



AGENDA

Board of Directors Meeting #10 2018
5:00pm

Wednesday December 12th, 2018

Craig Mather, Chair

1	MOTION to Approve Agenda	All	
2	MOTION to approve Minutes of previous meeting (Nov 14 th , 2018)	All	
3	Statements of Conflict of Interest	All	
4	Executive Director Report Presentation of Executive Director's Q3 Managerial Report, Q3 Compliance Certificate and Q3 Complaints Statement MOTION To Receive the Executive Director's Report MOTION To approve the Q3 Managerial Report and that it be sent to the Town of Aurora and be made available for public release.	Suzanne Haines	
5	Finance Committee Finance Committee update, Q3 Financial Standing and. MOTION	Eric Acker	

	<p>To Receive the Finance Committee Update</p> <p>MOTION</p> <p>To approve the 2017 Q3 Financial Position and that it be provided to the Town of Aurora as required.</p> <p>MOTION</p> <p>To accept the monthly interim financial statements to October 31st, 2018 as presented.</p>		
6	<p>Fund Development Committee</p> <p>Update from Committee Chair</p> <p>MOTION</p> <p>To receive Fund Development Committee update</p>	Damien Chan	
7	<p>Governance and Nominating Committee</p> <p>Update from the Governance Committee</p> <p>MOTION</p> <p>To receive the Governance and Nominating Committee Update</p>	Michael Kennedy	
8	<p>Special Members Meeting</p> <p>MOTION</p> <p>To move into a Special Meeting of the Members</p>	Craig Mather	
9	<p>Executive Committee</p> <p>Update from Committee Chair</p> <p>MOTION</p> <p>To receive the Executive Committee Update</p>	Craig Mather	
10	In-Camera Session		
11	Confirmation of next Meeting – January 16 th , 2017	All	

12	Motion to Adjourn Meeting	All	
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MINUTES

Board of Directors Meeting #10 2018

5:00pm

Attendees: Craig Mather, Eric Acker, Michael Kennedy, Cllr Wendy Gaertner, Sharon Kelly, Damien Chan, Laura Hostick, Karen Johnston

Staff: Suzanne Haines

Regrets: Heidi Franken, Cllr Tom Mrakas

Wednesday December 12th, 2018

Craig Mather, Chair

1	<p>MOTION to Approve Agenda</p> <p>Moved by: Karen Johnston Seconded by: Sharon Kelly CARRIED</p>	All	
2	<p>MOTION to approve Minutes of previous meeting</p> <p>(Moved by: Laura Hostick Seconded by: Wendy Gaertner CARRIED Nov 14th, 2018)</p>	All	
3	<p>Statements of Conflict of Interest</p>	All	
4	<p>Executive Director Report Presentation of Executive Director's Q3 Managerial Report, Q3 Compliance Certificate and Q3 Complaints Statement</p> <p>A material complaint was made to the organization which has been resolved to the satisfaction of the complainant and the Board of Directors</p> <p>MOTION To Receive the Executive Director's Report</p>	Suzanne Haines	

	<p>Moved by: Eric Acker Seconded by: Sharon Kelly CARRIED</p> <p>MOTION</p> <p>To approve the Q3 Managerial Report and that it be sent to the Town of Aurora and be made available for public release.</p> <p>Moved by: Laura Hostick Seconded by: Karen Johnston CARRIED</p>		
5	<p>Finance Committee Finance Committee update, Q3 Financial Standing and.</p> <p>MOTION</p> <p>To Receive the Finance Committee Update</p> <p>Moved by: Eric Acker Seconded by: Michael Kennedy CARRIED</p> <p>MOTION</p> <p>To approve the 2018 Q3 Financial Position and that it be provided to the Town of Aurora as required.</p> <p>Moved by: Damien Chan Seconded by: Karen Johnston CARRIED</p> <p>MOTION</p> <p>To accept the monthly interim financial statements to October 31st, 2018 as presented.</p> <p>Moved by: Eric Acker Seconded by: Laura Hostick CARRIED</p>	Eric Acker	
6	<p>Fund Development Committee</p> <p>Update from Committee Chair</p>	Damien Chan	

	<p>MOTION To receive Fund Development Committee update</p> <p>Moved by: Damien Chan Seconded by: Laura Hostick CARRIED</p>		
7	<p>Governance and Nominating Committee</p> <p>Update from the Governance Committee</p> <p>MOTION</p> <p>To receive the Governance and Nominating Committee Update</p> <p>Moved by: Michael Kennedy Seconded by: Damien Chan CARRIED</p> <p>Motion</p> <p>To Adjourn to the Special Members Meeting</p> <p>Moved by: Karen Johnston Seconded by: Sharon Kelly CARRIED</p>	Michael Kennedy	
8	<p>Special Members Meeting</p> <p>MOTION</p> <p>To move into a Special Meeting of the Members</p> <p>Moved by: Michael Kennedy Seconded by: Sharon Kelly CARRIED</p>	Craig Mather	
9	<p>Executive Committee Update from Committee Chair</p> <p>MOTION</p> <p>To receive the Executive Committee Update</p> <p>Moved by: Karen Johnston Seconded by: Laura Hostick CARRIED</p>	Craig Mather	

	<p>MOTION</p> <p>To move into In Camera session</p> <p>Moved by: Wendy Gaertner Seconded by: Sharon Kelly CARRIED</p>		
10	<p>In-Camera Session</p> <p>MOTION</p> <p>To move out of In Camera session</p> <p>Moved by: Laura Hostick Seconded by: Wendy Gaertner CARRIED</p>		
11	<p>Confirmation of next Meeting – January 16th, 2019</p>	All	
12	<p>Motion to Adjourn Meeting</p> <p>Moved by: Damien Chan Seconded by: Sharon Kelly CARRIED</p> <p>Time: 10:35pm</p>	All	

Craig Mather, President

Date

Karen Johnston, Secretary

Date



AGENDA

Public Meeting

December 12th, 2018

6:30pm

Craig Mather, Chair

1	Welcome to the Public	All
2	Introduction of Board of Directors	Craig Mather
3	Q3 Reports	Suzanne Haines Laura Hostick
4	Upcoming highlights	Suzanne Haines
5	Opportunity for Q & A	All
6	Confirmation of Next Public Meeting: March 13 th , 2019	All
7	Board of Directors will now convene in Library and guests are welcome to view the galleries until 8PM.	All



aurora
cultural
centre

AGENDA

Special Meeting of Members #1 2018
Library Room

December 12, 2018

Craig Mather, Chair

1	MOTION to Approve Agenda	all
2	MOTION to Approve Minutes from Annual General Meeting (June 2018)	all
3	Statements of Conflict of Interest	all
4	Governance and Nominating Committee To Appoint New members to the board of directors MOTION To appoint Victoria Kinniburgh, resident of Newmarket, to the Board of Directors for a term to conclude June 2020. To appoint Amy Lane, resident of Aurora, to the Board of Directors for a term to conclude June 2020.	Michael Kennedy
5	MOTION To Terminate Special Meeting of Members #1, 2018 and reconvene the Board of Director's Meeting #10, 2018	all

Board of Directors – December 12, 2018

EXECUTIVE DIRECTOR’S UPDATE November 2018

This ED report has been reformatted to serve reporting needs on the 2018-2021 Strategic Plan.

Goal # 1: Deliver professional performing and visual arts programming while supporting community engagement, education, and community arts practice

OBJECTIVES	STRATEGIES	Jan-Nov 2018	Annual KPIs
a) Establish a recognized professional performing arts presenting program	<ul style="list-style-type: none"> Strategically increase programming in popular music, classical music, family/children’s performances, and theatre Build programming for in school Develop partnerships for offsite and site specific performances 	<ul style="list-style-type: none"> 20 events Addition of a Toddler series First puppetry event Advanced Meridian Magic Carpet Series toddler/very young child programming by one year to launch Q4 of 2018, due to sponsor interest. Three Magic Carpet shows secured for the 2018/19 performing arts season interspersed around the other performing arts bookings 	<ul style="list-style-type: none"> Increase in the number and diversity of performing arts events (2017 = 13 events) Excellent and recurring programming relationships with schools Greater than 90% customer satisfaction ratings of Good, Very Good or Excellent on annual surveys
b) Deliver professional visual arts program in the four galleries where we are recognized as a professional public art gallery	<ul style="list-style-type: none"> Develop relationships with all school boards on Mayor’s Celebration for Youth Arts. Develop guidelines and policy governing how group exhibitions are programmed Develop curated/curator tour program for each exhibit Promote fine art sales in professional gallery shows to the community 	<ul style="list-style-type: none"> Initiated developing guidelines group exhibitions Research on best practices of tours and promoting educational activities YTD: Tours, 297 participants New for 2018 was Gallery tour orientation for the 4 Summer Camp Counsellors. Increased new audience exposure for Rebecca Last’s reception held in conjunction with Doors Open (568 visitors). Interaction with visitors from outside local area – Toronto, Brampton, Mississauga 	<ul style="list-style-type: none"> Greater than 90% customer satisfaction ratings of Good, Very Good or Excellent on annual surveys 20% increase in participation in Ways of Seeing lecture series Two formalized curated tours per professional visual art show
c) Be a venue for artistic education that offers unique experiences	<ul style="list-style-type: none"> Program educational classes with artistically trained instructors Offer a diversity of classes that complement and build 	<ul style="list-style-type: none"> In conversation with town about who will program what level to ensure full spectrum is offered Developed over the summer “The Art of Japanese Ink 	<ul style="list-style-type: none"> Greater than 90% customer satisfaction rating of instructors of Good, Very Good or Excellent on annual surveys 80% overall enrollment in programs/demand

professional instructors	on Town access programs <ul style="list-style-type: none"> • Build new educational synergies with other ACC programs • Build new educational opportunities during school closures for adults, children and youth 	Painting (Sumi-E) class to take place in the Fall 2018 season. <ul style="list-style-type: none"> • Worked with exhibiting artist Janine Wheeler over the summer to develop workshop for Summer campers that took place on August. • Launched PA day full day program for Winter session 	
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Professional Live Performance Series

Date	Artist/Event	Series	Audience
November 7	Armistice: 100 Years of Remembrance	FREE Special Event	75
November 9	Tristan Teo	Great Artist Music Series	62
November 16	Heather Bambrick	Brevik Hall Presents	133

Gallery & Exhibitions

In November, we hosted

Date	Artist	Title of Exhibition	Description	Events
August 11 - November 24, 2018	JANINE WHEELER	(through) Thick & Thin	Abstracted paintings - glazes of paint and dry media manipulate the eye and mind. A reflection on the creation process relating to physical and imagined spaces.	Art talk and tour with Curator Stephanie Nicolò – Oct 3 Artist reception: October 24 from 6-8pm
October 6 – November 10, 2018	TROY HOURIE	Apparitions	An immersive mixed-media installation composed of <i>The Bed</i> , <i>The Attic</i> and <i>The Writing Cabinet</i> . An immersive mixed-media installation examining the idea of “designing for wonder” by exploring the mysterious nature of Britten’s opera <i>The Turn of the Screw</i> . <i>Apparitions</i> is a long term inter-arts project and this exhibition will form its final iteration.	Artist Reception: October 20 1pm-4pm Artist Performance – October 31 st , 6pm

Educational Programs

Fall classes started on September 3rd. All classes, workshops and short courses ran in the term. Winter registrations launched on November 7th. Town of Aurora Program Guide comes out November 8th with all winter classes, workshops and short courses listed.

GOAL 2: Increase general brand awareness of the Aurora Cultural Centre and its programming in the community.

OBJECTIVES	STRATEGIES	Jan-Nov 2018	Annual KPIs
<p>a) Build Aurora Cultural Centre brand awareness and brand recognition</p>	<ul style="list-style-type: none"> • Advocate for highly visible signage for the venue with Aurora Cultural Centre programming • Create corporate partnerships to build brand awareness and recognition • Create awareness that culture is an integral part of community life • Establish current brand as a highly-regarded destination for professional visual and live performing arts programming • Create awareness of community engagement and outreach programming • Aurora Cultural Centre is positioned as the heart of the intended new Cultural Precinct • Comprehensive synergistic marketing plan for all programs at the Aurora Cultural Centre. 	<ul style="list-style-type: none"> • Temporary Outdoor sign approved by Council. Permanent sign will be part of signage strategy for the cultural precinct. We continue to work with Town staff on specifications. • Research and quote now in-house for fabric banners to update outdoor standards on front side of building and a selection of the banners fixed to the building on the north side; design and printing to happen in Q4 • Planning Family Day 2019 with TOA to create synergistic programming • Completed comprehensive audit of professional performing arts/drama/music/gallery venue marketing collateral to gather information on best practices in advance of the creation of our own in-house 2018-19 Professional Arts Season brochure. Distributed to 20K households on September 13 through The Auroran. Distributed 6k in Globe & Mail throughout York Durham and Simcoe. 	<ul style="list-style-type: none"> • General community survey in 2021 shows that Aurora residents are aware of the Aurora Cultural Centre and the benefits of arts and culture. (baseline established from 2017 survey in April 2018) • Track and report on unique visitors to the Centre • Increase visitors to the venue (baseline 30,000 in 2017)
<p>b) Develop a marketing plan to expand reach of Aurora Cultural Centre into underserved /new communities</p>	<ul style="list-style-type: none"> • Develop Ambassadors (Board and Staff) to reach out to culturally specific clubs and organizations in Aurora • Build relationships with ethnic media • Reach out to real estate professionals and housing developers • Partner with school boards to create awareness for existing and new programs • Document and report on outreach to all culturally specific community associations to invite participation • Collect demographic information on patrons to further analyze participation 	<ul style="list-style-type: none"> • AHS Newcomer Tour to end with ACC and an outline of our programs • Participation in the Multicultural Festival 	<ul style="list-style-type: none"> • Increase the diversity of participation from all geographic regions of the community • Measure, document and report on level of participation with school boards and youth • Report on the benefits of participation in youth programs
<p>c) Conduct awareness campaign for</p>	<ul style="list-style-type: none"> • Build high performing website 	<ul style="list-style-type: none"> • Website Process started Q2 and continuing through Q3 & Q4 	<ul style="list-style-type: none"> • Growth in media coverage

Aurora Cultural Centre Stakeholders and Community	<ul style="list-style-type: none"> • Generate visibility and brand recognition through e-marketing and social media • Build and leverage relationships with local media • Implement more advertising as budgets permit • Develop and implement volunteer docent program • Invite volunteers from corporate community • Engage in increased government relations with MPs MPPs, Councillors and Mayor • Work with Town to promote success of new Cultural Precinct 	<ul style="list-style-type: none"> • Continued excellent relationship with Auroran enabled the new monthly Speakeasy byline • Update Trip Advisor online listing and obtain marketing collateral to post at Centre to encourage more frequent Trip Advisor reviews to keep us as a top destination when searching Aurora, ON • Continue Constant Contact campaigns, social media updates, and tracking google analytics • Subscribing to Buffer social media platform to manage evergreen content and scheduling of all platform content 	<ul style="list-style-type: none"> • Increased awareness of the Aurora Cultural Centre and its programs across the Town • Increased repeat visitors
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GOAL 3: Proactively reach out to develop and sustain long-term collaborative partnerships and relationships with our stakeholders, diverse cultural groups and agencies, and other community-based organizations.

OBJECTIVES	STRATEGIES	Jan-Nov 2018	Annual KPIs
a) Develop strong and relevant partnerships for the Aurora Cultural Centre	<ul style="list-style-type: none"> • Define and document criteria for managing partnerships, minimizing reputational risks and ensuring positive outcomes • Clearly define roles and responsibilities of partners involved in ACC relationships • Proactively maintain solid relationships with partners 	<ul style="list-style-type: none"> • Reworked partnerships with Pine Tree Potters and SOYRA • Met with YRDSB on creating partnerships for Kaleidoscope in our Schools, Workshops, and Tours. 	<ul style="list-style-type: none"> • Document how partnerships add value to Aurora Cultural Centre • Partnerships assist in creating awareness, gaining more access to funding and/or revenue generation • Measure partnership agreements to maximize ACC control of intellectual property, protect reputation and alignment with mission
b) Support building a Cultural Leadership Team	<ul style="list-style-type: none"> • Identify and engage with professional arts, cultural and heritage institutions in Aurora • Support the Town's need for a Cultural Leadership Team that will discuss policy, collaboration, and achieving the goals of the Cultural Master Plan 	<ul style="list-style-type: none"> • Participated in Cultural Partners review to understand cultural players and discuss activating the cultural master plan 	<ul style="list-style-type: none"> • Collaborative relationship is formed • Action Plan on deliverables in the Cultural Master Plan is in place and being implemented
c) Develop clear programming objectives for relationships with community arts	<ul style="list-style-type: none"> • Identify community arts providers • Identify criteria for involvement with the ACC • Articulate opportunities for community arts providers to 	<ul style="list-style-type: none"> • List of community arts providers assembled 	<ul style="list-style-type: none"> • Community arts providers feel connected to the ACC • Community arts providers and professional arts

delivery organizations	deliver on Town of Aurora Cultural Master Plan		organizations are connected
d) Be responsive to changing needs in the community.	<ul style="list-style-type: none"> • Create an inviting, inclusive and participatory gathering place where community meets culture • Conduct a community-wide needs analysis to build relevant programs • Determine which existing communities need to be reviewed for changing demographics and program relevance • Explore new opportunities to engage new residents, new cultural groups and youth • Create an inviting atmosphere for all to participate, especially new participants based on outreach activities 	<ul style="list-style-type: none"> • Developed new performing arts programs to meet additional community needs with an objective to include a diversity of artist representation • Extended customer survey to outside current market to gain broader feedback 	<ul style="list-style-type: none"> • Community programming needs analysis completed in 2019 • New programs in place by 2021 • Stakeholder and donor survey shows a high level of satisfaction with results • ACC is rated highly accessible and welcoming in annual survey

The following rental clients joined us in November:

Private Individual	Brevik Hall	Sunday, November 4	Celebration of Life
Private Individual	Brevik Hall	Saturday, November 3	Piano Concert /private party
Aurora Community Band	Brevik Hall	November Rehearsal Schedule	Three Sunday rehearsals (fourth cancelled due to heating issue)
Aurora Concert Band Marketplace	Brevik, Red & Blue Galleries	Saturday, November 24	Vendor Marketplace with performances provided by ACB
Empty Bowls by Pine Tree Potters	Brevik & Library Room	Thursday, November 15	Fundraising event - two lunches, one dinner service
Pine Tree Potters	Red & Blue Galleries	Wed, Nov 13 to Sunday, Nov18	Fall Pottery Show and Sale
SOYRA	Brevik Hall, Library Room & Activity Room	November Schedule w/ WS	Executive Mtg LR; General Mtg in Brevik; Workshop in AR
Town of Aurora Museum & Archives	Library Room	Friday, November 23	Hosting local museum curators
York Region Environmental Services	Brevik Hall	Tuesday, Nov 20 & Wednesday, Nov 21	Staff training
Addiction Services of York Region	Brevik Hall	Wednesday, November 28	Staff training

GOAL 4: Maintain a solid financial foundation and sufficient human capital to achieve the goals defined by our Strategic Plan.

OBJECTIVES	STRATEGIES	Jan-Nov 2018	Annual KPIs
a) Increase corporate partnerships/grants and sponsorships with Aurora Cultural Centre	<ul style="list-style-type: none"> • Create opportunities for corporate co-branding • Launch an updated corporate sponsorship program • Research and apply for Corporate Foundation grants 	<ul style="list-style-type: none"> • 2 new corporate sponsors in place • 1 new corporate donor with 2-yr commitment 	<ul style="list-style-type: none"> • Co-branding partnerships established with companies • Increase corporate sponsorship programs to meet annual organizational needs
b) Implement individual philanthropic gift fund raising program	<ul style="list-style-type: none"> • Gather and analyze information on current patrons • Revitalize individual gift program • Create a base of supporters that make an annual gift • Stewardship of every level of gift • Develop & Implement legacy/planned giving program 	<ul style="list-style-type: none"> • Analysis of current patrons complete • Major gift received • Fortissimo, classical music campaign is \$135 away from achieving \$10k goal 	<ul style="list-style-type: none"> • Audience database in place • Increase individual gifts to meet annual organizational needs
c) Increase government funding	<ul style="list-style-type: none"> • Proactively seek funding from all levels of government <ul style="list-style-type: none"> ○ Federal: Canadian Heritage, Canada Council for the Arts ○ Provincial: Trillium Foundation, Ontario Arts Council ○ Municipal: Town of Aurora 	<ul style="list-style-type: none"> • Canadian Heritage funding secured 	<ul style="list-style-type: none"> • Secure federal and provincial grants related to arts and cultural programming • Secure funding to adequately support annual operational needs
d) Grow operational reserves	<ul style="list-style-type: none"> • Budget conservatively to allow windfalls to build reserve • Marketing strategies to generate additional revenues through participation 	<ul style="list-style-type: none"> • \$5000 transferred to contingency reserve in 2017 	<ul style="list-style-type: none"> • Operational reserves in place • Strategically/conservatively invest reserves for growth • Financial success enables annual transfers to contingency reserves

GOAL 5: Remain a well-managed organization that is governed by a volunteer Board of Directors, demonstrating best practices in transparency, accountability and collaboration to our customers, stakeholders, staff and donors.

OBJECTIVES	STRATEGIES	Jan-Nov 2018	Annual KPIs
a) Continuously review progress of Strategic Plan implementation	<ul style="list-style-type: none"> • Cascade deliverables of Strategic Plan throughout Aurora Cultural Centre organization and link to performance management system • Conduct regular updates for the Board on progress of strategic plan implementation 	<ul style="list-style-type: none"> • Staff outlined work plans in all areas of operations for the four years of the strategic plan • Staff report to the Board includes strategies initiated and KPIs achieved 	<ul style="list-style-type: none"> • Strategic and operational plans implemented as agreed
b) Implement Organizational Development changes to best	<ul style="list-style-type: none"> • Review organizational effectiveness and structure to deliver new strategic plan • Foster a culture that embraces change and opportunity 	<ul style="list-style-type: none"> • Human Resource plan developed to support the strategic plan • Board developed ED succession plan 	<ul style="list-style-type: none"> • Administrative structure in place to support 2018-2021 Strategic Plan

implement Strategic Plan	<ul style="list-style-type: none"> • Develop a succession plan for the Executive Director for emergency and long term • Develop and implement compensation system 	<ul style="list-style-type: none"> • First phase of compensation program developed • Review all Board and operational policy 	<ul style="list-style-type: none"> • Volunteer program has levels of participation for varying skill levels • Strategic plan success and milestones documented and celebrated • Succession Plan in place for Executive Director
c) Continue visible leadership from the Board to enable successful implementation of the Strategic Plan	<ul style="list-style-type: none"> • Create and implement a Board succession plan for key Board functions to support the Strategic Plan • Create annual goals and work plan for the Board and Committees • Implement Board Self Evaluation and take action on areas needing development • Conduct governance training as required • Recruit highly talented Committee members to support the strategic plan implementation • Conduct risk assessment • Recruit diversity in Board membership • Build Board visibility at Aurora Cultural Centre and community events 	<ul style="list-style-type: none"> • 2018 Board self-evaluation complete • Risk assessment initiated and report to the Board quarterly • Board members commit having at least one Board member as ACC events and community events as requested (Chamber events, MP/MPP community events etc) 	<ul style="list-style-type: none"> • Board Self-evaluation completed annually • Committees defined and in place • Board orientation and governance manual implemented and effective • By-laws and governance model mapped and published on the web • Board well governed • Risk analysis completed and monitored quarterly
d) Maintain Aurora Cultural Centre Accreditation and Transparency Reporting	<ul style="list-style-type: none"> • Maintain status with Imagine Canada • Maintain excellent donor dollar ratios (80% programming expenditures to 20% finance, administration and fund raising expense) 	<ul style="list-style-type: none"> • October YTD reporting 85% programming to 15% administrative costs • Submitted application for re-accreditation of Imagine Canada 	<ul style="list-style-type: none"> • Attain reaccreditation of Imagine Canada in 2019 • Excellent fundraising/expense ratios published on CRA website • Maintain charitable status

Administration

- Project to transition to the Town IT infrastructure continues. We will not be able to connect phones. Computers are expected to be connected by March 1, 2019. We will be able to cancel our Internet Service contract when we are all connected.
- Completed Job Evaluation scoring with JET on November 5
- Pre-show sponsor reception on November 16th with BMO
- Completed compensation plan for base salary calculations to market bands
- Reviewed HR Policy with all full and part time staff

- Social media benchmark numbers have been recorded. With the inclusion of a social media management tool (buffer) we will have access to historical data starting in 2018. There has not been a metric attached to marketing ROI in the past so effective numbers were not recorded. We know what happened over the course of 2018 which is when we started recording data. We invested in professional development to learn how to use Google Analytics and social media to improve our presence. We will have much better information moving forward.
- There was a complaint in November related to workshops associated with Gallery programming. **Discussion**

Facilities

- Lights for the art installation still be in installed, Town staff are aware of the project
- Temporary outdoor sign: met with Town staff September 25th. No further communication.

Board Activities

- Finance Committee Meeting: November 26
- Governance Committee Meeting: November 6 and 7

Community Connections/Artistic Events

- Met monthly with Robin McDougall, Director Community Services
- Participated in a meeting with acoustical consultant for the new performance hall with Town staff and consultants.
- Met Bruce Gorman, new CEO of the Aurora Public Library
- Met with Samantha Rodin, YRAC regarding Advocacy project
- Met Canadian Heritage program officer
- We hosted an Aurora Chamber of Commerce Business After 5 on November 1, 2018.
- I attended Theatre Aurora's Daniel MacIvor double bill of one act plays on November 1, 2018
- Consultation with Interkom
- Consultation with Novus (acoustical consultants on the Library Square project)
- Attended Town of Aurora Tree Lighting, November 30, 2018

Respectfully Submitted by
 Suzanne Haines, Executive Director
 Aurora Cultural Centre

2018 Social Media Snapshot

Facebook

Page created October 19, 2011		Jan-18	Nov-18
	Number of Page Likes	1010	1123
	Number of Page Followers	986	1106

Twitter

Joined July 29, 2014	Number of Page Followers - Dec 2018	996
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Instagram

Joined August 11, 2015	Number of Page Followers - Dec 2018	1302
	Number of Photo posts - 2018	118
	Number of Story posts - 2018	277
	Number of Video posts - 2018	13

Constant Contact

Joined February 2010	Number of Express Permission Contacts	1855
	2018 New Express Permission Contacts	416
	2018 Unsubscribes	80
	2018 Net New Contacts	336
	2018 Growth in Express Permission Contacts	22%
	2018 Average Email Open Rate	47%
	2018 Average Email Open Rate - mobile	49%
	2018 Average Email Open Rate - desktop	51%
	2018 Highest Email Engagement by percentage:	
	Fall Classes to Donor List	77%
	2018 Highest Email Opens by numbers: Georgian Bay Concert	800 / 52%

Professional Development				
<u>Staff Member</u>	<u>Date</u>	<u>Item</u>	<u>Cost</u>	<u>Offered by</u>
Carol Sharp	10-Jan-18	Quickbooks		AMB Bookkeeping
Carol Sharp	15-Jan-18	Quickbooks		AMB Bookkeeping
Stephanie Nicolo	25-Jan-18	Decoding the Gen Z Factor: What Gen Z students are looking for from employers in their internships, co-ops and first careers	Free	Charity Village
Jane Taylor	31-Jan-18	Stand Out Subject Strategies	Free	Offered by SquarePeg for Constant Contact
Jane Taylor	21-Feb-18	Google Analytics Introductory Platform	Free	Offered by Capacity Interactive
Clare Bolton	21-Feb-18	The Artist Project	Free	Professional Development Conference
Stephanie Nicolo	21-Feb-18	The Artist Project	\$ 33.90	Professional Development Conference
Jane Taylor	26-Feb-18	Online Surveys that Work	Free	Offered by SurveyMonkey
Stephanie Nicolo	01-Mar-18	How to Give Feedback that Drives Engagement and Performance	Free	Charity Village
Jane Taylor	06-Mar-18	Understanding Your Constant Contact Email Marketing Reports	Free	Offered by Constant Contact
Jane Taylor	15-Mar-18	Standard First Aid and CPR	\$ 180.00	St. John's Ambulance
Jane Taylor	21-Mar-18	Introduction to Search Engine Marketing	Free	Offered by Capacity Interactive
Stephanie Nicolo	21-Mar-18	Small Nonprofit Web Design: Converting Interest into Action	Free	Blackbaud
Jane Taylor	11-Apr-18	10 Tips that Make or Break Nonprofit Websites	Free	Blackbaud
Stephanie Nicolo	11-Apr-18	10 Tips that Make or Break Nonprofit Websites	Free	Blackbaud
Jane Taylor	17-Apr-18	How Nonprofits Can Get \$10,000 Per Month In Free Google Advertising	Free	Google
Jane Taylor	17-Apr-18	Google Analytics Part II	Free	Google
Suzanne Haines	19-Apr-18	Top Compliance Issues for NFP	Free	Charity Village
Stephanie Nicolo	19-Apr-18	How Your Nonprofit Can Avoid Data Breaches and Ensure Privacy	Free	TechSoup
Stephanie Nicolo	19-Apr-18	How Your Nonprofit Can Avoid Data Breaches and Ensure Privacy	Free	TechSoup Canada
Megan Thompson	19-Apr-18	eTapestry: Basics of eTapestry and Accounts	Free	Blackbaud
Megan Thompson	19-Apr-18	eTapestry: Basics of Queries, Reports, and Communications	Free	Blackbaud
Megan Thompson	19-Apr-18	eTapestry: Fundamentals - Accounts and Journals	\$ 380.36	Blackbaud
Megan Thompson	21-Apr-18	eTapestry: Basics of Do-It-Yourself Forms	Free	Blackbaud
Megan Thompson	21-Apr-18	eTapestry: Basics of Import	Free	Blackbaud
Megan Thompson	21-Apr-18	eTapestry: Basics of everydayhero Integrations	Free	Blackbaud
Megan Thompson	01-May-18	eTapestry: Fundamentals - Queries, Reports, and Communications	\$ 386.99	Blackbaud
Jane Taylor	14-May-18	Wee Festival: Cut Outs	\$ 14.00	Theatre Direct
Jane Taylor	15-May-18	Wee Festival: Baking Time	\$ 12.00	Theatre Direct
Jane Taylor	15-May-18	Wee Festival: Sisters, the Warm Embrace	\$ 12.00	Theatre Direct
Jane Taylor	16-May-18	Wee Festival: Ssst! Secrets of a White Rabbit	\$ 12.00	Theatre Direct
Jane Taylor	16-May-18	Wee Festival: Flying Hearts	\$ 12.00	Theatre Direct
Clare Bolton	24-May-18	Socially Engaged Art for Social Change	Free	City of Barrie, Pratt Developments and Ontario Arts Council
Clare Bolton	25-May-18	Socially Engaged Art for Social Change	Free	City of Barrie, Pratt Developments and Ontario Arts Council
Jane Taylor	20-Jun-18	Taking the Fear out of SEO	Free	Capacity Interactive
Jane Taylor	27-Jun-18	Can Storytelling Save Marketing	Free	LinkedIn
Jane Taylor	12-Jul-18	Make an Impact in 30 Seconds	Free	Constant Contact
Stephanie Nicolo	18-Jul-18	Constant Contact Bootcamp	\$ 129.99	Constant Contact
Megan Thompson	09-Aug-18	Health & Safety Representative (HSR) Basic Training	\$ 25.00	Public Services Health & Safety Association
Jane Taylor	11-Oct-18	Outrank Your Competition with Local SEO & Reputation Management	Free	Innovative Global Vision
Jane Taylor	24-Oct-18	Using User-Generated Content to Promote Your Attraction	Free	CrowdRiff
Jane Taylor	01-Nov-18	Ticket Sales Trends and Metrics	Free	TRG Arts
Jane Taylor	15-Nov-18	A Picture is Worth 1000 Words: Data Visualization	\$ 118.17	Charity How-to
Jane Taylor	18-Nov-18	5 Reasons Your Ticket Sales May be Declining	Free	TRG Arts
Jane Taylor	19-Nov-18	Content Marketing for Facebook 2019	Free	RoundPeg Marketing