

# Meeting Minutes



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|----------|---|
| Meeting  | <b>Guelph Museums Advisory Committee</b>  |
| 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  |

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## 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 | ↑<br>↓ | YTD<br>Actual | Annual<br>Target | %<br>Achieved |
|--------------------|------------|------------|----------|--------|---------------|------------------|---------------|
|                    | Actuals    | Target     |          |        |               |                  |               |
| 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

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

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## 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