



Minutes

Tom Thomson Art Gallery Advisory Committee

February 5, 2025, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS PRESENT: Chair Deputy Mayor Scott Greig
Vice Chair Peter Tovell
Member Laurie Coish
Member Jane McKerroll
Councillor Marion Koepke
Member Lynda Montgomery
Member Kelsey Starr

MEMBERS

ABSENT/REGRETS: Member Tyler Hopkins

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

1. CALL TO ORDER

The Recording Secretary called the meeting to order at 2:02 p.m.

2. ELECTION OF CHAIR

The Recording Secretary opened the floor for nominations for Chair of the Advisory Committee.

Member Tovell nominated Deputy Mayor Greig for Chair of the Advisory Committee. Deputy Mayor Greig accepted the nomination.

Councillor Koepke nominated Member Tovell for Chair. Member Tovell declined.

The Recording Secretary asked if there were any other nominations. There were no other nominations for the position of Chair.

Deputy Mayor Greig was acclaimed Chair and assumed the role of Chair for the remainder of the meeting.

3. ELECTION OF VICE CHAIR

Chair Deputy Mayor Greig called for nominations for Vice Chair of the Advisory Committee.

Member McKerroll nominated Member Tovell for Vice Chair. Member Tovell accepted the nomination.

There were no other nominations for Vice Chair.

Member Tovell was acclaimed Vice Chair of the Advisory Committee.

4. CALL FOR ADDITIONAL BUSINESS

While there were no items presented as additional business, Mayor Boddy wanted to welcome the new members to the Advisory Committee.

The Mayor noted that the City provides a balance of services for the community. He mentioned the importance of the cultural fabric of the whole community and the significance of the artworks that the Gallery holds in its collection. He acknowledged the great work that the Gallery has done at re-building its community over the past several years coming out of COVID, and he encouraged Committee Members to support the Gallery staff in their work, as it is important to the City.

5. DECLARATIONS OF INTEREST

There were no declarations of interest.

6. CONFIRMATION OF MINUTES

6.a Minutes of the Tom Thomson Art Gallery Advisory Committee meeting held on November 6, 2024

AG-250205-001

Moved by Member Tovell

"THAT the Tom Thomson Art Gallery Advisory Committee approves the minutes of the meeting held on November 6, 2024."

Carried.

7. DEPUTATIONS AND PRESENTATIONS

7.a Presentation from the Director and Chief Curator Re: 2024 TTAG Highlights

The Director and Chief Curator provided a presentation of highlights from the Gallery's exhibitions, programs, and events from 2024.

Answering questions from Members, the Gallery Director confirmed that the Gallery does collect data on the number of OPEN Card members who present their cards. She said that currently the Gallery does not collect data on first time or repeat visits. She did note however that staff will be developing a Standard

Operating Procedure for the tracking of attendance, and that the collection of that data could be included, although it is not required as part of the Gallery's grant application processes at this time.

8. PUBLIC FORUM

There were no questions or comments from the public.

The Director of Community Services suggested that the Committee use the Public Forum time for Committee Members and staff to introduce themselves.

9. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There were no correspondence items presented for consideration.

10. REPORTS OF CITY STAFF

10.a Report AG-25-001 and Presentation from Director and Chief Curator Re: 2025 Committee Introduction and Department Workplans

The Gallery Director and Chief Curator presented a Committee Introduction to Members.

When asked to speak to the re-launch of the children's art camps, the Gallery Director responded that the Gallery has a long history of running art classes. The classes were run for decades. In 2018 the Gallery underwent organizational changes followed by COVID when the studio was temporarily converted to office space to properly distance staff.

AG-250205-002

Moved by Member McKerroll

"THAT in consideration of Staff Report AG-25-001 respecting the Committee Introduction and Department Workplans, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report and presentation for information purposes."

Carried.

10.b Report AG-25-002 from the Director and Chief Curator Re: February Update Report

The Gallery Director and Chief Curator provided an overview of her February Update Report.

The Gallery Director deferred a question regarding the Gallery's film series to the Operations Coordinator who responded that while the Managers at Cineplex promote Gallery Night at the Movies by word of mouth at the theatre to audiences who also participate in broadcasts from Stratford or the Met, the local Cineplex has no advertising beyond its digital app. She noted that the Gallery rents the venue as a third party.

Asked about the impact of the HVAC replacement project, the Gallery Director responded that with exhibition spaces being closed, door donations would be affected. She said that the timing of this project was selected because these winter months are typically the quietest of the year with the least visitors. During the project, staff continue to work on their projects, and advanced planning (as required for operating grants). She cited as an example the reporting required for the Canada Council of the Arts, whose 4-year application requires that two years' activities be clearly defined, with a sketched-out plan for the further two years. She acknowledged that there would be one less exhibition block due to the HVAC project, and a typical exhibition block is 2-3 exhibitions.

When asked about the status of the Gallery's granting streams, the Gallery Director responded that while the Ontario Arts Council (OAC) funding has decreased its funding amounts over the past few years, the Gallery's multi-year funding from the OAC has remained stable through the last granting cycle and through 2025. The Canada Council for the Arts (CCA) granted funds have been stable over the last cycle, but they have indicated that funding is tight for its next cycle of granting. The CCA indicated that they will be prioritizing the organizations that already receive funding for this next granting cycle, at similar levels.

Discussing the placement of some of the Gallery's artwork out in the community to promote the Gallery, the Gallery Director noted that staff would be looking at City-owned public buildings and areas for installing artworks in the future. In the instance of artworks in private businesses, this could be a separate project to install reproductions and provide information directing people back to the Gallery.

Regarding the Gallery renting artworks out to businesses for a fee, the Gallery Director acknowledged that there are duty of care requirements, and that renting art would not be advisable due to those care obligations, a variety of risks, and the cost of insurance. She indicated that there could be other opportunities to display community art projects in businesses, and cited the Upcycle Tom Project as an example. It was noted that connecting to the Chamber of Commerce for these types of projects would be advantageous.

AG-250205-003

Moved by Member Starr

"THAT in consideration of Staff Report AG-25-002 respecting February 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.

10.c Report AG-25-003 from the Director and Chief Curator Re: Art Gallery Teams

The Gallery Director and Chief Curator provided a review of her report on the Art Gallery Teams, including that the Advisory Committee is required to appoint a Member to the Art Collection Team as a liaison to the Committee.

Responding to questions, the Gallery Director confirmed that there is no membership limit to the working teams, and while there is no current recruitment strategy for the expansion of these working teams, that could be explored in the future.

Member Coish indicated that she would be interested in sitting on the Art Collection Team as the Committee's liaison, and there were no other nominations.

AG-250205-004

Moved by Member Montgomery

"THAT in consideration of Staff Report AG-25-003 respecting Art Gallery Teams, the Tom Thomson Art Gallery Advisory Committee recommends that City Council appoint Member Coish to the Art Collection Team, as liaison to the Advisory Committee."

Carried.

11. REPORTS OF WORKING GROUPS

11.a Update Report from the Fundraising Team

Member Tovell provided an Update Report from the Fundraising Team, as attached to the agenda.

It was noted that the Gallery's proposed new fundraising position is referenced within the draft budget being presented for approval by Council.

AG-250205-005

Moved by Member Tovell

"THAT in consideration of the Update Report provided February 5, 2025, from the Fundraising Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

11.b Update Report from the Art Collection Team

The Gallery Director and Chief Curator provided a review of the Update Report from the Art Collection Team, as attached to the agenda.

It was noted that the process deaccessioning of artwork as referenced in the report is an interesting but difficult topic when discussing galleries' collections, but the size and maintenance of those collections are becoming challenges at many institutions. Deputy Mayor Greig recommended the Globe and Mail article from August 29, 2024, *Crowded art galleries have painted themselves into a corner*, as providing some background to the issue.

AG-250205-006

Moved by Councillor Koepke

"THAT in consideration of the Update Report provided February 5, 2025, from the Art Collection Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

11.c Update Report from the Expansion Planning Team

There was no update from the Expansion Planning Team.

12. MATTERS POSTPONED

There were no matters postponed.

13. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

14. CORRESPONDENCE PROVIDED FOR INFORMATION

There were no correspondence items presented for information.

15. DISCUSSION OF ADDITIONAL BUSINESS

There was no additional business.

16. NOTICES OF MOTION

There were no notices of motion.

17. ADJOURNMENT

The business contained on the agenda having been completed, Chair Deputy Mayor Greig adjourned the meeting at 3:22 p.m.