

Meeting Minutes



Meeting	Guelph Museums Advisory Committee
Date	23/01/2020
Location	Guelph Civic Museum
Time	5:30 pm
Present	Shannon Coles (chair), Jeremy deWaard (vice-chair), Robert Hohenadel, Kim Landoni, Jayne Osborn (executive member), Andrew Ramsaroop, Eleanor Ross, Larissa Viel, Tammy Adkin (staff)
Regrets	Paul Baker

Discussion Items

1. Adoption of minutes of meeting held November 28, 2019

Motion 2020/01: That the minutes be adopted

Moved: Jayne Osborn

Seconded: Jeremy deWaard

Carried

2. Business arising from the minutes
None

3. Adoption of agenda

Motion 2020/02: That the agenda be adopted

Moved: Kim Landoni

Seconded: Robert Hohenadel

Carried

4. Introduction of new advisory committee members
Welcome Larissa Viel and Andrew Ramsaroop

5. Appointment of chair, vice-chair and executive member

Motion 2020/03: That Shannon Coles be appointed chair, Jeremy deWaard be appointed vice-chair and Jayne Osborn be appointed executive member.

Moved: Eleanor Ross

Seconded: Kim Landoni

Carried

6. Manager's Report

The report was received and forms part of these minutes. Tammy Adkin also reported that the Museum has declared a temporary moratorium on collecting

artifacts for the Civic Museum collection, enabling curatorial staff to deal with a backlog in processing objects donated during the past year.

7. Community Connections Committee

The committee did not meet in January. Meetings are set for February to discuss the membership program and social media.

8. Revenue Development Committee

Eleanor Ross reported that the committee met to discuss sponsorship prospects and approaches. She also announced that Beth & Ryan, Guelph's Real Estate Agents have been confirmed as Fourth Friday sponsors. Larissa Viel expressed interest in joining the committee.

9. 2020 Museum Operation Plan

Tammy Adkin presented a report on the current strategic operating plan, achievements to date, and the work plan for 2020. The report forms part of these minutes.

10. Adjournment

Motion 2020/04: That the meeting be adjourned

Moved: Jayne Osborn

Adjournment at 7:20 pm

Action Items

1. Next Meeting: Thursday, February 27 at 5:30 pm at Guelph Civic Museum

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%

Meeting Minutes

Meeting	Revenue Development Committee
Date	13/01/2020
Location	Civic Museum
Time	5 PM
Present	Jayne Osborn, Eleanor Ross, Tammy Adkin
Regrets	Kim Landoni

Discussion Items

1. Reviewed sponsorship pitch template
2. Reviewed prospects and assigned leads
3. Reported on current requests for Fourth Fridays, EarlyON
4. Reported on results to date for the year-end appeal and discussed more robust social media support for the next campaign
5. Determined plan for stewardship events including complimentary tickets and reception for the opening night performance of Backyard Theatre at McCrae House; thank you calls from committee members; small appreciation gifts

Action Items

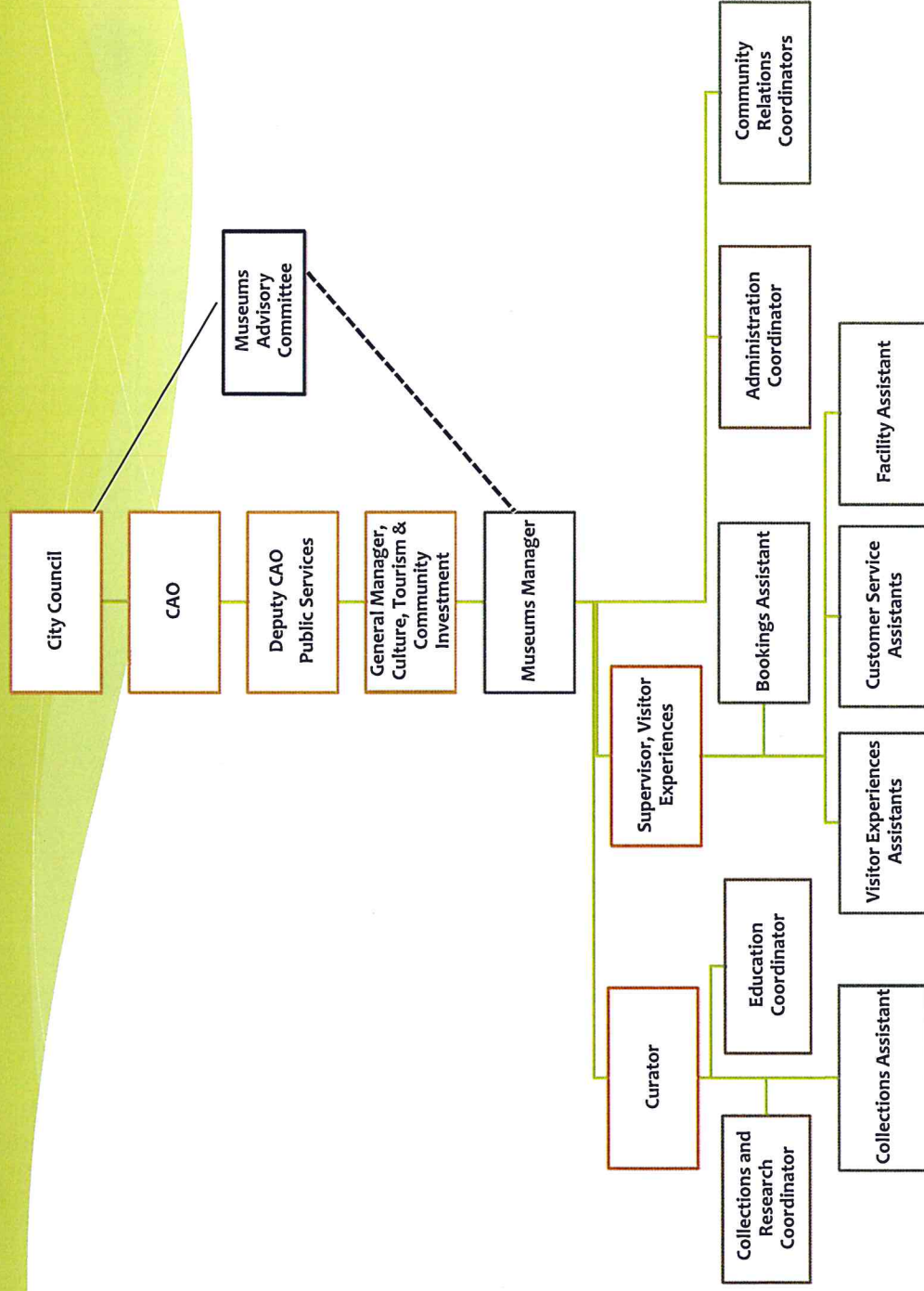
1. Update and circulate prospect list with assigned leads
 - a) Assigned to: Tammy Adkin
 - b) Due Date: 10/02/2020
2. Prepare proposals for Beth&Ryan and Zonta Club of Guelph
 - a) Assigned to: Tammy Adkin
 - b) Due Date: 24/01/2020
3. Complete prospect research
 - a) Assigned to: Committee Members
 - b) Due Date: 10/02/2020

Envisioning Guelph Museums

2017 to 2020

Strategic Operating Plan

Organizational Structure



Vision, Mission and Values

- * We share the vision of the City of Guelph: to be the City that makes a difference... acting locally and globally to improve the lives of residents, the broader community and the world.
- * Our mission as a municipal facility is to help build an exceptional City by providing outstanding service and value.
- * We value integrity, excellence, and wellness.

Core Activities

Guelph Museums will make a difference by:

- * Caring for the artifacts and stories of our community that give people a sense of place
- * Sharing the collection and stories – locally, nationally and internationally – through exhibitions and online access
- * Providing inclusive, accessible, enlightening experiences
- * Nurturing interest and engagement in history and culture
- * Telling a story of national significance at McCrae House
- * Engaging volunteers

FOCUS

Guelph Museums will focus on:

- * **Service excellence** - Achieving quality and showing results
- * **Sustainability** - Managing our resources to achieve maximum public value
- * **Innovation** - Modernizing our services and how we work

Trends and Influences

Reconciliation

Diversity and
inclusion

Shared
authority

Agent of
social change

Flexible use of
collection

Social media
storytelling

Sustainability

Digital natives

Millennials

People matter
most

Shared
experiences

Museum
Hacks

Open data

Happiness

Service Excellence Goal #1: Attract and satisfy diverse audiences

Objectives	Progress and Highlights
a. Increase access to museum experiences by extending admission-by-donation, evening and holiday hours	Done Fourth Fridays, Culture Days, Doors Open After Dark, Complimentary memberships for Children's Foundation
b. Activate interpretation at Locomotive 6167	Done Interpretive signage, events Move to new location in autumn
c. Encourage new and repeat visitation by offering a minimum of three special exhibitions each year, with an emphasis on family-friendly exhibitions between March and August	Done and Ongoing 14 feature exhibitions presented since 2017, plus dozens of case/hallway exhibitions 4 family-friendly – Ripple Effect, Gathering Place, Focusing on Nature, Vibrafusion

Service Excellence Goal #1: Attract and satisfy diverse audiences

Objectives	Progress and Highlights
d. Work with partners to develop programming specific to 55+ audience	Done and ongoing Backyard Theatre matinees History Bites
e. Work with partners to develop programming specific to youth audience	Work in Progress Screening of The Grizzlies and We Matter presentation
f. Introduce History Bites lunch and learn program	Done and ongoing Decolonization - 19 participants Vibrafusion - 10 participants

Service Excellence Goal #2: Deepen audience engagement

Objectives	Progress and Highlights
a. Expand Tiny Tots program to weekly	Done Partnership with EarlyON
b. Work with partners to introduce registered early learners program	Done Partnership with EarlyON
c. Develop and implement History Helps outreach initiative	Done and ongoing Partnerships with Hope House, Marianne's Place, Operation Keep Warm

Sustainability Goal #1: Increase earned revenue

Objectives	Progress and Highlights
a. Strengthen facility rental product and introduce new revenue stream by securing liquor licence and introduce beverage service for rentals	Done Liquor licence secured and bar service offered at events
b. Develop and implement ticket sales strategy for McCrae House theatre and tea programs	Done
c. Complete branding and raise profile of the Hilltop Shop	Work in Progress

Sustainability Goal #2: Increase donations and sponsorships

Objectives	Progress and Highlights
a. Improve donor cultivation and communication by establishing donor database in PastPerfect	Done
b. Initiate stewardship with donors to the Civic Museum campaign	Done and ongoing
c. Develop and implement sponsorship and donations plan	Done and ongoing
d. Launch year-end donor campaign	Done \$6300 in 2018; \$1600 in 2019
e. Raise \$20k in sponsorships and \$30K in donations	Done

Sustainability Goal #3: Improve efficiency

Objectives	Responsibility Target
a. Prepare organization to implement new strategic operating plan by adjusting org. chart	Done
b. Improve knowledge of and communication with constituents by establishing PastPerfect as consolidated database for the organization	Done and Ongoing
c. Streamline facility rental processes	Done

Sustainability Goal #3: Improve efficiency

Objectives	Progress and Highlights
d. Review and update cash management, record management, and privacy policies and practices	Work in Progress
e. Maximize volunteer resources by establishing volunteer coordinator position and revising volunteer practices	Done Volunteer coordination remains shared responsibility; volunteer practices improved
f. Review and update policy manual	Work in Progress

Sustainability Goal #3: Improve efficiency

Objectives	Progress and Highlights
g. Work with community partners to formalize archives protocol	Work in Progress Working with City of Guelph Clerk's Office; Guelph Public Library; University of Guelph Archives
h. Improve environmental sustainability at museum sites by decreasing carbon footprint and introducing waste diversion initiatives	Priority for 2020

Innovation Goal #1: Establish community partnerships

Objectives	Progress and Highlights
a. Work with First Nations, Metis and Inuit elders to establish programming that contributes to reconciliation	Done and Ongoing Space for Indigenous learning, drumming circles Exhibitions John Galt & the Instant City
b. Seek partnership with newcomer and ESL organizations to develop programming that contributes to newcomer settlement.	Work in Progress To the Gathering Place Exhibition Cultural Access Pass Newcomer passes
Seek partnership with health-focused organizations to develop shared programming that contributes to wellness.	Priority for 2020

Innovation Goal #2: Embrace leading-edge museum practices

Objectives	Progress and Highlights
a. Launch international tour program to commemorate the centenary of John McCrae's passing	Done Successful group tour and commemoration events Doubled down with Galt 240 Scotland delegation
b. Re-invent education program offerings to support shared-authority, inquiry-based learning	Done and Ongoing STEM Week, No Word for Art, John Galt & the Instant City
c. Diversify collection to reflect ethno-cultural composition of Guelph	Work in Progress Collections assessment underway

Innovation Goal #2: Embrace leading-edge museum practices

Objectives	Progress and Highlights
d. Establish Civic Museum as cultural hub – a safe, inspiring space for informed dialogue about challenging community issues	Done and Ongoing Canada 150, Guelph 190 Lectures Newspaper panel discussion Into the Light curator panel
e. Plan for permanent gallery updates at the Civic Museum	Priority for 2020
f. Offer ground-breaking, provocative exhibitions	Done and Ongoing To the Gathering Place Konnón:Kwe B&W and Read All Over Into the Light

Innovation Goal #2: Embrace leading-edge museum practices

Objectives	Progress and Highlights
g. Establish Historian-in-Residence to address knowledge deficits	Done and Ongoing Indigenous Community Relations Coordinator position
h. Increase cultural diversity of staff and volunteer team, as to be reflective of the composition of the community	Work In Progress

Innovation Goal #3: Embrace technology and new media

Objectives	Progress and Highlights
a. Establish public WiFi at the Civic Museum and McCrae House	Done
b. Review and increase use of technology in exhibitions	Done
c. Establish YouTube channel and develop compelling, relevant content.	Work in Progress
d. Incorporate oral history into relevant exhibitions	Done Konnón:Kwe Into the Light

Innovation Goal #3: Embrace technology and new media

Objectives	Progress and Highlights
e. Explore bar-coding technology for gift shop, POS stations, membership visits, and collections	Done Perfect Mind POS
f. Explore large format book scanner for collections	Consider in 2020
g. Improve accessibility to Museum content for people with visual and hearing impairments	Done and Ongoing AODA accessible documents Vibrafusion Feeling Sound, Performing Access

Evaluation: Audience Satisfaction

McCrae House surveys

- * 100% positive comments in 2019
- * “These displays really bring the life of John McCrae to our conscience, and the personal details are very touching!”
- * “I was very moved by this testimony to John McCrae’s life – and so grateful for those who saved his birthplace. A hero that should be honoured as a sensitive, brave Canadian. Every school child should come here.”
- * “As we come from Flanders Field, it was an honour to visit the birthplace of the writer of the well-known poem. We will never forget.” - Oostende, Belgium
- * “Going to McCrae high school next year; feel proud of being a member of the school. Great memories for a great man!”
- * “A treasured memory on my visit to Canada. So much memory in a small space.” - Scotland

Evaluation: Audience Satisfaction

Trip Advisor reviews

83 reviews; 4.5 *

Fun educational outing

"I have taken my grandchildren there many times and we make an afternoon of it. There is a lot of Guelph history, they usually have a theme depending on seasons and a fantastic kids play zone. March break offers lots of opportunities for interactive play. It is inexpensive for families, spotlessly clean and easy access for all ages or abilities. They frequently display local artists. We have done this for many years and I feel that a museum is a good experience for all ages." November 2019

Evaluation: Audience Satisfaction

Google reviews

194 reviews; 4.5*

I have been bringing kids to this museum for many years and every time we go I am always very happy we visited. Their staff are very friendly and helpful and their kids discovery area is amazing. You can tell a lot of thought went into the centre. I would love to see some of the exhibits in the discovery centre change from time to time - new toys added etc but I understand the challenges with doing this. All in all we love it here!

A great place to visit whether you are a Guelph resident or visitor. The lecture series are worth checking out. I'm never disappointed. A gem!

Very interactive and engaging. Awesome kid-friendly exhibits but also great in depth history of the town from many perspectives.

Evaluation: Audience Engagement

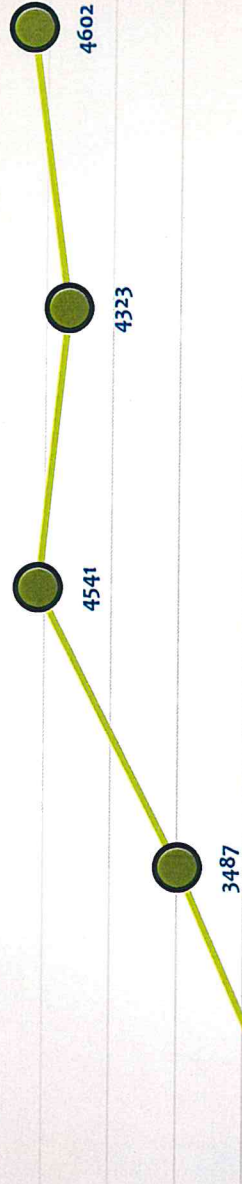
Guelph Museums Attendance



2015	2016	2017	2018	2019
In Flanders Fields at 100	Lucile	Canada 150 Guelph 190	McCrae 100	Galt 240

Evaluation: Audience Engagement

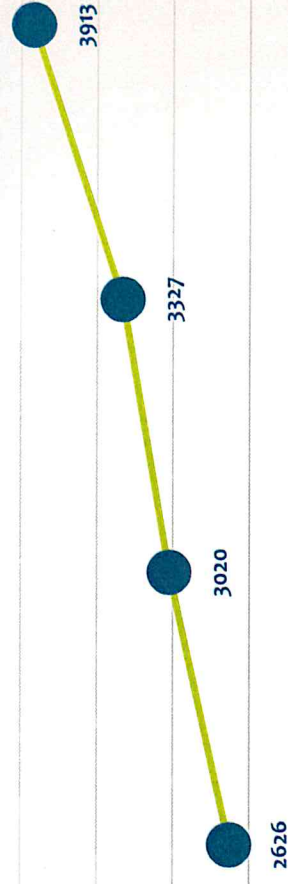
Education Program Participation



2015 2016 2017 2018 2019

Evaluation: Audience Engagement

Party and Rental Participation



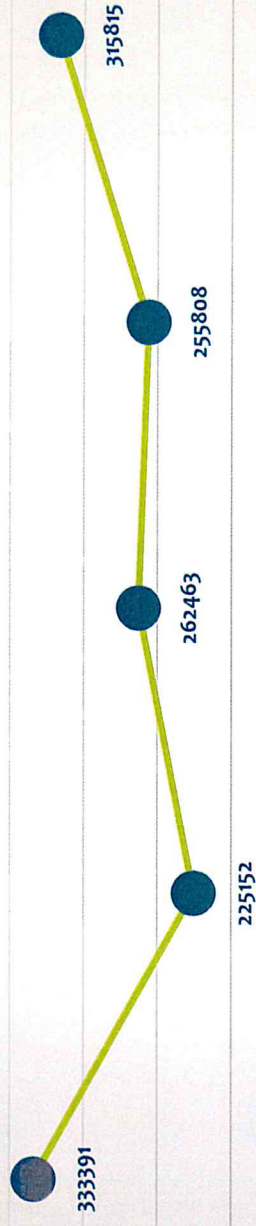
2015 2016 2017 2018 2019

Members



Evaluation: Revenue

Earned and Contributed Revenue



2015	2016	2017	2018	2019
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2020 Work Plan

Regular Hours of Operation

Civic Museum

Tuesday to Sunday 10 am to 5 pm

Monday closed (except for Family Day and March Break)

McCrae House

December to May

Wednesdays 1 to 5 pm

Other days by appointment

Monday closed

June to August

Tuesday to Sunday 10 am to 5 pm

Monday closed

September to November

Tuesday to Sunday 1 to 5 pm

Monday closed

2020 Work Plan

Holiday Hours

- * Family Day – Civic Museum open 10 am to 5 pm; McCrae House closed
- * March Break – Civic Museum open Monday to Sunday 10 am to 5 pm; McCrae House regular hours
- * Remembrance Day – McCrae House open 9 am to 5 pm; Civic Museum closed

2020 Work Plan

Featured at the Civic Museum

- * Into the Light: Eugenics and Education in Southern Ontario Until March 1
- * VibraFusionLab: Bridging Practices in Accessibility, Art and Communication Until March 1
- * Guelph Circa 1999 - March 14 to September 6
- * Lay of the Land - March 14 to September 6
- * Witchcraft - September 19 to February 28, 2021
- * May I Take Your Arm: Alex Bulmer project - September 19 to February 28, 2021

2020 Work Plan

Hallway Exhibitions at the Civic Museum

Decolonizing Guelph's Founding Story – Until February 2
Indigenizing Galt – Until February 2
Lacrosse: The Creator's Game – Until February 2
Rotary Club @ 100 – February 4 to July 26
Every Child Matters – February 4 to October 4
Re-Reading Galt - Until March 29
No Word for Art – March 31 to May 3
Liberation of Holland 75: Guelph Soldiers – May 5 to October 25
100 Years, 100 Women: Guelph's Trailblazers – July 26 to November 1
Guelph Chamber Choir 40th Anniversary – October 27 to March 28
John Kenneth MacAllister: A Guelph Soldier – November 3 to January 31

2020 Work Plan

Q1 Events

- * Favourite Family Games - Until January 5
- * PD Day en français - Friday, January 17
- * A Celebration of Scottish Song and Dance - Sunday, January 26
- * PD Day/ PD Day en français - Friday, January 31
- * Fifth Friday Pub Night - Friday, January 31
- * Valentine's Day Tea - Sunday, February 9
- * Family Day - Monday, February 17
- * Feeling Sound, Performing Access - Friday, February 21
- * March Break - Sat., March 14 to Sun., March 22
- * The Grizzlies screening at eBar - Wednesday, March 18
- * Spring Exhibition Reception - Friday, March 27

2020 Work Plan

Q2 Events

- * PD Day - Friday, April 24
- * Doors Open After Dark - Friday, April 24 to Saturday, April 25
- * Poppy Day (McCrae)/By invitation - Saturday, May 2
- * Mother's Day Tea - Sunday, May 10
- * Fifth Friday Pub Night - Friday, May 29
- * PD Day - Friday, June 5
- * Father's Day Special/Free admission for dads - Sunday, June 21
- * National Indigenous Peoples' Day Celebration - Sunday, June 21

2020 Work Plan

Q3 Events

- * Fifth Friday Pub Night- Friday, July 31
- * John Galt - Saturday, August 1
- * Spirit Walk (Woodlawn) - Sunday, September 13
- * Fall Exhibition Reception - Friday, September 25
- * Culture Days - Friday, Sept 25 to Sunday, Sept 27
- * Orange Shirt Day - Wednesday, September 30

2020 Work Plan

Q4 Events

- * Harvest Tea - Sunday, October 18
- * Fifth Friday Pub Night - Friday, October 30
- * Treaty Recognition Week - November 1 to 7
- * Remembrance Day (McCrae) - Wednesday, November 11
- * STEM family activities - Friday, November 27
- * Jolly Holidays on the Hill/Museum Store Sunday - Sat. Nov. 28 and Sun. Nov. 29

2020 Work Plan

Partner Programs

- * Downtown EarlyON Playtime (Civic) - Every Wednesday
- * Tales from the Hill (Civic) - First Wednesday every month except July and August
- * Military Lecture Series (Civic) - Thurs. Jan 16, Feb 20, Mar 12
- * Guelph Symphony Orchestra Magical Music performance - Sunday, January 19
- * March Break Day Camp (Civic) - March 16 to 20
- * 2Rivers Festival Poetry Reading Event - Friday, May 15
- * Piping Practices (McCrae)- Wednesdays, June 3, June 24, August 5
- * Piping Concert (McCrae) - Wednesday, September 9
- * Summer Day Camp (Civic) - August 4-7, 10-14, 17-21, 24-28, 31-Sept. 4

2020 Work Plan

Education Programs

- * Create Your Own Guelph History Adventure (Civic)
- * From Fibre to Fashion (Civic)
- * Games and Toys Through Time and Across Cultures (Civic)
- * The First World War Remembered (McCrae)
- * Historic Guelph Walking Tour (Civic/Downtown)
- * Tales Among the Tombstones (Woodlawn)
- * Civic Museum Guided Exhibition Tour (Civic)
- * McCrae House Guided Exhibition Tour (McCrae)
- * Hop-On Tours of Historic Guelph (Outreach)
- * Community Talks and Classroom Visits (Outreach)
- * No Word for Art: Exploring the Indigenous Roots of Creativity (Civic)- April 6 to 9
- * Canada at War: The Guelph Wellington Experience (McCrae) - May 14
- * Local Government Week program (Civic) - Tues, Oct 13 to Fri, Oct 23
- * John Galt & the Instant City (Civic; Outreach) - TBD
- * STEM Week (Civic) - November 23 to 26