Museums are governed, managed and operated by people -- social institutions in which people work together to achieve and sustain the mission, mandate, goals and objectives. The AGN has three major departments: Administration, Public Programs/Education and Curatorial.

ADMINISTRATION

Human Resources

Sara Wodnisky successfully completed the Young Canada Works Building Careers in Heritage internship on March 31. Kiara McKinley, Gallery Attendant who works on weekends has been temporarily laid off, effective March 30.

On-going: weekly review of staff compensation; monitoring industry trends and recommendations; adhering to Government compliance as a result of COVID-19. Weekly staff meetings take place once a week via Zoom and daily one-one meetings for staff individual updates. Currently, staff will continue to work from home until May 2.

Weekly communication with Board Chair and Treasurer either by Zoom or telephone.

Facility: Weekly checks are conducted in Gallery spaces, vault and storage room. Elevator door has been painted. Victoria Hall remains closed until further notice. Town of Cobourg staff have provided support and regular updates.

Finance: #GivingTuesdayNow is a global day of giving and unity that will take place on May 5, 2020 as an emergency response to the unprecedented need caused by COVID-19, we are preparing to launch a campaign in support of this event.

Please refer to the attached Statement of Operations for discussion.

Communications: Our communications platforms include: Facebook; Instagram; Twitter; Website; MailChimp. We are creating content for social media engagement and have experienced a rapid increase. New content since temporary closure includes: Window Wednesdays (features art and objects from Permanent Collection); Art Challenge (AGN art at home challenge and repost); Friday Video Shorts (focus on Permanent Collection).

As of March 31, 2020
Facebook: Followers: 1,024; Engagement: 779; Reach: 1,882
Instagram: Followers: 1,330; Video Views: 250
Twitter Followers: 629: Impressions: 5,216
Website Page Views: 1,835; Unique Page Views: 1,444
AGN Newsletter: 65% opens (this is incredibly high, typical for MailChimp subscribers is between 25-30%)

Why are these figures important: they offer demographics and a look at who is connecting; allow us to manage content in order to grow and build audience and to create content.

Attached is an example of the positive feedback.

PUBLIC PROGRAMS/EDUCATION

All programs have been suspended. Victoria Towrie, Education is currently developing relevant art curriculum programing for teachers. A web page will be dedicated to this initiative.

CURATORIAL

60 Years: An Anniversary catalogue is in final phase before going to press.
Michael Adamson has agreed to extend his exhibition until May 31, 2020.