

Executive Director's Report May 28, 2018

Good Morning, I am not sure what I have been doing over the last month; that being said, I seem to be running nonstop. I will do my best to break it all down in this month's report. It is rather lengthy but I have a lot to cover. I suppose that speaks to what is happening at the GAC.

Human Resources – The staff and I are definitely working well together. There is still a certain amount of lack of trust that remains as a result of what has gone before. In conversation I move away from it very quickly and make necessary decisions with minimal discussion. In terms of some specific challenges discussed at previous BOD meetings I am just choosing my battles and working around any barriers that preclude me from moving forward. I am a little behind in the job description review and creation and we have not managed to meet as a group. I will put this in place definitely before our summer camp season begins. We will have a luncheon meeting with an agenda but keep it light and more of a group discussion. I did speak with Ewa about Social Media as it relates to the roles and responsibilities laid out in her current Job Description. Her position was that she does manage Social Media as part of her day to day work, however what her son does is over and above that and more interactive. He actually engages our audience via SM and most of that is done during the evening hours. Having him involved makes sense. He is contributing to, and maintaining the ongoing traffic that we want and need to bring to our sites. I asked if she felt the likes and followers would decrease if we reduced our presence and received an overwhelming yes. These statistics can sometimes support funding proposals – they were required for the Magna Hoedown application.

Marketing & Promotions- The Georgina Home & Lifestyle show was very well attended. My small c celebrity status from Georgina Life, very definitely brought people to us. Thank you to Wendy for opening our booth Saturday and doing an excellent job of helping me set up. The exhibitor next to us cancelled at the last minute and Jen Anderson called me and offered the additional space to the GAC for free. Of course I said yes.

Wendy and I both worked Sunday; incurring some Human resources costs specific to Wendy's participation. It was money well spent; she was the right person to have at the show. Our marketing material including the

Summer camp information reached the hands of many attendees. She was on top of it. She made sure I connected with people I should, and I provided her an opportunity to engage with my connections. We took a fair bit of product, sold approximately \$100.00. Many people were surprised to learn that our inventory at the GAC was as varied as it is. They had no idea that we had the retail outlet that we do.

Catherine Babick stopped by. Snapd was in attendance and I was photographed with Catherine and of course identified that she was responsible for starting it all. We had a lovely conversation and she has invited me to her home when our schedules will allow.

I was invited to, and attended the opening of Gabi von Gans Women of Wisdom Tour exhibition at the Link. The exhibition will move to the Briars and I have been asked to attend that opening and the final stop for 2018 is the GAC in September. I have also been invited by the Chamber of Commerce to MC the ribbon cutting at the Link on Sunday June 3rd.

Website – All summer camp information is now available in the calendar. We continue to work on updates and modifications of existing information. This is moving more slowly than we would like, but Ewa and I are just being patient and working the Amanda to see it all come to fruition.

Fundraising

- **Magna Hoedown** Our partner GTTI and I shot the Magna Hoedown Video on the 15th. This is a short video that promotes the recipients, The hoedown and how we will use the proceeds. We will have this clip for our own social media outlets.
- **High Tea** – The Georgina Community Initiatives Fund provides organizations an opportunity to apply for funds to support their fundraising initiatives. I applied for funds to cover the cost of the High Tea food and associated costs. The maximum is \$1,000.00 and I provided a budget that totaled \$687.50 – always under the maximum and never in round dollars. We were approved for that amount. The FR initiative was to support the purchase of T shirts for our summer campers and some breakfast food. The T shirts come in at approximately \$1,000. We will have some for staff and board to wear at events when appropriate. I have donated \$150.00 to the fund, Marie Morton has offered to donate \$100.00

- **Farmers Market** I recently spoke with our contact at the FM and asked her if we would be able to sell some of our retail product from our table. Donna was very excited and encouraged us to do so. She felt that it would bring more attention to the gallery. The cost to do so would be \$25.00 per Sunday. I feel that this would be an excellent idea. Sales would cover the cost and potentially we could sell a lot of “grab and go” items that are collecting dust. We have a number of children’s items that given the audience at the market might move from our shelves. I am not suggesting every weekend, let’s try one weekend and evaluate. None of the staff are prepared to spend a Sunday at the market and I will be looking at how to staff it appropriately. We have limited volunteers and I want to use them for something other than handing out the same marketing material each week. I have committed to working, but have yet to put my schedule in place. I will definitely be working the first Sunday we offer retail. We need to take advantage of every opportunity to generate revenue.

South Lake Community Innovation Fund When I met with my contact at South Lake, he informed me that there were few dollars left in the fund for this year and if I was going to request support to make it minimal. I asked for funding for T shirts for our summer campers and an iPad to support maintenance of Social Media. They only provide 50% so my total request was \$775.78. The committee is meeting at the end of May.

General Update

Phil has arranged for one of his colleagues to attend our Relocation meeting on the 24th to shed some light on what we might be able to do in terms of cleaning up the art space in the basement. Specifically can we look for funding to support that initiative? Trillium is holding an information session on June 5th in DT on Capital requests. I have registered for that session so that I have the most current information as it relates to submitting a funding proposal to support potential capital improvements.

Wendy is on vacation the week of June 11th and I will be looking at some cost saving measures around staffing. It is not my intention to bring Marie in every day as there is not a lot of traffic in the gallery at present.

