scenes
Friday, March 27	6:00 PM	Exhibition Opening and Fourth Friday: Tannis Slimmon

### Community engagement

Attendance	Jan-20	Jan-19	Variance		YTD 20	YTD 19	Variance	
Civic Museum	1750	1850	-100	↓	1750	1850	-100	↓
McCrae House	22	13	9	↑	22	13	9	↑
Outreach	0	0	0		0	0	0	
Total	1772	1863	-91	↓	1772	1863	-91	↓

Memberships	Jan-20	Jan-19	Variance		YE 19	Variance	
Family	295	337	-42	↓	305	-10	↓
Individual	38	40	-2	↓	39	-1	↓
Total	333	377	-44	↓	344	-11	↓

	Jan-20		2019		YTD 20		YTD 19	
Education Programs	Programs	Guests	Variance		Programs	Guests	Variance	
Arts and Culture Day								
Canada at War								
Create Your Own	2	32			2	32		
Downtown Walk								
Fibre to Fashion								
First World War								
Games & Toys	1	22			1	22		
Guided Tour - Civic	2	22			2	22		
Guided Tour - McCrae								
John Galt & Instant City								
Local Government								
No Word for Art								
STEM Week								
Tombstone Tales								
Local Government								
Hop On/Hop Off Tour								
Total	5	76	5&251	↓	5	76	5&251	↓

	2019		2019		YTD 20		YTD 19	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	12	410	4&54	↑	12	410	4&54	↑
Birthday Parties	3	69	10&198	↓	3	69	10&198	↓

Research Requests	Jan-20	Jan-19	Variance		YTD 20	YTD 19	Variance	
Email	208	184	24	↑	208	184	24	↑
Phone	24	12	12	↑	24	12	12	↑
In Person	7	5	2	↑	7	5	2	↑
Mail	2	1	1	↑	2	1	1	↑
Web Users	2030	1970	60	↑	2030	1970	60	↑
Total Researchers	2271	2172	99	↑	2271	2172	99	↑
Web Searches	2467	2500	-33	↓	2467	2500	-33	↓

Social Media	Jan-20	Jan-19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	21	21	0		3880	3688	192	↑
Engagement	125	280	-155	↓	125	280	-155	↓
Facebook Page Likes	22	38	-16	↓	1986	1550	436	↑
Facebook Post Likes	1024	1307	-283	↓	1024	1307	-283	↓
Facebook Shares	112	156	-44	↓	112	156	-44	↓
Instagram Followers	112	0	112	↑	1241	0	1241	↑
Instagram Likes	792	0	792	↑	792	0	792	↑
Instagram Impressions	10233	0	10233	↑	10233	0	10233	↑

## Fundraising

	Jan-20	Jan-20	Variance	↑ ↓	YTD	Annual	%
	Actuals	Target			Actual	Target	Achieved
Earned Revenue	8900	12933	-4033	↓	8900	155200	6%
Grant Revenue	0	0	0		0	90000	0%
Fundraised Revenue	1498	3750	-2252	↓	1498	45000	3%