



EXECUTIVE DIRECTOR'S REPORT | June 24, 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 continue with weekly review of staff compensation; monitoring industry trends and recommendations; adhering to Government compliance as a result of COVID-19.

Facility: The AGN closed April 2 for the next 28 days or until further notice in accordance to provincial shutdown measures. Staff is working from home. 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. Victoria Hall is under construction relating to sewage pipes in lower level.

Finance: We have successfully received the Canada-Ontario Job Grant, this grant provides professional development funds for Elizabeth Palermo, who is currently completing a certificate program at Western University. Defer to Treasurer re: May 31, 2021 financials.

Engagement: Mini Art Gallery has been a wonderful initiative – check our website for the road map and visit! Spotlight Series update forthcoming – we are in the process of rescheduling launch dates and venues.

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

Month: May 2021

Facebook: Followers: 1,102; Engagement: 1,344 Reach: 5,367

Instagram: Followers: 1,591

Twitter Followers: 712; Impressions: 5,439

Website Page Views: 1,053; Unique Page Views: 906; AGN Newsletter: Subscribers: 577

YouTube Subscribers: 47 Views: 403

LinkedIn Followers: 49

Total Social Media Followers: 3,501

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

Volunteers Meet on Zoom: June 3, 2021 at 11:00 am; presentation by Susan Statham is past president of Spirit of the Hill, current president of Cobourg Arts Club.

Currently working on a post card campaign to engage members.

Virtual AGN continues with @home programming.

CURATORIAL

Leszek Wycozolkowski | *Equilibrium* has been extended until June. New video launched mid June.
Amy Shackleton and Julian Brown | *Playing with Fire and Ice*.

Permanent Collection Feature: To be presented at the meeting.