



EXECUTIVE DIRECTOR'S REPORT | January 17, 2021

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 welcome Avery Gebores and Erin Messier to our team as Education Assistants working directly with programing within the Permanent Collection. Both these positions are funded through Canada Museums Association through the Young Canada Works program. All staff are currently working from home on specific projects.

Victoria Towrie's employment contract ended December 31, 2020, we have suspended the renewal of this contract until late spring. This was a mutual decision and we look forward to working with Victoria later this year.

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.

Finance: We are in the process of applying for two federal grants, and continue to look for funding opportunities.

Town of Cobourg Operations budget deliberations January 21, 2021.

Communications: Our communications platforms include: Facebook; Instagram; Twitter; Website; YouTube, MailChimp.

Month: December 2020

Facebook: Followers: 980; Engagement: 228 Reach: 1,090

Instagram: Followers: 1,489

Twitter Followers: 661: Impressions: 4,195

Website Page Views: 1,231; Unique Page Views: 1.012; AGN Newsletter: Subscribers: 539

YouTube Subscribers: 32 Views: 76

LinkedIn Followers: 34

Total Social Media Followers: 3,196

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.

Social media and marketing engagement for 2020: 370 new followers on social media | **13 %** increase from 2019; 18 new newsletter subscribers | **3.5 %** increase from 2019; 30 new YouTube subscribers | **1500 %** increase from 2019

Northumberland County has completed a digital analysis of our digital footprint, we are looking forward to addressing the recommendations.

PUBLIC PROGRAMS/EDUCATION

Volunteers met on Zoom - Lindsay Fuller delivered an informative presentation on conservation which included the dry cleaning video of the William McElcheran sculpture.

CURATORIAL

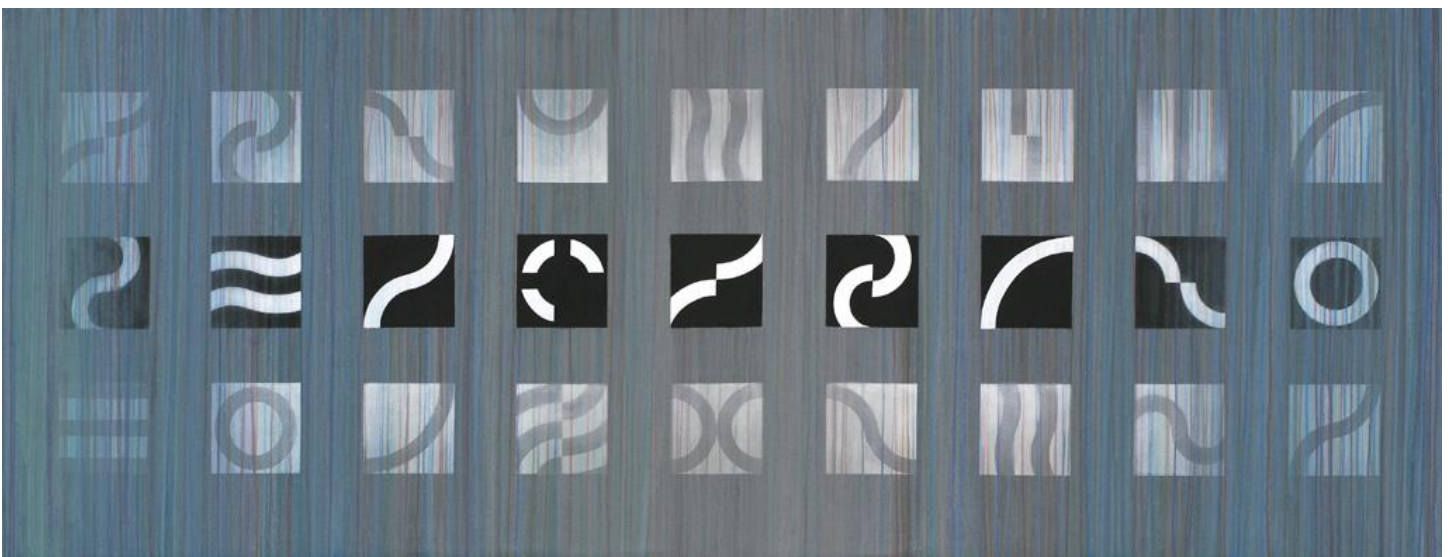
We have submitted the Ron Bolt painting *Primal Pool Atlantic* for Cultural Property designation and look forward to a positive response by end of March.

Leszek Wycozolkowski | *Equilibrium* is ready to open as soon as we can.

Permanent Collections exhibition will focus on Sculpture.



Leszek Wycozolkowski, *Composure*



Leszek Wycozolkowski, *Discussions*