

Executive Director's Report

March 19, 2018

Good Day, I am breaking my report down to specific areas of responsibility for easier reading.

Human Resources – I continue to work to build rapport with the staff. I believe that we are on our way to building a cohesive team. We will be meeting as a staff to review our respective Job descriptions to identify deficiencies and gaps as well as highlighting potential opportunities for staff development. There has been much discussion around staff and I have realized that I have a great deal of work ahead of me. In order to meet the deliverable laid out for me, I need to continue to focus on that work and deal with staffing issues as they present themselves. The energy required to try and make undo the past could be better directed. Overall all things are calm and we are moving forward.

Fundraising

- Magna Hoedown -We will be partnering with GTTI
- Woman the Artist April 8th – Menu is in place. Task list is updated. Silent |Auction Items are coming in. Wendy and I will be looking at what items we will take from the GAC to sell. Ideally small easy to transport items and more “grab and go” sales.
- High Tea – May 19 – Caterer is putting together a quote. The Fascinator's have been shipped. Ticket price \$20.00 Max.50
- GAC “Cause for Celebration” BBQ targeted date mid-July. This is still a TBD in terms of specifics. Yard Sale, BBQ, Vendors & Kids activities.

Finance – We now have a Scotia Momentum Visa – I will have received it by the time we meet. I have received the Pin #. This is a great card, although it has a yearly fee, it does have a cash back option on all of our purchases.

Meaghan has secured us View only – on line banking. Great help to manage our banking.

Marketing & Promotions- I am working on a revised 3 fold Promo piece to replace the current photo copied version. I am working with the company that created GTTI new marketing collateral. I was involved with that and have worked with the printing company before. We will have something to review very soon. The approximate cost is \$825.00 for 1,000 pieces.

I have secured a booth for this year's Home Show at the Ice Palace – May 6th & 7th. As Bill mentioned in the agenda it is a celebration of Georgina making the GAC a better fit. I will be working the event, but would ask that members look at whether they can have a presence too. We have renewed our membership with the Chamber of Commerce.

Ewa asked that I meet with her and one of our Artists/Members "Widit" to discuss visibility, promotion and fundraising. Ewa truly believes that the members run the gallery. That being said, we are now having a Pot Luck on the evening of May6th for Artists, Volunteers, Staff and Board members from 6pm-9pm. She would like to have some door prizes. We are not putting out any money to support this. I do believe that an opportunity to recognize our volunteers is great. I have discussed with Ewa her curators report in terms of do we need something monthly. We decided that if a simple update was required I would share that with the board members and we would look at a report every couple of months.