



Minutes

Tom Thomson Art Gallery Advisory Committee

September 4, 2024, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS PRESENT: Chair Peter Tovell
Member Tom Burri
Member Sarah Goldrup
Councillor Brock Hamley (via video)
Councillor Melanie Middlebro'
Member David Taylor

MEMBERS

ABSENT/REGRETS: Member Tyler Hopkins
Vice Chair Jane McKerroll

STAFF PRESENT: Kate Allan, Director of Community Services
Pam Coulter, Director of Community Services
Aidan Ware, Director and Chief Curator - Art Gallery, Culture,
Tourism
Kim Skene, Operations Coordinator

1. CALL TO ORDER

Chair Tovell called the meeting to order at 2:03 p.m. All members and staff listed above were present except for Councillor Hamley.

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 May 29, 2024

AG-20240904-001

Moved by Member Burri

"THAT the Tom Thomson Art Gallery Advisory Committee approves the minutes of the meeting held on May 29, 2024."

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 Report AG-24-009 from the Tom Thomson Art Gallery Director and Chief Curator
Re: September Update Report

Councillor Hamley joined the meeting via video.

The Director and Chief curator provided an overview of the report, including three updates: the Director noted that \$8,000 in sponsorship money has been received from Coke; the Tip Tap donation kiosk options will be increased from \$5, \$10, and \$20 to \$10, \$20 and \$50 respectively; and the suggested donation for Gallery visitors will be increased to \$10.

Addressing questions brought forward by Chair Tovell on behalf of Member Hopkins, who was unable to attend the meeting, the Gallery Director provided the following fundraising revenue synopsis and planning:

In addition to the funding allocation from the City, the Gallery has received this year: provincial funding from the Ontario Arts Council Grant with a grant of \$51,249; federal funding from the Canada Council for the Arts with a grant of \$70,000; a Canadian Museum Association Young Canada Works grant of \$9,150; and General Donations are just under \$15,000 to date.

The Gallery Director listed the financial data from the Gallery's Special Events to date: Admissions are at \$10,655; Donations are at \$12,532; and Revenues are at \$9,296. The Director noted that she would be able to provide a more complete

reporting of Special Events once the Deadly Pairing Event has been held and the financials completed.

Gallery Memberships are \$2,263. The Gallery Director noted that there are incentives for patrons to renew their Supporters Circle Memberships when they purchase their film passes, and she acknowledged that as a member of the OPEN Team, Gallery Team members were aware that there would be some loss of membership revenues when that free general membership was launched.

The Gallery received a \$20,000 donation from the Eaton Foundation in conjunction with the donation of artworks by George McLean.

The Gallery will be selling Tom Thomson-themed merchandise to generate revenue, and plans are in development to re-launch the studio space as a revenue driver following the HVAC project.

There was a second question that Chair Tovell brought forward from Member Hopkins regarding the Fundraising Feasibility Study and the money contributed by the Owen Sound and North Grey Union Public Library. Chair Tovell responded to this question himself, noting that the Gallery did not solicit funds from the Library and referred to the Library CEO's report which noted that the funds contributed by the Library towards the Fundraising Feasibility Study are funds the Library receives from individual donors for exactly this kind of project, of which the Library wants to be a part, as it pertains to the long-discussed creation of a mutual entrance to the two facilities.

Regarding membership and reporting for the Gallery's [Fundraising Team](#), [Expansion Planning Team](#), and [Art Collection Team](#), the Director of Community Services advised that the information would be attached to the minutes of the meeting and be added to the City's website.

Public Members of the Art Collection Team are: David Taylor, Artist Joan Hawksbridge, and Artist Brent Henry.

Public Members of the Expansion Planning Team are: Mary Anne Alton, Tom Burri, Billie Bridgman, and Peter Tovell; Richard Thomas resigned from the team in July.

Public Members of the Fundraising Team are: Mary Anne Alton, Donna Welton, Peter Tovell, Jane McKerroll, and new member Carolyn Sherar.

Summaries of the Teams' meeting dates, and updates to the Committee will be attached to the minutes of this meeting, along with the approved mandate and scope of each Team.

Regarding the gapping of a Gallery position, and where that financial impact is realized, the Director of Corporate Services stated that position gapping and contingencies across the City organization are recorded on one line and not within the various departments, as they are typically temporary in nature, to avoid

unnecessary variances within annual budget development. As to whether the gapped position needs to be eliminated from the Gallery's budget, the Director of Community Services responded that within the 2025 Draft Budget being brought forward to Committee and Council in November, there will be an allocation for a proposed new part time position.

As to why the building costs have been 'removed' from the projected deficit within her summary included in the Gallery Director's report, the Director of Corporate Services answered that building costs are still being allocated, but in discussing an operations deficit, those expenses are inherent to the building and not necessarily related to the activities within the building; she cited things like insurance and heat that are not impacted by the activities within the Gallery, but rather, are determined by other factors.

Regarding plans to mitigate the financial shortfall as projected, the Gallery Director referred to plans in development already reviewed within her report and confirmed that the Gallery will be looking for opportunities within its control. The Deadly Pairing event has been built upon, with more ticket sales expected. There will be a fall campaign focusing on the Supporters Circle Membership program. Building in staff capacity to focus on sponsorship for exhibitions, events, and programs will be a significant opportunity moving into next year. Donation processes at guest services have been improved. However, the Director noted that all staff will be intensely focused on the preparation and moving of the collection this fall for the upcoming HVAC project in the new year. The Gallery Director noted that the studio will not be a revenue source for the fall or early in the new year, due to this project. The Gallery is looking at opportunities for offsite programming. The Gallery Director welcomed ideas from the Committee.

Chair Tovell recommended that there be a brain-storming session for the whole Committee to come up with some solutions to the challenging economic climate.

Regarding the deficit position projected, the Director of Corporate Services responded that as a City department, the Gallery's overall position will be combined with those of all City departments and at this time the City is trending to be in a surplus position as reported to the Corporate Services Committee; if things continue as expected there will be no additional burden to tax payers.

Regarding attendance tracking practices, and who makes up the 10,995 visits to the Gallery, the Gallery Director deferred to the Operations Coordinator who responded that the building attendance is cumulative. The Gallery Director noted there is no way for an electronic counter to detect staff versus visitors, but perhaps there could be an average that could be applied. The Gallery Director confirmed that the Tip Tap donations are \$5, \$10, and \$20 currently, and the suggested donation per visitor is currently \$5, but noted that these will be increasing as she mentioned earlier in the meeting.

In response to questions about the Gallery's ability to raise \$16 million for an expansion, the Director of Social Services explained that the Fundraising Feasibility Study will assist in determining whether there is community support for such a project.

Related to the amalgamation of Tourism and the TOM this past summer, and a high-level analysis, the Director of Community Services noted that the facility costs for Tourism are still in the Tourism budget, so there would be no direct savings at this point. Regarding staff synergies, the Director of Community Services advised that with Tourism at the Gallery, getting the students out to more of the community events was beneficial. Going forward, if the current facility costs of Tourism were offset, depending on what the recommendation will be regarding this service review item, there would be cost savings for Tourism.

The Gallery Director confirmed that the Gallery was consulted regarding the best time to complete the HVAC project, which is why it is being scheduled for a start date of January 13 and a completion date of March 7; January to March is a quieter time for the Gallery. There is a contingency plan for a timeline overrun as well.

When asked when the Coke sponsorship was first allocated to the Gallery, the Director of Corporate Services responded that the pouring-rights contract with Coca-Cola was amended during COVID, but the sponsorship component to the Gallery remained, in addition to volume rebates applied to the City's general budget.

AG-20240904-002

Moved by Member Goldrup

"THAT in consideration of Staff Report AG-24-009 respecting September 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 WORKING GROUPS

9.a Update Report from the Fundraising Team

Chair Tovell asked if Members had any questions regarding the Fundraising Team Update Report that was attached to the agenda. There were no questions.

Committee suggested that more of a financial breakdown be provided as part of the report and that it show fundraising objectives for the year, a break-down of each event with projected revenues and expenses, and the final financials, to be updated throughout the year.

AG-20240904-003
Moved by Member Burri

"THAT in consideration of the Update Report from the Fundraising Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

9.b Update Report from the Art Collection Team

As the Art Collection Team had only recently met, Member Taylor provided a verbal update, which will be followed by a written report at the next Advisory Committee meeting.

The Team reviewed the Collection Policy and Gallery staff provided the Team with an update on the preparation for the HVAC renovation. The Team also discussed the acquisition strategy during the HVAC project.

AG-20240904-004
Moved by Councillor Middlebro'

"THAT in consideration of the Update Report from the Art Collection Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

9.c Update Report from the Expansion Planning Team

There was no update from the Expansion Planning Team.

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.

The Gallery Director reminded the public of the Deadly Pairing Event at Coffin Ridge happening on September 6, from 5-11, with 10 tasting stations, featuring music by Higher FunKtion. There is also a bus shuttle out to Coffin Ridge. Tickets are available for sale from the Gallery's website.

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 3:11 p.m.