

Executive Director and Board Progress Report 2020

The Executive Director (ED) and Board Progress Report for 2020 is based on the following documentation:

1. The Job Description for the ED outlining areas of responsibility
2. The Business Plan 2019-2020 with an outline of the Strategic Focuses of the AGN
3. AGN Progress Report 2 from 2018

According to the Job Description for the ED, the ED's responsibilities are concentrated in five areas: Gallery management; public relations; principal fund raiser; primary staff for the Board of Directors, and managing office staff. The Business Plan for 2019-2020 outlines a series of strategic focuses that align with the ED's responsibilities. The following pages are intended to monitor and measure our success for the period of 2019-2020. The form is organized according to the ED's five responsibilities, with the relevant strategic focuses outlined under each of the five areas.

Achievements

Our achievements indicate what has been accomplished to date toward meeting the strategic priorities.

In Progress

In Progress are tasks and processes that are not completed and describes what progress has been made.

Next Steps

Next Steps set out how the strategic priorities that have not been accomplished will be achieved. These may constitute projects, program-based initiatives and new and changing priorities within the AGN.

Executive Director Responsibility: Gallery Management				
	Strategic Focus: Collections management and Exhibitions	Achievements	In Progress	Next Steps
	1. Ensure that the stewardship of the Gallery's outstanding Permanent Collection is a top priority, adhering to the highest museum standards in exhibition and public programming scholarship, publications, documentation, storage, preservation, care and conservation.	PC Audit was completed in summer of 2019; reorganization afforded space for the 106 RK works. Identified PC vault storage deficiencies. Publication of catalogue- 60 works; photography; Fleming College Intern to provide support	Installation of two hydrothermographs; replacement of Vault window barriers; proper textile storage; file documentation; Database: research and updates; photography updates	Photography of collection; database: research
	2. Maintain an active process of acquisitions for the Permanent Collection through stellar gifts and purchases, and highlight this activity on the AGN website.	Ron Bolt gift, RK gift phase 2; Identified gap areas in PC; suspended PC access on website because of lack of copyright.	William McElcheran; Frances Ferdinandes; Evan Penny.	Establishing an Acquisitions Committee. Website redesign to include PC tab.
	3. Create dynamic rotations of the Gallery's growing Permanent Collection and provide curated exhibitions.	Revised exhibition schedule to accommodate pandemic closure.	Celebrated 60 th anniversary in PC gallery October- December.	Use PC to fill in gaps where shows have been moved or rescheduled.
	Strategic Focus: Audience Development/Public Awareness/ Welcoming Environment	Achievements	In Progress	Next Steps
	1. Position the AGN, locally, regionally and nationally as an energetic, innovative, and vital institution that attracts a growing and diverse audience, making it a powerful force for artistic culture in Northumberland County.	March, April, May, June: Videos on PC; View from the Easel; TV and Radio interviews; Local newspaper; Snap'd; Cobourg Now; Canadian Art; Transition Spotlight to online: April; published catalogue; artist	Spotlight Special in Nov to launch Spotlight Series 3	Spotlight to go digital in 2021.

		essays; Grapevine articles; Watershed inclusion.		
	2. Gather market research, analyze data, and develop ways to serve audiences.	Identified need for tourism sector – AGN as destination. Hired Tourism Information Coordinator; certified by POST Promise and Safe Travels Stamp; improved wayfinding exterior access.	Continuous wayfinding improvements	Work with ToC to improve AGN visibility at street level and lobby.
	3. Continue to offer innovative public programming that makes art accessible, with a special focus on educating future generations.	Suspended.	Art to Go: Art Boxes	
	4. Commit funds in the annual operating budget for promotion through public relations, marketing, and advertising.	Provided two articles for Grapevine Lifestyle Magazine; Advertisement in spring issue; provided radio and television ads for free.	Grapevine winter Ad and article	Slate Gallery Guide; Canadian Art
	5. Assign top priority to the development and maintenance of a website that is easy to navigate and rich in content, reflecting the vitality and energy of the AGN experience to our community of virtual visitors, potential guests, and loyal members.	Funds secured to redevelop website	Website redesign: include accessibility compliance	New Website launch
	6. Provide a welcoming and hospitable environment for Gallery guests of all backgrounds that will affirm their choice in visiting, inspire them to learn, beckon them to return and encourage others to visit.	Established Welcome Gallery; PPE in place; regular review of compliance	Review of compliance	Include new branding in the Welcome Gallery
	7. Create an ever-widening circle of supporters and advocates through the most current social media tools.	On-going		
	8. Develop an outstanding team of volunteers that are ambassadors for the AGN, that not only represent the AGN, but are passionate about the role of visual arts in a sustainable and vital community.	2019: Volunteer Monthly meetings; Gallery Guides: Saturday tours; AGN Youth Council; Art Cart 2020: Pause		

Executive Director Responsibility: Public Relations				
	Strategic Focus: Education/Partnerships	Achievements	In Progress	Next Steps
	1. Provide education programs including art classes and workshops for adults, youth and children.	Pause		
	2. Organize Summer Camps and March Break programs, workshops and instruction in local schools and professional development workshops for artists and teachers.	Pause		
	3. Strive to develop short and long term relationships with community partners to enhance our presence in our community and beyond.	Pause	Art in Box for public and schools	

Executive Director Responsibility: Primary Staff for the Board of Directors				
	Strategic Focus: Financial Projections/Financial Stability	Achievements	In Progress	Next Steps
	1. Develop strategies for a sustainable annual operating budget through revenue initiatives that will maximize institutional creativity and support program excellence.	Grant awards were successful in 2020;	Risk Management chart	
	2. Monitor progress vigorously and regularly.	Funding alerts: identifying grant opportunities	Prioritize expenses. Reduce accumulative deficit	Stabilize business.
	3. Grow and expand our financial support base to sustain operational and artistic objectives.	2019: D. Schermorhorn Endowment: 10,000; RK 35,000; MSellers: 15,000; DT: 2,500; IO: 2,500	D. Schermorhorn Endowment: 10,000; Private donors: 5,000	continuous
	4. Leverage our institutional influence, brand and reputation to secure sponsorships and partnerships. Position the AGN as a recognized leader, player and partner in Northumberland County economic promotion.	Partnered with Local Food for Local Good: Art boxes to families Submission to OAAG Awards;		

Executive Director Responsibility: Principal fundraiser				
	Strategic Focus: Endowment Development/Fundraising	Achievements	In Progress	Next Steps
	1. For the 60th Anniversary Celebration in 2020, enrich and fortify the institution through a major Endowment Campaign that will support its mission and vision.	Pause		
	2. Create a donor ask and recognition program to entice and reward sustained giving by developing a plan that builds on the AGN's network and creates enduring relationships that support the AGN short and long term.	September: Board Fundraising committee	October: FC identifies project	November: approval of project
	3. Develop sustainable fundraising initiatives such as AGN Spotlight Series and events that tap a cross-section of supporters.	Spotlight Special launch	Spotlight Series 3 Digital: funding pending	Secured Matching Donor

Executive Director Responsibility: Human Resource Management (HRM)		Observations	Comments
	1. The ED develops office staff position descriptions and recruits, screens and hires office staff; and reports to Executive Committee and the Board.	Yes	
	2. When finances are not available to hire staff, the ED recruits, trains and supervises volunteers for specific tasks.	Yes	
	3. The ED has a very good working relationship with her staff.	Yes	
	4. The atmosphere at the office is relaxed and collegial.	Yes	
	5. Office files are neat and properly secured where required.	Yes	
	6. The President and the Board have received no complaints about the ED.		

NOTE: The ED manages the office and the Board and Executive Committee have very little day to day interaction with the staff. Staff is small with one full time employee. The balance of the staff is part time or on short term contract, so interviewing the staff is not feasible. Consequently the points under HRM are observations rather than evaluations.