Aurora Cultural Centre

AGENDA

Board of Directors Public Meeting #3 2020

6:30 pm

Wednesday September 9, 2020 **Eric Acker, Chair**

1 (1 min)	Agenda **MOTION** to Approve the Agenda	Eric Acker
2 (15 min)	**Executive Director Report** • Q2 Commentary **MOTION** to Approve the Managerial Commentary for Q2 2020, AND that Q2 Commentary be sent to Town of Aurora, AND that Q2 Commentary be made available for the Public.	Suzanne Haines
3 (15 min)	**Finance & Audit Committee Report** • Q2 Interim Financial Statements **MOTION** to Approve the unaudited Interim Financial Statements for the months ended at June 30, 2020 (the Q2 Report) AND to approve the filing of the Q2 Report with the Town of Aurora as per the Provision of Cultural Services Agreement.	Laura Hostick
4	**New Business**	ALL
5	**Confirmation of next Public Meeting** December 9th at 6:30pm meeting via ZOOM	ALL
6	**MOTION** to Adjourn Public Meeting	ALL

Aurora Cultural Centre

Board of Directors – September 2020
EXECUTIVE DIRECTOR'S UPDATE July - August 2020

The Aurora Cultural Centre closed its doors on March 13, 2020 due to the Coronavirus Pandemic. Staff continue to offer cultural programming on our social media channels and plan upcoming exhibitions, education and events. There has been no onsite programming since March 13, 2020.

Programming

All cultural activities have been moved to online connections through Facebook, Instagram, Twitter and our Website.

Live Events Programming - ***Discussion***

Assuming there is no change in public health guidelines, there will be one free outdoor event and a series of indoor ticketed events between September and December. We are announcing events as they come up as we cannot commit to all events at one time. There will be no subscription pricing. Advanced progress has been made on a reopening document that includes safety protocols for staff, artists, and audience. The first two events (one outdoor on September 26th and one indoor on October 3rd) will be announced on September 15th.

The outdoor strategy will use the current infrastructure in Town Park set up for the Town's Wednesday Night Concert series. Our ACC event is geared towards families. Front of Staff support for the audience will be staff members with a very small number of volunteers. The event will run as follows:

- Current guidelines allow us to host up to 100 patrons inside the fenced area.
- Patrons will be required to sign up for 'tickets' using our online ticketing portal Vendini.
- Families will be asked to provide a blanket for their families to sit on and we will build the 'audience' 6 feet apart with their blankets as they arrive. It is felt the current rectangles provided by the Town will not be big enough to fit a family.
- Staff and volunteers will wear masks the entire time. Families will asked to wear masks as being checked in due to close contact with staff and volunteers.
- Families will receive wrist bands to identify as returning 'ticket holders' when leaving the fenced in area to use the play structure or the bathrooms.
- Artists will be behind plexi-glass in the bandshell and be using microphones so the sound is available to the patrons beyond the plexi.
- Families will be informed that dancing with the artist is not possible.
- Families will be sent pre-screening questions in a reminder email and asked to stay home if they have any symptoms.
- There will be a waitlist.

The indoor strategy includes a live performance component and livestreaming for audiences

that are not ready to return to the concert hall. We have chosen the Aurora Armoury as the venue to focus our reopening efforts as all other venues remain closed to us at this time. Artist and venue contracts will take copyright into account for live streaming. Front of House Staff support for the audience will be staff members with a very small number of volunteers.

- Current guidelines allow us to host up to 50 patrons inside. Given the indoor safety protocols of distancing and the limitations of the Armoury space, we able to offer seating to 28-30 patrons for the concert. Seating will be 2 or 3 at a table.
- The Armoury is partnering with us to offer a meal (entrée, coffee/tea and dessert) to accompany the onsite experience. The Armoury staff have considerable experience having provided a brunch offering to 50 people in their space.
- Patrons can choose from a meat or veggie option for the entrée and guests will be able to request food adjustments based on food sensitivities. Drinks will be available as part of a table service offered by the Armoury with their distinctive beer/wine menu. We have set the following schedule:
    - Doors open at 6:30pm.
    - Dinner will be served at 7:15pm.
    - The concert will start at 8pm with one 60-minute set plus encore, followed by dessert and coffee/tea.
- Staff and volunteers will wear masks the entire time. Patrons will asked to wear masks as being checked in due to close contact with staff and volunteers and when moving around the space, but can remove masks when seated at their table.
- Patrons will escorted to their seat while being oriented to the space and the service for the evening, and to the protocols for masks to be worn when moving around.
- Patrons will buy tickets using our online ticketing portal Vendini. We will only be offering one ticket price for onsite concert goers which includes the meal and concert. We have lowered our ticket price to $40 and the cost of the food will be $25 for a total onsite ticket price of $65/person.
- Livestreaming tickets will be sold on our website through Vendini. The signal will be hosted on a secure page of our website and patrons will be given an access code. Livestreaming tickets will be $15.
- Artists will be behind plexi-glass and distanced from the audience.
- Patrons will be sent pre-screening questions in a reminder email and asked to stay home if they have any symptoms.
- Livestreaming signal will be produced by Toronto-based production company Symmetrica and hosted on our website.

<u>Special Events</u>
Participated in Town of Aurora Canada Day celebrations with an activity for family/kids to do at home.

<u>Gallery program</u>
Beyond the Walls – an online gallery exhibition with Uxbridge Collective
The exhibition runs from June 15th – September 26th. Weekly 'Arts Bytes' started Thursday July 9th at 2pm and were held every Thursday at 2pm until September 3rd. Arts Bytes are posted and interactive events with artists. Artwork is available for sale through Vendini. The launch and art bytes videos are all available on our YouTube site.
https://www.youtube.com/channel/UC5PridLGcGtoaR1VNBij4rw/videos

Date	Artists	Art Bytes Title and Link
July 9	Bert Liverance	https://www.youtube.com/watch?v=w9NngtjiuLU "Welcome to My Studio"
July 16	Fly Freeman and Francis Muscat	https://www.youtube.com/watch?v=pugGsX5nvfg "Fly Freeman with Francis Muscat"
July 23	Gayle Temple	https://www.youtube.com/watch?v=vnevUd1Hq5U "Fused Glass Sculptures"
July 30	Joan Yerema & Jay Yerema-Weafer	https://www.youtube.com/watch?v=UEGTUhK3Sk8&t "Painting large scale"
August 6	Mark Puigmarti	https://www.youtube.com/watch?v=AuGqCbn6Y8I What does a Blacksmith do in the 21st century?
August 20	Daniel Colby & Ross Colby	https://www.youtube.com/watch?v=er0PG4E Creative Professionals
August 13	Neal Grieg & Eileen Ferguson	https://www.youtube.com/watch?v=BSu8nd2ugh4 Neal Grieg & Eileen Ferguson in Conversation
August 27	Charles Stevens & Carol Grant Stevens	https://www.youtube.com/watch?v=9R54kN27FRk Charles Stevens & Carol Grant Stevens in Conversation
September 3	John Pryce & Shelly Burke	https://www.youtube.com/watch?v=UXeMNfdgrwo John Pryce & Shelly Burke in Conversation

Education Programs

Home is Where the Art Is – was online summer arts experiences for kids with camps for 4-6 year olds and 7-12 year olds. Parents picked up their art kits filled with the week's materials at the SARC from 3:30-6:30pm the Thursday before the camp starts. Last minute art kit drop offs happened Monday morning. Maximum class sizes: 6 on screen for 4-6 yr olds, 12 on screen for 7-12 yr olds. We were able to host two sessions of each class.

Total Registrants

Week	Camp		Theme	Total Registrants
Week 1	Young Artist Studio	Ages 4-6	Art Around the Globe: July 6-10	7
Week 1	Mixed Media Mashup	Ages 7-12	Art Around the Globe: July 6-10	4
Week 2	Young Artist Studio	Ages 4-6	World of Colour: July 13-17	10
Week 2	Mixed Media Mashup	Ages 7-12	World of Colour: July 13-17	13
Week 3	Young Artist Studio	Ages 4-6	Famous Artists & Their Styles: July 20-24	5
Week 3	Mixed Media Mashup	Ages 7-12	Famous Artists & Their Styles: July 20-24	8
Week 4	Young Artist Studio	Ages 4-6	Sculpt It!: July 27-31	13
Week 4	Mixed Media Mashup	Ages 7-12	Sculpt It!: July 27-31	21
Week 5	Young Artist Studio	Ages 4-6	Artistic Imaginations: August 4-7	7
Week 5	Mixed Media Mashup	Ages 7-12	Artistic Imaginations: August 4-7	7
Week 6	Young Artist Studio	Ages 4-6	Art Through the Ages: August 10-14	5
Week 6	Mixed Media Mashup	Ages 7-12	Art Through the Ages: August 10-14	3

Week 7	Young Artist Studio	Ages 4-6	The Wonderful World of Nature & Animals: August 17-21	9
Week 7	Mixed Media Mashup	Ages 7-12	The Wonderful World of Nature & Animals: Aug. 17-21	12
Week 8	Young Artist Studio	Ages 4-6	Art in Media: August 24-28	4
Week 8	Mixed Media Mashup	Ages 7-12	Art in Media: August 24-28	8
			Grand Total	**136**

Total Camp Refund & Conversions
Prior to understanding our closure and inability to offer in person camps, our summer camps were online for sale in their regular format. This chart reflects the response of registrants that had signed up for our regular camps.

Online Registrants Conversion	Total Refund*	Registrant Refund	Total Refund	Grand Total Registrants	Grand Total Refunds
11	$ - 395.00	63	$ - 7,580.00	74	$ - 7,975.00

*Registrants who converted received a lower camp price compared to their original total and therefore still received a refund as part of their conversion.

Special Guests to Camps
Each summer we host professional artists from our gallery program in our summer camps. This year we invited two performing artists from our Kaleidoscope in the Schools program; Fana Soro, West African percussion performing artist and Marjie Chud, theatre artist and educator and two gallery artists; Joan Yerema and Jay Yerema-Weafer to join the weekly activities.

We also launched a new collaboration with the Aurora Senior's Centre, gathering stories from seniors in Aurora to be illustrated by the summer camp studentsin the 7-12 camp. We gathered 10 stories to date and one was used in the final week of camp. The resulting art work is photographed to be collated for the senior who shared their story. The remaining stories are being held to be used in the fall classes.

Kaleidoscope in the Schools (KITS)
Fall 2020 performances have been rescheduled to Winter/Spring 2021. Staff are working with school board administrators to see if digital/virtual or in person professional development will be possible in the fall. The complete 2020-2021 performance and workshop schedule can be accommodated in January – June 2021.

The Hill Strategies feedback survey for administrators and teachers participating in the 2019-2020 KITS program remains open until September 18, 2020.

Administration

- We continue to calculate eligibility and receive the Canada Emergency Wage Subsidy (CEWS) which covers a declining percentage of salaries paid up to a maximum until December. The Temporary Wage Subsidy has ended. The CEWS is meant to support keeping staff on payroll through this pandemic.
- We are shifting the fall classes to The Armoury as the Town Hall program room will not be available to us do to COVID-19.
- Submitted an application to the Canada Council Digital Strategies Fund to cover expenses related to livestreaming production

- Letter to Town of Aurora to request the Mayoral proclamation of Culture Days from September 25 – October 25, 2020 in support of a number of initiatives being produced by local cultural groups
- Supported Town creation of banners for Culture Days on Yonge and Wellington
- Submitted financial package to the Town of Aurora Finance Advisory Committee
- Participated in Library Square Programming working group. ***Discussion***

Human Resources

- Staff meet weekly via Zoom to check in, build future ACC programming and support online initiatives
- Staff continue to work from home during the closure due to the Coronavirus Pandemic.
- Starting September 1, 2020, part time staff will be brought back for hours to manage our fall events and classes.

Facilities

- The move to Town Hall and offsite storage has been completed.
- The piano has been moved to Town Hall program room.

Board Activities

Board Finance & Audit Committee Meeting: August 4, August 25
Board Fund Development Committee Meeting: July 20, September 1
Board Governance & Nominating Committee: August 13, September 2
Board Outreach Committee: September 3

Community Connections/Artistic Events

- CAPACOA national presenting network bi-weekly meetings
- Ontario Presents provincial presenting network bi-weekly meetings
- LEAN Advisory bi-weekly meetings
- Aurora Arts & Culture Forum bi-weekly meeting
- Minister Lisa McLeod tele-town hall
- Townhall with Minister Stephen Guilbeault
- Conversation with the Parliamentary Secretary to the Minister of Canadian Heritage
- Monthly meeting with Director of Community Services
- Special Aurora Town Council meeting on Library Square (Delegated)

Respectfully Submitted by

Suzanne

Suzanne Haines
Executive Director

Managerial Commentary
Q2 2020

Introduction

In these unique and unprecedented times, the Aurora Cultural Centre staff has remained focused on serving the community through our cultural services. While the building remained closed and staff worked from home, a number of initiatives launched and we were ever present to the local, provincial and national status of our industry. Customer service has remained a top priority for the company as we moved through the stages of decisions around spring and summer programming. We asked our community to give us a clear indication of interest and comfort level to engage in programming, as we read and followed public health guidelines.

In regular operations, the organization had a clean 2019 audit with no management recommendations and we were the recipients of new funding and supports to keep our operations relevant and solvent. The Aurora Cultural Centre was eligible for the 10% Temporary Wage Subsidy as a not-for-profit charity and the subsequent 75% Canada Emergency Wage Subsidy as an institution that has experienced a 75% reduction in revenues compared to 2019. The impact of the pandemic has been devastating on our program revenues however these subsidies have allowed the Aurora Cultural Centre to keep staff employed and working to benefit the community, redirecting other grant funds to necessary operational costs and space to develop programming that supports the community in this time.

It was decided early on in the pandemic that any patron who had purchased services from us would have the option for a full refund, or to convert those purchases into a gift card or donation. We made personal connections with patrons, students, donors and volunteers to make sure each person received the best possible service. While cancelling what was programmed, we also looked to our strategic plan to guiding principles of quality, leadership, transparency and accountability to see what new initiatives would best suit our community. We used our communication tools and social media to push out positive connecting messages celebrating our past and encouraging connectivity in the community.

The #ArtAtHomeAurora Instagram initiative resulted in 299 posts from the community and another 104 that were connections with cultural partners, or new relationships with companies and people in our community. Understanding that our in-person gallery exhibit would not be possible, the team took on a steep learning curve and in 6 weeks produced an online gallery exhibition and sale called *Beyond the Walls*, including a series of interactive and recorded video events with both local and international speakers called *Art Bytes* and an artist launch for 18 exhibiting artists. As online activation was part of the long term strategy for our gallery exhibitions, these efforts are a good investment of time, new technologies, and advanced website capabilities. The gallery team also prepared a retrospective '*Where are They Now*' online series which celebrated our 10 years of programming with a look at artists we had exhibited and their current activities. This initiative was an idea that had been floated during our 10th anniversary brainstorming that was deemed not possible due to capacity with in person gallery exhibits. We are thrilled we were able to launch this initiative and celebrate with artists.

The education team continued to work on Kaleidoscope in the Schools, preparing effective feedback mechanisms with Hill Strategies Inc. from teachers and administrators on the 2019-2020 year and planning for the 2020-2021 season of professional development and programming. The survey was approved by the school boards and went out in June, remaining open since many in the schools were occupied with plans for the future. At the same time, we were successful in gaining a second Ontario Trillium Foundation grant to grow the program in Aurora to meet all the professional development needs identified, and to grow the program to underserved schools throughout York Region over the next three years. This boosted our confidence in the worthiness of the program and stimulated our interest in gaining further support from the community to match the funding. Clarity on the pandemic and its impact on schools will help determine optimal timing for fundraising.

In addition to the disruption of operations, the Aurora Cultural Centre was 'On The Move' in June. We had a planned move from 22 Church Street to prepare for the Library Square project. Staff were scheduled in the building packing up offices and supplies to prepare for an eventual move to storage and Town Hall. Packing went very smoothly, coordinated by Town and Centre staff.

Our main focus this quarter has been on communication and digital programming. Our social media channels were programmed by all departments who contributed to connecting with our patron base. Our media relations followed stories that opened doors to communication and encouraged artistic and cultural activity in the community. The Board and staff looked for ways to connect with the community respectfully and with open ears to new ideas and grass roots democratized initiatives. It continues to be a time of learning while experiencing a changing environment.

Please see the details of our activities in our second quarter of 2020.

THANK YOU TO OUR SUPPORTERS

AURORA
ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario
Canada
RBC
GERANIUM
From the ground up™
MAGNA
Desjardins
Insurance
Richard Gong, Agent
15342 Yonge Street • (905) 727-6333
AppleSuites
FLEXIBLE OFFICE SPACE
BMO Wealth Management
BMO Nesbitt Burns
PINE TREE POTTERS GUILD
–THE AURORAN–
Aurora's Community Newspaper
STATE&MAIN
KITCHEN • BAR

A SNAPSHOT OF AURORA CULTURAL CENTRE Q2 OPERATIONS
April – June 2020

Live Performing Arts

We were unable to perform our spring series of events due to the pandemic. Here is list of the cancelled events.

Date	Artist/Ensemble	Series
April 3, 2020	Payadora Tango Ensemble	Great Artist Music Series
April 24, 2020	Kaia Kater	RBC Emerging Artist Series
May 1, 2020	Crozman & Chiu	Great Artist Music Series
May 16, 2020	Taama / The Journey	Meridian Magic Carpet Series
May 22, 2020	The Bombadils	RBC Emerging Artist Series
June 19, 2020	Season Launch	2020-2021 Season
June 19, 2020	John Sheard presents The American Bandstand	Signature Series

Early discussions held during Q2 to reschedule the following concerts to 2020- 2021 Season. All of these plans are currently tentative.

- Crozman & Chiu – Fall 2020
- John Sheard – Winter/Spring 2021
- Payadora Tango Ensemble – Spring 2021

Gallery

In Q2 the Gallery team experienced a massive learning curve as they moved from presenting an in-person art exhibition and a variety of art events to researching and creating an online gallery exhibition, *Beyond the Walls* and online art events in a very short amount of time. Our 2018-2021 strategic plan included a plan to add virtual gallery programming to our regular offering. The learning and opportunities will remain as we hope to keep elements of the online gallery offering in future programming, within capacity constraints.

Beyond the Walls
Uxbridge Artist Collective
June 15, 2020 to Sept 26, 2020

Beyond the Walls was built as the Aurora Cultural Centre's first online exhibition. The online format was embraced by the artists of the Uxbridge Artist Collective as a way for all artists, regardless of medium and size of artwork, to be involved. The co-curatorial team of Carmel Brennan and Clare Bolton juried the art in June and the staff team researched a way to

PUBLIC RESPONSE

What an excellent job organizing and presenting the [Beyond the Walls] exhibition and launch party. Fun and easy to watch, engaging, and so seamless! Congratulations to everyone involved on a job well done!
Gayle Temple

Thank you very much for a really fun presentation of this event, and all the wonderful people behind it. It was enjoyable and informative!
Mathew Fines

allow the exhibition to be dynamic and interactive on our website. Staff and our web designers built a new element to our site and within six weeks we were ready to launch the program. We are pleased to bring you artwork BEYOND THE WALLS of our Gallery space and beyond our geographical boundaries, from 18 artists working in a variety of disciplines from glass to iron to paint to wood. In addition, we are pleased to announce Art Bytes, a weekly series of online artist conversations, demos and instructional videos. These take place on Thursdays at 2pm on Facebook and YouTube from July 9 – September 3. Enjoy the gallery experience from the comfort of your home. https://auroraculturalcentre.ca/beyond-the-walls/

Beyond the Walls –launch party on June 25, 2020

On Thursday, June 25, we hosted a live virtual online launch party with Co-Curators Clare Bolton and Carmel Brennan which also featured Uxbridge Artist Collective guests Joan Yerema and Jay Yerema-Weafer. The launch was a Facebook Live event and later saved on the ACC YouTube channel. We had 1269 total views in the following ways.

<u>Facebook</u>
945 views
469 engagements
13 shares
29 likes

<u>YouTube channel</u>
324 views
9 likes
https://www.youtube.com/watch?v=mh4AcfIeueo

Where Are They Now

The gallery program showcased 10 artists (one from each year) to celebrate past artists and the 10 years of gallery programming at the Aurora Cultural Centre. Included in social media posts were artist bios, photos, and an update of what the artists were currently doing. Below is the list of artists celebrated in Q2.

Date of Post	Artist Celebrated
April 29	George Boyer
May 4	Dave Rheaume
May 12	Nathalie Bertin

May 18	Allan O'Marra
May 26	Josee Savaria
June 4	Jeanette Luchese
June 10	Gaia Orion
June 30	Ernestine Tahedl

Aurora Cultural Centre's #ArtatHomeAURORA initiative

#ArtAtHomeAurora was an Instagram celebration of grassroots community arts initiatives in an unprecedented time of lockdown, sharing this content on our Instagram Stories.

The ACC promoted this hashtag to families, businesses, schools and others in Aurora and York Region to highlight arts expression during such unusual times. The team scoured the Centre's Instagram feed to look for any form of arts expression, and in all age ranges: painting, dance, photography, music performance, instructional videos, education, theatre, studio tours, a look back in the vaults, mask-making, culinary arts and more. The goal was 6 shared posts to our Instagram Stories per 24 hour period.

We shared the poster's original post on our Instagram Stories feed, tagging back them back and adding our own supportive commentary. Often the original poster would then re-post on their own Stories, tagging and thanking the ACC. If an account was private, we would ask permission to re-post their work.

Total Number of #ArtsAtHomeAurora Instagram Story Hashtagged Posts	403
Total Number of Instagram followers	1715

EDUCATIONAL PROGRAMS

Spring Programs

Due to the closure of the venue, all educational classes were cancelled for the term. Here is a list of the programs that were announced in February and cancelled in March.

Classes for Children

March Break Arts Buffet with Elaine Smith (B.A., B.Ed.)	March 16 - Mar 20
Art in Stories with Danielle Zafirovski (B.F.A., B.Ed.)	March 28 – May 23
Me, Myself & Art with Danielle Zafirovski (B.F.A., B.Ed.)	March 28 – May 23
All About Art with Danielle Zafirovski (B.F.A., B.Ed.)	March 28 – May 23

Classes for Adults (16+)

Drawing & Sketching with Khatcho Yazedjian	March 30 – May 11
Wood Carving with Marlene Ash	March 30 – May 11
Start Painting Now with Acrylics! with Helen Walter (B.A.A.)	April 7 – May 19
Ukulele for Beginners with Anthony Clayton (B.A. Hons., B.Ed., Orff)	April 7 – May 19

Beginning Guitar with Anthony Clayton (B.A. Hons., B.Ed., Orff)	April 7 – May 19
Watercolours: Basics & Beyond with Kathryn Christensen (B.F.A.)	April 9 – May 21
Exploring Watercolours with Nancy Newman (B.A.) (Intermediate/Advanced)	April 2 – May 7
Expand Your Horizons in Acrylics Level 2 with Helen Walter (B.A.A.)	April 9 – May 19
Photography 101 with Steve Somerville	April 9 – May 14

Short Courses/One-Day Workshops (16+)

What is Printmaking? with Katie Argyle	April 4
Jewellery Making with Lucya Almeida	April 18
Magnificent Florals in Coloured Pencil with Michael Spillane	May 2
Springtime DIY Home Décor with Selina Merali	May 9
Crepe Paper Flowers with Jessie Chui	May 16
Open Studio	April 7 – May 12

Summer Program

We were fortunate to be successful in our summer granting proposals and with that in hand, hired a team of summer counselors to run the programs. It became clear in late May that we needed to decide if the camps would be in person with the new rules for up to 10 students and rigorous health and safety protocols. With all the unknown pressures of renting a venue and navigating health protocols in a new space, we made the decision to move the summer programs online. The summer team set to creating a new curriculum, assessing our supplies to supply families with appropriate materials for activities, and building out the technological requirements to deliver the classes. The summer team started in early June and worked until the end of August.

Kaleidoscope in the Schools

The final Kaleidoscope in the Schools performance was cancelled. The Incredible Adventures of Mary Jane Mosquito, an Indigenous theatre piece written by Tomson Highway was to be performed with workshops in schools from April 6-9, 2020. The four schools who were unable to receive this performance will be able to rebook the production in the 2020-2021 school year.

Rental Program

The rental program halted on March 13th 2020. As it was acknowledged that the pandemic impact would extend into April, we connected with rental partners about their bookings and refunded any deposits. Only a small number of our regular clients were affected since the rental program was slated to end mid-May for the move to Town Hall to accommodate the Library Square project.

Patron Engagement

Customer service has been of utmost importance for our operations over the past decade. In these unprecedented times, we looked to our community to give us their opinion, thoughts and understanding of community need and readiness.

Input from the Community

Each year we host a customer satisfaction survey that helps us understand how the community perceives the quality and effectiveness of our programs. This year, we decided to host that survey a bit later in May

but included COVID related questions to help us understand community readiness in returning to programming. The survey responses helped us build our reopening strategy and were collated with like organizations across the province to gain a sense of patron readiness across the industry. We are thankful to the community for your responses.

When it came time to think about our summer programs, we once again went to our community to discover their interest in virtual versus in-person camps for their kids. Overwhelmingly we heard that our community was not yet ready to return to in-person activities which helped us launch our virtual summer camp plan with both synchronous and asynchronous learning.

Patron Relations

We made the decision early on that refunds would be given to everyone that asked for them and we would not hold anyone's funds in hand for services they did not receive. We also gave patrons the option to convert their purchase (ticket or registration) to a donation to our charity, or convert their purchase to a gift card for future use. The statistics below show the results. We feel we have gained enormous goodwill by offering patrons clear and easy choices.

Activity	Number	Total
DONATION	26	$2,276.50
EXCHANGE	7	$750.00
REFUND	255	-$26,933.00
GIFT CARDS	10	$1,398.00

Refund	255
Refund to Donation*	24
	9% conversion

*Later in the process, we saw additional conversion of some purchases to a donation who had originally opted for a refund.

Volunteer Relations

Volunteer Zoom Chats

The Aurora Cultural Centre participated in a digital celebration of volunteers for national volunteer week running from April 19-25. We uploaded a photo and post for everyday of national volunteer week, including a thank you e-blast that went out to both our Board and volunteer team.

In May, we launched Volunteer Chats, which was a weekly opportunity for volunteers to join a Zoom call to engage with fellow volunteers and Aurora Cultural Centre staff. During the months of May to June Zoom calls had a total of nine participants. The outcome of the Zoom calls was that it was preferred to host an in-person meet-up when possible. These were put into place for the months of July and August.

Town of Aurora Volunteer Recognition Awards

This year we submitted 15 volunteers for the Town of Aurora Volunteer Recognition Service Awards. Between the Board and our volunteer team we had eight volunteer who have been with the Aurora Cultural Centre for a minimum 10 years and seven volunteers who have been with us for five years. These volunteers were mailed a certificate of achievement based on the number of years of service. Congratulations to those volunteers and thank you for your incredible service to the Aurora Cultural Centre.

Name	Years of Service
Dee D'Arrigo	10
Leonard D'Arrigo	10
Heidi Franken	10
Bonnie Kraft	10
Robert Layton	10
Craig Mather	10
Doug Zack	10
Linda Zack	10
Karin Allen	5
Erick Acker	5
Edy Brash	5
Anthony Garramone	5
Dianne McKnight	5
Caitlin McNama	5
Frank Pulumbarit	5

ACTIVITY STATS YTD Q2 2020

	2020	Q1	Q2
1	Educational Programs	19	0
2	Volunteer hours donated	747	336
3	Art Exhibitions	2	1 (online)
4	Artist Events and receptions	3	1 (online)
5	Artists Exhibited	98	18
6	Gallery Tours	1	0
7	Performing Arts Events	4	0
8	Free Community Events	1	0
9	Public Meeting	1	1
10	Visitors	4212	0
11	#ArtAtHomeAurora initiative*		403
12	Where Are They Now engagements**		170

*#ArtAtHomeAurora initiative in Q2 only

**Where Are They Now initiative in Q2 and Q3 only. Only active participation, views not captured.

FINANCIAL STATEMENTS

Please see Q2 Financial Report attached.

Organizational Information

CENTRE HOURS

Business Hours	Temporarily closed	
Staff Office Hours	Monday to Friday	8:30 AM – 4:30 PM
Gallery Hours	Online 24/7	
Events	Cancelled for Q2	
Classes	Cancelled for Q2	
Community Facility Rentals	Cancelled for Q2	Rental program now closed due to Library Square project

AURORA CULTURAL CENTRE STAFF

Executive Director		Suzanne Haines
Administration & Operational Services Manager		Carol Sharp
Communications & Events Manager		Jane Taylor
Gallery Manager		Clare Bolton
Education & Outreach Manager		Leanne DiMonte
Administrative Assistant		Jennifer Marrocco
Gallery, Event & Marketing Coordinator (maternity leave)		Stephanie Nicolò
Facility Supervisor (part time)		Laura Beaton, Christina DiPaola, Emma Kakush
Summer Staff	Arts Camp Supervisor	Amanda Roy
	Senior Camp Counsellor	Cassandra Tremblay
	Senior Camp Counsellor	Nicole Basso
	Junior Camp Counsellor	Madison Hogben

BOARD OF DIRECTORS – Q2 at end of June 2020

EXECUTIVE		**DIRECTORS**
President	Eric Acker	Nicole Asquith
Treasurer	Laura Hostick	Nitin Bagga
Secretary	Sharon Kelly	Damien Chan
		Michael Kennedy
		Amy Lane
		Christopher Mercer
		Parisa Sabet
		Councillor Wendy Gaertner*
		Councillor John Gallo*

*Ex officio Town of Aurora Directors

COMMITTEES OF THE BOARD OF DIRECTORS

Executive Committee
Finance & Audit Committee
Fund Development Committee
Governance & Nominating Committee
Outreach Committee

MEETINGS

The Board of Directors meet approximately 8 times per year and committees meet monthly as required.

**Ex-officio Directors have the full rights & responsibilities of Directors of a corporation under the Ontario Corporations Act.*

COMPLIANCE & REPORTING CONTROLS

The Centre has strict compliance, oversight and reporting procedures in place; third party bookkeeping, a Finance & Audit Committee, several specialized Board committees, the day to day oversight of the Executive Director and the monthly review by the Board of Directors who each have personal and collective fiduciary responsibilities related to the governance and financial health of the Centre.

MONTHLY

Financial

- Third Party book keeper reconciles financial activity each month and creates financial statements that are reviewed by Treasurer, Finance & Audit Committee and Executive Director (ED).
- Statement of Account for Current Source Deductions (and payment) made to CRA.

Operational

- ED creates monthly activity report and presents to Board of Directors; once approved this is posted to the public website.

QUARTERLY

Financial

- Treasurer creates GAAP quarterly financial report based on bookkeeper's financial statements. This is reviewed by the Finance Committee and presented to the Board. Opportunity for questions from Directors. Once approved, ED provides this report to the Director of Community Services at the Town of Aurora as per our Agreement (and to the Mayor, Town Council, and Town CAO as a courtesy).

Operational

- ED creates a Managerial Commentary reporting on activities during the quarter in question.
- This is presented to the Board. Once approved, ED provides this report along with the Quarterly financial Report to the Director of Community Services (and Mayor, Council, and CAO). This report is posted on public website.

Oversight

- ED provides a compliance statement to the Board stating that all payments have been made and all areas of the Centre's compliance responsibilities have been met.

ANNUALLY

Town of Aurora

- As per Agreement

Canada Revenue Agency (Federal Government)

- Registered Charity Information Return
- Ontario Corporations Information Act Annual Return

Imagine Canada

- Annual report on compliance of the Standards identified by IC as a requirement of our accreditation.

- Board reviews Compliance report and IC comments

Current Funders (this is variable)
Young Canada Works in Museum Organizations via Canadian Heritage, (Federal Government)
Canada Summer Jobs via Employment and Social Development Canada (ESDC), (Federal Government)
Canada Arts Presentation Fund, Canadian Heritage
New Horizons, Canadian Heritage
Ontario Arts Council
Ontario Summer Experience Program
Ontario Trillium Foundation

Financial Review
Third Party Audit undertaken annually (not legally required until budget reaches $1 Million).
Financial standing publicly posted annually on the websites of the CRA, Imagine Canada, and our website.

ONGOING COMPLIANCE

- Town of Aurora
- Banks
- Insurance
- Canadian Anti-Spam Legislation (CASL)
- Service Ontario (Provincial Government)
- Canadian Code of Practice for Consumer Protection in Electronic Commerce
- SOCAN

IN SUMMARY

The second quarter of 2020 required a significant shift in operations to online, digital programming and planning. There were many new connections made in the community and across Canada as the Aurora Cultural Centre found the most effective way to program and connect our programming with the community. The outpouring of support from those isolated and wanting a creative outlet is rewarding. We look forward to seeing the next stage of our reopening as we move into our summer and fall programming. Stay safe and healthy, and thank you to all who connected with us through this time.

Respectfully Submitted,

Suzanne

Suzanne Haines
Executive Director

*www.auroraculturalcentre.*ca
Follow us on Facebook, Twitter & Instagram