

Executive Director's Report October 15, 2020

Reopening Protocol

We continue to follow the protocols put in place. Our Staff are wiping down the common touch points and areas frequented by the public. We have reengaged Community Living to clean the gallery bi-weekly. I did not feel that the 3 day per week opening traffic warranted more than that. Should the numbers of visitors increase we will return to the weekly cleaning schedule.

Program Updates

The Indigenous exhibition was well received the weekend of the Studio Tour and will remain in place. Sherry Walker the artist was engaging and spent a great deal of time interacting with our visitors. Jake Charles was equally warm and friendly and was a welcomed addition.

Ewa will revisit the pre Covid 19 exhibition schedule to determine what might come next. The availability of the artists may determine the next installation. We may keep the current exhibition in place and add some pieces from our permanent collection until we are able to move forward. Jim Baillie's donated pieces created quite a "buzz".

I know that there is some frustration around why we are not delivering programs both internally and to some degree externally. There has been discussion in terms of the viability of delivering fee for service programs to a much reduced audience. We are now looking at 10 including staff versus 25 including staff. Our Creative Aging in Georgina had a target of 15 per session. As we wait for the Premier to make another announcement this afternoon we continue to plan for when we can move forward. His announcement may suggest a further decrease in attendance in public spaces and/or could result in a decision for some Town of Georgina facilities to once again close for a specific period of time. That being said, we did see 200+ visitors to the gallery and \$800.00+ in retail sales. The numbers look very different now.

I will be submitting a menu of programming for the Town of Georgina Winter Activity Guide. In discussion with Jodi we have decided that it should be framed as a list of "what is coming soon", some visuals and of

course the new sign on our lawn. The guide comes out following our AGM, so this is an opportunity to potentially introduce the new name.

We will not have the new brand available but the potential of the Georgina Centre for Arts & Culture is a great tease for what is yet to come. Our inclusion of a list of programs never offered at the GAC is key. This is an opportunity to at least in print demonstrate leadership by illustrating that we value the arts and culture in and beyond the gallery walls. I am hesitant to put a teaser on our Social Media platforms beyond the same message of “what is coming soon”

In the coming week I will be part of an interview on Georgina Life with Geraldine Pitschke who is the Host of Ageing Well in Georgina. I will be engaging her around the possibility of being a guest on her show to promote the new programming for our 55+ community.

To look at other options in the immediate; there was some interest prior to our closing around finding an artist to deliver a Master Class. Thelma had arranged for Don Cavin to facilitate one here at the gallery prior to his passing. This was a rental only and no real revenue was realized for us. Both Piri and Leslie expressed interest and I did speak with Thelma recently. It was suggested that our former board member Michelle Richards-Clermont would be an excellent choice assuming she would be interested and we could afford her. I expect when I reach out to her a solid yes will be her response. I would look to the artists on our BOD for some guidance specific to our fee for service. I believe that Thelma indicated that she had paid \$75.00 for a 4 hour session. I can confirm that with her, I would be inclined to increase that to \$100.00, but I will leave that to the artists to weigh in on.

My report is getting quite lengthy, but it is important that the BOD understand that much is happening behind the scenes.

I have connected with my colleague at the Ontario Trillium Foundation to confirm our eligibility for financial support from the Ontario Resilience Fund-Covid-19 funding for not for profits and municipalities. We are eligible and the pitch I made tied directly to a number of OTF required outcomes. The range of available funds \$5,000.-\$150,000.

Catherine was not able to make any guarantee, however she did share that most of the proposals received in the first run came from Social Service agencies and they would like to see more requests come from the arts sector.

I shared information specific to our new strategic direction, our renewed partnership with the town and beyond. We are positioned for success and now the works begins. The deadline is December 2; however the call for

applications is not open as yet. In the meantime we will begin the leg work to obtain a list of equipment/technology and associated costs we require to work differently as a result of the pandemic. It is not an onerous application. We are allowed a maximum of 15% for standard overhead and administration costs and this is money in the bank towards salaries.

Other Business

I have submitted the receipts for our expenditures related to the Studio Tour and reopening. The total was \$3,052.75. Most of these dollars will come directly to the gallery. The grant was for \$3,300.00. To include the cost associated to my time would have taken us over that. When paying staff we had to submit a copy of a pay stub as proof of monies paid. In speaking with Jamie-Lee at the town she confirmed that as she puts all of the receipts together there may be an opportunity to include my time for reimbursement. This was not seen to be a fundraising opportunity beyond the Silent Auction, that being said, while CERB covered most of my September salary, these additional funds would be money in the bank.

FYI – January 2021 is the deadline for staff working reduced hours as a result of COVID 19

The extension of the Canada Emergency Wage Subsidy until June 2021, which would continue to protect jobs by helping businesses keep employees on the payroll and encouraging employers to re-hire their workers. The subsidy would remain at the current subsidy rate of up to a maximum of 65 per cent of eligible wages until December 19, 2020. This measure is part of the government's commitment to create over 1 million jobs and restore employment to the level it was before the pandemic.