

Executive Director's Report September 24, 2018

Magna Hoedown

The cheque presentation to the recipient's is October 11th. The number announced at the Hoedown was in excess of \$538,000. This could increase marginally following the final reconciliation. Event tickets sold on line were not to be included in the required ticket sales, so I see potential increased income for both charities. We will have a better understanding of this on the day of the cheque presentations. Overall the funds will be distributed to 20 local charities; however those selling more Event and/or Raffle tickets beyond the required amount will receive more of the proceeds. We will receive an additional \$500.00 for the extra raffle tickets sold. How it will all unfold: The GAC will be presented with one cheque to be split evenly between the two charities. The gallery will issue a cheque made payable to GTTI less the \$500.00 owed to the GAC as a result of selling 5 additional books of raffle tickets. It is important to note that the marketing campaign done to support the Hoedown included all recipients; this is brand recognition that we could not buy.

Trillium Application

Our proposal was submitted on time and reflected the renovations that the town approved and the new furniture and fixtures that would better support building program capacity. Following the town's directive greatly reduced the request and this should serve us well in the final decision. I have included some detail below: **Trillium asks in bold.**

What is the idea, challenge or opportunity that your organization will explore in this project?

To create a more environmentally healthy program space for children, youth and adults that would support and increase use. The challenge is how to renovate a current space that is not working and create a multi-purpose space to increase capacity. To provide an opportunity for an increase in, and greater variety of fee for service programs. To create a more low maintenance space and multi-purpose storage that is serviceable and artistically engaging. Create a space that will easily flow from our gallery where art and/or conversation has started using our exhibition(s) as a stimulus. Create an Arts & Culture Community Hub.

What is the need or opportunity in the community that this project will address? How pressing is the need or opportunity? How will you address that need or opportunity through the project and how does the need and project align with the grant result?

Create a healthy space to provide opportunities for the community to engage in activities specific to the arts, culture and the history of our region. Currently many of these programs are offered by the Town of Georgina, our audience is not one that would chose to, or have access to those programs. We have exhibitions that support and build a greater awareness of arts and local culture. We celebrate a rich First Nations heritage in Georgina and look for opportunities to build on that.. Attract more artists to deliver hands on art activities to reflect the broader community.

Summer Camp

Our new camps and returning camps were well received by all that attended. Parents shared how excited their children were with the new projects and some booked a second week as a result of the success of the first. Derek returned for a couple of sessions much to the delight of both parents and campers. Lynda was an immediate hit with the camp staff and campers. Carolyn's level of creativity really took the arts camp experience to the next level. With Jordon, the campers just had fun. The addition of a final week of camp was an experiment. It was the first time; I expect that next year the registrations for that week should increase. Thoughts for next year would include a potential increase in the fee, should before and after care be no charge? T shirts a nominal charge if a sponsor cannot be found. Could we sell additional T shirts during the camper experience as a FR initiative?

Program & Fundraising Updates

I met with Jacki Neeson at the opening of the KidzArt opening exhibition and solidified a program and date for her card making workshop. The date is Friday November 30th at a cost of \$30.00 per person with a maximum of 12 participants. The workshop will run from 7:00pm-9:00pm and has been included in our fall program print material and on our website. In addition we will be creating a small poster to have here in the gallery and include details in all social media platforms. This workshop is a FR for the GAC and sponsored by the Neeson Family.

The Georgina Paranormal Society has developed a presentation of their findings on August 24th. This is another FR in place October 20th. We are a little bit behind on the marketing, but I am creating a piece for it now...

Join us for a spine-chilling evening of Spirit! Learn about the energy that is living at the Georgina Arts Centre & Gallery.

The Georgina Paranormal Society will present their findings captured during an investigation of the Georgina Arts Centre and Gallery, and Sarah Foo, The Village Mystic, will speak about connecting with and being aware of signs of spirit.

I have a great image that will be included. The Georgina Paranormal Society's ED is one of my co-hosts on Georgina Life. She is donating time spent from the investigation and the presentation to the gallery fundraiser. I will be connecting with Sara Foo, to see if she might follow suit or accept an honorarium. My thoughts for both this event and the card making is that we offer a glass of wine for a donation of \$5.00 I will be attending both and am Smart Serve certified and will handle this piece of the event. In terms of the number of tickets to be sold, I am thinking 50 at a cost of \$20.00 per ticket. I would like the BOD feedback, on a reduced price for members. I think in the case of a fundraiser that should not be applicable.

Bill and Doris Major have offered to host a FR "Painting in the Afternoon" in their home on Sunday October 28th from 1 – 4. Delivering the workshop is Laurie Hoeg who is donating her time. The workshop cost is \$40.00 per person with a maximum of 15 people that will include supplies. Some of which we have here at the gallery. Bill perhaps you could elaborate on this

We are continuing with our Black Friday 20% off weekend November 23rd-25th.

I continue to try to connect with Anita's contact for our Holiday Season Décor workshop with no success. Her schedule is incredibly busy and we have not been able to get beyond email. I will reach out to her again, offering her the option to pass given her busy schedule and the time of the year that may very well increase her workload.

Insurance Coverage,

Joan was in contact with our broker prior to leaving for Europe, more discussion needs to take place around the need for additional coverage for our private collection.