

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

Kiara McKinely, Weekend Gallery Attendant; Breanna Brethour, Collections Manager and Victoria Towrie, Education Coordinator continue to be temporarily laid off.

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

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

Finance: Please refer to the attached Statement of Operations for discussion. We have qualified for the Canadian Emergency Wage Subsidy (CEWS): 75% of employee wages. Submission of Grant Application to Museums Assistance Program on July 15, 2020. Fundraising: AGN Logo Non-Medical Masks available, sold 50 to date!

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). View from the Easel featuring discussion with Northumberland artist Bob Omar Tunnoch and hosted by D. Papatheodorou was a huge success!

Month: June 2020

Facebook: Followers: 1,130; Engagement: 389; Reach: 1,374

Instagram: Followers: 1,388; Video Views: 200

Twitter Followers: 636; Impressions: 7,917

Website Page Views: 800; Unique Page Views: 701; AGN Newsletter: Subscribers: 528

YouTube Subscribers: 8; Views: 287

LinkedIn Followers: 29

Total Social Media Followers: 3,719 (7.75% increase since January 2020)

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.

PUBLIC PROGRAMS/EDUCATION

All programs have been suspended.

Spotlight Special: November 2020

CURATORIAL

60 Years: An Anniversary catalogue is in final phase before going to press – awaiting copyright permissions.

Michael Adamson has agreed to extend his exhibition until we open.