

Legislation Text

File #: 19-A-130, **Version:** 1

PRESENTATION BY REPRESENTATIVE(S) OF THE MACLAREN ART CENTRE CONCERNING THE MACLAREN ART CENTRE'S 2019 - 2023 STRATEGIC PLAN

Mike MacMillan, MacLaren Art Board President and Carolyn Bell Farrell, Executive Director of the MacLaren Art Centre provided a presentation concerning the MacLaren Art Centre's 2019 - 2023 Strategic Plan.

Mr. MacMillan and Ms. Bell Farrell discussed slides concerning the following topics:

- An overview on the MacLaren Art Centre as a regional public art gallery;
- A video displaying the programs, exhibits and events held at the MacLaren Art Centre;
- The MacLaren Art Centre's mission to engage and enrich the community through innovation and contemporary visual arts programming;
- How arts and culture enhance civic pride, and are economic drivers;
- A summary of statistics associated to Museums in Canada;
- The number of audiences, social media, exhibitions, education activities, days open, staff, volunteers supporters and retail operations at the MacLaren Art Centre in 2018;
- 2018 facts concerning the operations of the MacLaren Arts Centre;
- A pie chart illustrating the sources of revenue;
- The 2019 - 2023 Strategic Plan;
- The survey responses and comments from the community;
- The enhanced engagement for the Plan to create a vision and mission statements and strategic directions;
- Three ways to enhance engagement with the MacLaren Art Centre;
- The methods to enhance engagement;
- The alignment between the MacLaren Art Centre and City of Barrie goals; and
- Methods for the community to engage with the MacLaren Art Centre.

Members of Council asked a number of questions to the presenters and received responses.