



Minutes

Tom Thomson Art Gallery Advisory Committee

May 12, 2023, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT:

Vice Chair Tom Burri
Member Constance Maconaghie
Councillor Jon Farmer
Member Tyler Hopkins
Member Jane McKerroll
Councillor Melanie Middlebro'
Member David Taylor

MEMBERS

ABSENT/REGRETS: Chair Peter Tovell

STAFF PRESENT:

Pam Coulter, Director of Community Services
Aidan Ware, Director and Chief Curator, TTAG
Staci Landry, Deputy Clerk
Sierra Patino, Corporate Services Facilitator

1. CALL TO ORDER

Vice Chair Burri called the meeting to order at 2:00 p.m. All members and staff noted above were present except Councillor Middlebro'.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

4.a Minutes of the Tom Thomson Art Gallery Advisory Committee meeting held on March 22, 2023

"THAT the Tom Thomson Art Gallery Advisory Committee approves the minutes of the meeting held on March 22, 2023."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no deputations or presentations.

Councillor Middlebro' joined the meeting.

6. PUBLIC QUESTION PERIOD

There were no questions from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

8. REPORTS OF CITY STAFF

- 8.a Report AG-23-006 from Director and Chief Curator Re: Tom Thomson Art Foundation Wrap-Up

The Director and Chief Curator provided an overview of the report.

In responding to questions, the Director and Chief Curator clarified that the proposed feasibility study recommended within the report is the next step recommended by the Facility Expansion Ad Hoc Committee on February 25, 2022, and approved by City Council at its meeting on March 14, 2022. The research requested by the Facility Expansion Ad Hoc Committee was preliminary only and different from a full feasibility study as it evaluated the potential of any development of the current site.

The proposed feasibility report for this scaled-back expansion of the Gallery facility will include such information as a financial impact analysis, a market study, the economic impact on the community, the impact on Gallery operations, etc. The scope of this expansion has been narrowed to meet the critical needs of Collection Storage, programming space and offices for staff. This feasibility study will be followed by a fundraising feasibility study to determine the ability of the Gallery to raise the money to fund the expansion without leaning on tax-payer money. The parameters of the feasibility study will be clearly defined within the RFP that staff is developing. The Director reiterated that the feasibility study is being fully funded by money donated to the Gallery by patrons and that these funds have been allocated specifically for such projects. The feasibility study, together with the subsequent fundraising feasibility study, will give the Gallery the data required to pursue granted funds to support the expansion of the Gallery

and to launch a capital campaign. The Director stated that the Feasibility Study will require that consultation with staff, members of the Advisory Committee, the community and its primary stakeholders must take place. The consultants will be provided with all previous information, reports, and data.

AG-230512-002

Moved by Councillor Farmer

"THAT in consideration of Staff Report AG-22-006 respecting Tom Thomson Art Foundation Wrap-Up Report, the Tom Thomson Art Gallery Advisory Committee recommends that City Council approve the allocation of \$30,000 from the Art Gallery reserve fund to be allocated towards a facility expansion feasibility study."

Carried.

8.b Report AG-23-007 from Director and Chief Curator Re: TTAG Advisory Committee May Update

The Director and Chief Curator provided an overview of her report.

Member Maconaghie left the meeting.

Responding to a question regarding the April Chef Zach Keeshig event, the Director stated that financial reporting from that event is forthcoming and would be part of her report in July.

Regarding the collaboration with Roots, the Director indicated that Roots is re-evaluating its anniversary collection, and the company will update the Director soon.

Regarding the OPEN Team project in collaboration with community members experiencing homelessness, the Director stated that it would be appreciated if the device chargers could be donated along with any wiped devices to be used for the project. The Director will investigate how the OPEN Team will receive devices and ensure they are 'wiped' and ready to use.

Responding to a query regarding Gallery statistics, the Director indicated that a report from the Gallery's comprehensive statistical tracking would be included in the report for the next meeting.

Responding to a request for information regarding past fundraising efforts, the Director said she could only speak to those efforts after her arrival. She arrived as the pandemic hit, following a difficult time in the Gallery's history, and indicated that the Gallery's fundraising efforts have a clean slate, which will be reported and used for comparison going forward. She does provide a high-level fundraising plan as the year progresses.

Regarding the Gallery's budget, the Director stated that as a department of the City, the Gallery's budget is accessible at any time. The Director provides a summary of the Gallery's budget updates to the Advisory Committee and she can answer any questions that arise.

The Director of Community Services reminded the Advisory Committee that the establishment of the overall budget of the Gallery is done by City Council as part of its annual budget. She also stated that staff would send out the Terms of Reference for the Advisory Committee to assist in determining its focus for the work that it is doing.

There was a discussion regarding the Gallery's budget as a report of revenues and expenses - both from a balance sheet perspective and a community service perspective. It was noted by a Committee Member that only half of the Gallery's budget is tax-based.

Responding to a query regarding the public hours of the Gallery, current hours were noted, with the notice that expanded public hours would take effect in the summer, daily Tuesday to Saturday, from 10 a.m. to 5 p.m. Currently, mornings at the Gallery are allocated to collaborative programming and school groups.

The group discussed the value per-dollar service model and maximizing the service of the Gallery considering the Service Analysis report recently submitted to City Council. One Committee member would like to see how the value of service is determined. It was noted by another Committee Member that both quantitative and qualitative assessments need to be considered when evaluating service. The Director and Chief Curator noted that there were some miscalculations with regard to the Gallery's ranking within the City's services. The Director of Community Services indicated that Council would receive some updated information regarding the Service Analysis report in July.

AG-230512-003

Moved by Member Taylor

"THAT in consideration of Staff Report AG-23-007 respecting the TTAG Advisory Committee May Update Report, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report as the Director and Chief Curator's update on the Gallery's Programming and Operations for information purposes."

Carried.

9. REPORTS OF ART GALLERY TEAMS

9.a Verbal Report from the Fundraising Team

In the absence of Chair Tovell, the Advisory Committee Liaison to the Fundraising Team, the Director and Chief Curator provided a verbal update report from the Fundraising Team.

The Director stated that her written report contained the updates from the Fundraising Team. She did note that the Team is now working on next year's calendar topics and events for next year, including the setting of those fundraising targets and engagement metrics discussed earlier.

The Director noted that one thing that hampers those revenue-generating and fundraising programs is a flexible space in which to hold programming, classes, and workshops, etc. She noted that the facility expansion is tied to the future revenue growth and stability of the Gallery.

AG-230512-004

Moved by Councillor Middlebro'

"THAT in consideration of the Verbal Report provided May 12, 2023 by the Director and Chief Curator in the absence of Advisory Committee Liaison respecting the Fundraising Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the Verbal Report for information purposes."

Carried.

9.b Verbal Report from the Art Collection Team

Member Taylor, the Chair of the Art Collection Team, provided a verbal update from the Art Collection Team.

At its most recent meeting, the Team reviewed the collection policies of several other public art galleries as examples. It was agreed that any new collection policy should focus on regional artists, defined by watershed or by a 100 km radius of Owen Sound. It was also agreed that any future collection policy should take into account two time periods, Later Canadian Art (from Confederation - 1998) and Contemporary Art (the previous 25 years). The Team felt that any future policy should avoid all subjective language. The Team will continue to discuss collection policy criteria at its next meeting.

"THAT in consideration of the Verbal Report provided May 12, 2023 by the Advisory Committee Liaison respecting the Art Collection Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

10. MATTERS POSTPONED

There were no matters postponed.

11. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

12. CORRESPONDENCE PROVIDED FOR INFORMATION

There were no correspondence items presented for information.

13. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

14. NOTICES OF MOTION

There were no notices of motion.

15. ADJOURNMENT

The business contained on the agenda having been completed, Vice Chair Burri adjourned the meeting at 3:13 p.m.