**Art Gallery of Northumberland** Executive Director’s Report | December 17, 2020

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: We continue with weekly review of staff compensation; monitoring industry trends and recommendations; adhering to Government compliance as a result of COVID-19.

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. AGN Staff is responsible for completing a compliance check list, including a 15 minute wipe down of all touch points in the gallery after each timed appointment. We are moving to a paperless checklist by using an APP on our tablet.

Finance: The draft 2021 Budget was presented to the Town of Cobourg on December 8, please refer to the Finance and Audit Committee report, by Ken Bagshaw.   
  
Acquisitions: Acquisitions will be presented by the Chair of the Board.  
  
Advocacy: Spotlight Special Launch was successful in raising $4,000 – almost made our goal!

Communications: Our communications platforms include: Facebook; Instagram; Twitter; Website; YouTube, MailChimp.   
  
Month: October 2020  
Facebook: Followers: 980; Engagement: 400 Reach: 2,896  
Instagram: Followers: 1,473  
Twitter Followers: 660: Impressions: 4,190  
Website Page Views: 2,912; Unique Page Views: 2,378; AGN Newsletter: Subscribers: 536  
YouTube Subscribers: 32 Views: 284  
LinkedIn Followers: 34  
Total Social Media Followers: 3,179

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**AGN is open Tuesday, Wednesday, Thursday 11:00 a.m. to 3:00 p.m. Appointment only.   
Static Christmas float –Miracle on King Street – such a fun project!  
 **CURATORIAL**We are looking forward to launching the 2021 schedule in January.