

To: Mayor & Members of City Council

From: Woodstock Art Gallery Advisory Board

Re: Adult Public Programs Coordinator

AIM:

For Council to pre-approve the 2025 hiring of an Adult Public Programs Coordinator for the Art Gallery.

BACKGROUND:

Prior to COVID the Woodstock Art Gallery ran a very successful art house film program called *See You @ the Movies*. The program ran for over 20 years and films were screened at Gallery Cinemas and sourced through the Toronto International Film Circuit. Due to the popularity of the program a second matinee screening was added at 4pm in 2015. In 2019, Season Passes increased to \$85.00 from \$75.00. The program also generated revenue through film sponsorships at different price levels. Many local businesses and community groups would partner with the Gallery on certain special topic films to coincide with other community events. In 2019 the film series generated over \$20,000 in revenue for the Gallery.

Since coming out of the pandemic this film program has been on hiatus due to the uncertainty of Gallery Cinemas operations as well as people's comfort level attending large gatherings. However, the demand for the return of this program, along with other adult programs such as the Gallery Hopping Bus Tour and Art Appreciation lectures has continued to increase. This has been coupled with the number of requests for off-site visits to local senior residences and community groups to provide a meaningful art experience for their participants. Due to the Gallery's limited staffing resources many of these requests cannot be fulfilled.

COMMENTS:

An anonymous supporter of the Gallery has recently put forward a very generous offer to donate \$50,000 to the Gallery's Investment Fund with the condition that a full-time Adult Public Programs Coordinator position (see Appendix A: Job Description) is established in 2025 with a particular focus on facilitating the film program on the Gallery's 4th floor. This position would also facilitate art appreciation talks, Gallery Hopping Bus Tour, and other adult programs and community outreach activities. All of these programs will be revenue generating through either registration fees or corporate/community sponsorship.

The position is intended to start July 1, 2025, to get the planning underway to develop the above activities and augment the work of the Facility Rentals/Special Events Coordinator with the programming of the Gallery's 4th floor. It is important to consider that the recently approved Facility Rentals/Special Events Coordinator position is a split position between the Art Gallery and Theatre working half time (17.5 hours/weekly) at each location. With this limited time at the Gallery (2.5 days/week) this position does not provide the capacity or resources to run the film program on top of attracting and facilitating rentals along with managing the Gallery's current lineup of annual special events each year that include the following:

- Winter Open House
- Volunteer/Donor Appreciation Recognition Event
- Summer Open House
- Advisory Board and Staff Annual Professional Development Retreat
- Taste of Art
- Portfolio Day
- Fall Open House

It is intended that the Adult Public Programs Coordinator would further complement these above listed events with the film program, lectures, demonstrations as well as expand the Gallery's reach into the community by bringing the offerings of the Gallery to residents who are not able to easily attend the Gallery in person, in particular senior residences and other vulnerable/ underserved sectors of our community who attend programs with other non-profit and/or social service agencies in Woodstock.

It is estimated that the 6-month cost for this position will be \$38,600. Since the \$50,000 donation will be contributed to the investment fund rather than the operating budget, the offset to this additional expense in the 2025 operating budget will be revenues generated through ticket sales, registration fees and sponsorship. The initial potential annual net revenue to be generated through ticket sales and registration fees, based off 2018 budget actuals, is expected to be as follows: film series \$10,000, bus tour \$3,000, art appreciation talks \$2000, totaling \$15,000. Forecasted sponsorship opportunities could generate upwards to \$10,000 but are less reliable as a funding stream. Additional equipment such as a computer and cell phone will be required for this staff member with an estimated cost of \$3,000. Moving into 2026, the additional expense will be approaching \$78,000 offset by \$15,000 in expected net revenue and additional secured sponsorship.

The Gallery's Advisory Board has been made aware that 2025 staffing requests are part of the operating budget cycle with final approval taking place in mid-March 2025, however the donor would like to act on this potential donation sooner than later due to time sensitive matters.

On June 11, 2024 the Woodstock Art Gallery Advisory Board directed that a presentation be made to City Council regarding this very charitable offer.

The Gallery's Investment Fund was started in 2020 with the seed money provided by the Estate of Bruce Flowers. The current book value at the end of April 2024 was approximately \$432,250 and the market value was \$416,000. The investment income is reinvested so the book value continues to increase each quarter. The goal is to reach \$1M so that the annual interest accumulated each year can be drawn out of the Investment Fund to support the activities of the Woodstock Art Gallery.

RECOMMENDATION:

That Woodstock City Council pre-approves the 2025 hiring of an Adult Public Programs Coordinator for the Art Gallery with an estimated 6-month cost of \$41,600.

Authored by: Mary Reid, MA, MBA Director/Curator, Woodstock Art Gallery

Approved by: Woodstock Art Gallery Advisory Board

Appendix A: Adult Public Programs Coordinator Job Description



Job Description: Adult Public Programs Coordinator – Art Gallery

Department:

Cultural Services – Art Gallery Division

Reporting to:

Director/Curator

Summary of Position:

The Adult Public Programs Coordinator is a self-motivated and highly energetic professional. In collaboration with the Head of Education, the Adult Public Programs Coordinator assists with researching, developing, delivering, maintaining, and evaluating adult public programs and services for the Woodstock Art Gallery's (WAG) Education Department. The Adult Public Programs Coordinator assists with the development and maintenance of innovative and progressive public programs and services for diverse adult audiences and abilities, with a particular focus on the film program, art appreciation lectures, bus tours and community outreach activities. Supports the onboarding, supervision, and mentoring of staff, students, and volunteers. Responsible for securely entering, archiving, and maintaining data. Committed to maintaining and modeling the values of equity, diversity, inclusion, and accessibility in all pedagogical practices and methods related to arts education.

Duties and Responsibilities:

1. Assists with the research, development, delivery, and maintenance of in-person, virtual, and hybrid adult public programs and services in response to WAG's Strategic Plan, Guiding Principles, commitments, and current community needs:
 - Develops, schedules, and facilitates the Gallery's film program, including attracting sponsors and community partners;
 - Organizes and hosts artist and curator presentations and lectures in the form of art appreciation talks, slideshow presentations, and webinars;
 - Conducts, develops and facilitates guided gallery tours for adult learners (both on and off-site – Gallery Hopping Bus Tour);
 - Facilitates adult community outreach opportunities to bring awareness and education about adult public programs to the participants and community partners;
 - Assists with identifying and leveraging opportunities to enhance engagement in learning through local culture, history, community, and through the WAG's permanent collection;
 - Conducts extensive research and analyzes trends, standards, best pedagogical and industry methods and practices;
 - Assists with the writing and design of articles, email communications, e-newsletters, slideshow presentations, surveys,

feedback forms, and other publications for adult public programs and services;

- Delivers adult public programs and services in the highest standard, that is appropriate, safe, accessible, and inclusive for diverse adult learners;
 - Assists with the development of new adult public program and service concepts and proposals with detailed descriptions, justifications, summaries, budgets, timelines, learning objectives, and other measurable outcomes;
 - Develops and delivers scripts, storyboards, and budgets for the filming and development of video demonstrations, tours, and other digital video education programs;
 - Participates in, and strives for professional development opportunities by conducting research, attending talks, presentations, and training;
 - Delivers lectures, presentations and hand-on demonstrations on art, fundamentals, principles, theories, techniques, methods, practices, art history, aesthetics, and other artistic concepts working with various mediums, media, techniques, methods, tools and equipment;
 - Provides effective, efficient, and professional communication with staff, students, interns, volunteers, docents, contract instructors, committees, community partners, public, and other stakeholders;
 - Assists with the organization and delivering of team-building exercises and workshops for large special interest groups, local businesses and organizations, and other stakeholders;
 - Responsible for effective documentation of all adult public programs and services in the form of digital photography, video, and written evaluations;
 - Continually preserves and models a commitment to accessible, inclusive, and equitable practices.
2. Supports the ongoing mentorship, training, and recognition of staff, students, interns, volunteers, docents, contract instructors, committees, and the like.
- Supports the recruitment, onboarding, orientation of staff, students, interns, volunteers, docents, contract instructors, and committees;
 - Conducts regular check-in meetings with students, interns, and volunteers to discuss, determine, and assess work plans, goals, tasks, projects, successes, challenges, and other performance objectives;
 - Assists with the development of detailed work plans, agendas, and minutes for students, interns, and volunteers;
 - Provides formal and informal feedback, evaluations, and critiques at staff meetings, performance reviews, and exit interview for adult public programs;
 - Assist with the inventorying, maintenance, and health and safety of materials, tools, technology, and equipment;
 - Orders and replenishes supplies, materials, tools, technology, and equipment according to available budget;

- Assists with securely and confidentially organizing, tracking, maintaining, and archiving data and sensitive material;
- Assists with the development, distribution, and archiving of invoices and memos for adult public programs and services.

3. Other duties as required:

- Assists with the preparation of monthly summaries and presents annual reports for Advisory Board outlining successes, challenges, and other measurable outcomes for Education Department;
- Responsible for the maintenance of cell phones, iPads, laptops, and other information technology and digital equipment;
- Assists with the development and maintenance of SOP's, MSDS, policies, procedures, training documents, and manuals in collaboration with full-time staff;
- Facilitates and monitors public access in and out of the building and maintains building safety and security;
- Conducts opening and closing procedures;
- Conducts retail sales from the Gift Shop and facilitates registration for programs and services as needed.
- Any other duties as required by Director/Curator or designate.

Working Conditions:

- Usual public building and office conditions; subject to frequent interruptions;
- This position requires flexibility to include hours of work outside of the regular Monday to Friday 8:30 a.m.-4:30 p.m., including holidays, evenings, weekends, and overtime, as required.
- Working both independently and as part of a larger team;
- Lifting 50lbs. or more when setting up and dismantling programs or events;
- Working both indoors and outdoors; must be willing to work in unpredictable temperatures and/or inclement weather conditions;
- Standing and/or walking for extended periods of time or long distances;
- Stairways to navigate;
- Sitting, keyboarding, and using a computer for extended periods of time;
- Managing conflict, behaviour exceptionalities, and physical altercations when interacting with the public;
- Providing social, emotional, mental, and physical support to public;
- Working in close contact with others;
- Exposure to viruses and infections when working with the public; occasional exposure to bodily fluids;
- Exposure to loud sounds and high noise levels;
- Required to project voice in large spaces for extended periods of time.

Qualifications:

- Post-Secondary School Graduate Diploma and/or Bachelor's Degree in Fine Art, Studio Art, Art Education, Event Planning, Marketing, Hospitality, Public Relations, or equivalent;
- Demonstrated skills in the areas of personal relations (i.e. time-management, organization, communication, event-planning, marketing and promotion, etc.);
- Knowledge and experience art history, and arts administration;
- Criminal Background Check and Vulnerable Sector Screening required;
- Standard and Emergency First Aid and CPR/AED required;
- Experience dealing with retail transactions;
- Must be able to work with minimum supervision;
- An interest in art and/or art galleries is an asset;
- Demonstrated ability to address a large group in a tour, speech or training sessions.