

Meeting Minutes



Meeting	Guelph Museums Advisory Committee
Date	24/09/2020
Location	Remote Meeting Streamed Online
Time	5:30 pm
Present	Jeremy deWaard (vice-chair), Robert Hohenadel, Kim Landoni, Jayne Osborn (executive member), Andrew Ramsaroop, Eleanor Ross, Larissa Viel, Tammy Adkin (staff) and Judi Prigione (staff).
Regrets	Shannon Coles (chair) and Paul Baker.

Note: Jeremy deWaard (vice-chair) acted as chair for the meeting.

Discussion Items

1. Adoption of agenda

Motion 2020/08: That the agenda be adopted

Moved: Robert Hohenadel

Seconded: Larissa Viel

Carried

2. Adoption of minutes of meeting held June 25, 2020

Motion 2020/09: That the minutes be adopted

Moved: Jayne Osborn

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. Tammy Adkin reported that attendance is down due to the COVID-19 closures. She added that since re-opening, COVID protocols are in place including registering for visits, the wearing of masks, physical distancing signage, reduced touch points in exhibits and increased hand sanitation areas. She added that the Families Gallery is limited to one family / social circle per hour. Adkin reported that the outdoor events like Fourth Fridays, Summer Teas and Backyard Theatre went very well. She added that some events have been changed to on-line events. Adkin stated that memberships were extended for six months. She also reported that there will be no in-museum education programs or school outreaches due to the COVID restrictions placed on schools; and the Museum is

working on on-line programming options for schools including a Remembrance program and a video-stream of John Galt and the Instant City. She also reported that the Museum's rental and birthday party programs, and the research room are suspended at the current time. Adkin reported that Guelph Museums has been successful in securing a \$100,000 grant from the federal COVID Emergency Fund.

5. Community Connections Committee Work Plan

Tammy Adkin reported that the next meeting will be on Monday, October 5, 2020 at noon. The committee will discuss the revised membership program and social media engagement strategy. Both of these plans will be launched in January 2021

6. Revenue Development Committee Work Plan

Tammy Adkin reported that the sponsorship strategy and year end campaign will be discussed at the next meeting. Adkin will forward some dates and times to committee members for the week of October 5, 2020 in order to set the next meeting date.

7. 2021 to 2024 Strategic Operating Plan

Tammy Adkin reported that there have been some changes in the City of Guelph's strategic plan and that there has been a departmental realignment at the City of Guelph. Guelph Museums is now part of the "Culture and Recreation" department, and the City's Culture portfolio has been added to the Museum division. Adkin will set a meeting with the Strategic Operating Plan committee, and the November 2020 Advisory Committee will be a planning meeting with museum staff.

8. Adjournment

Motion 2020/10: That the meeting be adjourned

Moved: Kim Landoni

Adjournment at 6:05 pm

Action Items

1. Next Meeting: Thursday, October 22, 2020 at 5:30 pm online via Webex.

GUELPH MUSEUMS MANAGEMENT REPORT
June, July, August 2020

Mark your calendars

Thursday, September 24	7:00 PM	Military Lecture: Tim Cook	Online
Friday, September 25	7:00 PM	Fourth Friday: Tannis Slimmon	Civic
Sunday, October 4	2:00 PM	Harvest Tea	McCrae House

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

Attendance	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Civic Museum	761	5892	-5131	↓	5019	15781	-10762	↓
McCrae House	487	1778	-1291	↓	541	2678	-2137	↓
Outreach	0	60	-60	↓	268	370	-102	↓
Total	1248	7730	-6482	↓	5828	18829	-13001	↓

Memberships	Jun-Aug-20	Jun-Aug-19	Variance		YE 19	Variance	
Family	290	315	-25	↓	305	-15	↓
Individual	40	48	-8	↓	39	1	↑
Total	330	363	-33	↓	344	-14	↓

	Jun-Aug-20		2019		YTD 20		YTD 19	
Education Programs	Programs	Guests	Variance		Programs	Guests	Variance	
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								
Total	0	0	9&423	↓	8	128	40&1562	↓

	Jun-Aug-20		2019		YTD 20		YTD 19	
Parties & Meetings	Events	Guests	Variance		Programs	Guests	Variance	
Rentals	0	0	25&865	↓	23	984	52&1357	↓
Birthday Parties	0	0	14&272	↓	10	214	49&952	↓

Research Requests	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Email	619	490	129	↑	1026	1385	-359	↓
Phone	27	38	-11	↓	69	114	-45	↓
In Person	1	17	-16	↓	15	52	-37	↓
Mail	2	1	1	↑	4	5	-1	↓
Web Users	6522	6929	-407	↓	10559	17990	-7431	↓
Total Researchers	7171	7475	-304	↓	11673	19546	-7873	↓
Web Searches	8041	7818	223	↑	13029	21614	-8585	↓

Social Media	Jun-Aug-20	Jun-Aug-19	Variance		YTD 20	YTD 19	Variance	
Twitter Followers	32	94	-62	↓	4021	3829	192	↑
Engagement	776	744	32	↑	2166	2524	-358	↓
Facebook Page Likes	40	98	-58	↓	2142	1830	312	↑
Facebook Post Likes	2238	3610	-1372	↓	8238	9312	-1074	↓
Facebook Shares	322	407	-85	↓	1183	1054	129	↑
Instagram Followers	148	695	-547	↓	1668	695	973	↑
Instagram Likes	1877	1473	404	↑	5971	1473	4498	↑

Fundraising

	Jun-Aug-20	Jun-Aug-20	Variance	↑ ↓	YTD	Annual	%
	Actuals	Target			Actual	Target	Achieved
Earned Revenue	6432	38800	-32368	↓	23481	155200	15%
Grant Revenue	149619	22500	127119	↑	149619	90000	166%
Fundraised Revenue	8782	11250	-2468	↓	28416	45000	63%