



Minutes

Tom Thomson Art Gallery Advisory Committee

November 1, 2023, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS

PRESENT:

Chair Peter Tovell
Vice Chair Tom Burri
Councillor Jon Farmer
Member Tyler Hopkins
Councillor Melanie Middlebro'
Member David Taylor

MEMBERS

ABSENT/REGRETS:

Member Sarah Goldrup
Member Jane McKerroll

STAFF PRESENT:

Aidan Ware, Director and Chief Curator
Pam Coulter, Director of Community Services
Kim Skene, Operations Coordinator

1. CALL TO ORDER

Chair Tovell called the meeting to order at 2:00 p.m.

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 September 6, 2023

"THAT the Tom Thomson Art Gallery Advisory Committee approve the minutes of the meeting held on September 6, 2023."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

There were no deputations or presentations.

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 Staff Report AG-23-011 from the Director and Chief Curator Re: November Updates

Before reviewing her report with the Committee, the Director thanked Chair Tovell for his dedication to The TOM and the Advisory Committee over the last three years, especially for his leadership as Chair this term. She also thanked Chair Tovell for his support of the current Feasibility Study and his work as a member of both the Fundraising and Expansion Planning Teams.

The Director also thanked Councillor Farmer and Councillor Middlebro' for their service during this term.

The Director then provided an overview of her report.

(Councillor Middlebro' joined the meeting at 2:06 p.m.)

When asked about the Gallery's Membership revenue line on the fundraising financial information included with her report, the Director clarified that the OPEN Card is a free membership program available to community members who are eligible for a Library Card. The revenues listed as 'membership' reflect the Gallery's Supporters Circle, a tiered donor program for those who want to support the Gallery financially. Many Gallery patrons participate in both programs. There will be a year-end campaign for the Supporters Circle program. The Open Card free membership and the Supporters Circle donor program, along with the benefits of each, are promoted through the Gallery's *Artefacts Weekly Newsletter*. They are on the Gallery's *Support the Gallery* page on its website. The Supporters Circle program's donations are eligible for a donation receipt to be used for tax purposes.

Answering a question regarding the operational funding the Gallery receives, the Director responded that, to her knowledge, the Gallery has never been denied operational funding from the Ontario Arts Council (OAC) nor the Canada Council for the Arts (CCA). She did state that there was a reduction in the level of funding from the OAC at a difficult time in the Gallery's recent past. The Director added that the OAC has just recently advised that they will be prioritizing Indigenous-led organizations in addition to their very specific list of priorities. The Gallery should hear the results from that grant application any time now. The Director also noted that the Gallery has received feedback from the OAC that staff, as well as the Advisory Committee, are non-diverse, and the Gallery loses points within its funding application for this.

When asked about Gallery attendance, the Director noted that visitor numbers have increased over the past three years. There will be visitor data coming from the feasibility study that will further reveal trends.

The Director led the members through a high-level summary report from the Gallery's budget, reviewing revenues and expenditures as the Gallery enters its fourth quarter.

When asked about the potential of online sales of retail goods, the Operations Coordinator responded that the Gallery has done some online sales in the past. The Director also noted that Gallery's retail items are also sold at the Tourism Visitor Centre and stated that there is the potential for items to become available for sale at Harrison Park. The Director noted that this would be an item to explore as one of the tasks coming out of Service Review that investigates the combining of services provided by the Gallery, the Owen Sound & North Grey Union Public Library, and Tourism.

Member Burri left the Council Chambers

When asked if the cost of moving the Collection was part of the HVAC Capital Project, the Director confirmed that the expense would be part of the capital cost of that project.

Member Burri returned to his chair.

A Member asked if the Committee Members could promote school tours available at the Gallery, and the Director said she would send out information about the new online booking form for school tours to Members. She added that there will be a press release about the new online booking form soon.

AG-231101-002

Moved by Councillor Middlebro'

"THAT in consideration of Staff Report AG-23-011 respecting November 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 SUB-COMMITTEES

9.a Verbal Report from the Fundraising Team

There were no updates from the Fundraising Team beyond the Director's Report.

9.b Verbal report from the Art Collection Team

Member Taylor told the Advisory Committee that the Art Collection Team had reviewed their second draft of the Collection Policy for content. After making some minor changes, the Team agreed that the content was sound and did not require further additions. The document will be presented to the Advisory Committee at its first meeting in 2024 and will be included in that meeting's agenda package.

9.c Verbal Report from the Expansion Planning Team

There were no updates from the Expansion Planning Team beyond the Director's Report.

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

12.a Committee Vacancies and Recruitment

The Operations Coordinator reviewed a document regarding vacancies on several Committees of Council, and asked that Members circulate the information to any contacts they felt would like to serve their community.

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, Chair Tovell adjourned the meeting at 2:56 p.m.