

Executive Director's Report November 23, 2020

Opening 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 and we have found that to be enough with our own internal cleaning. As the numbers have rolled back again we will stick to this schedule.

Program Updates

Friday November 13th saw our first "fee for service" workshop. This is the one of 4 that we are doing. We put a maximum of 10 including the instructor. This past Friday had 7 participants and moving forward we are 99% sold out. I will look to offer one more Acrylic Pouring before the holidays. I have reached out to the artist and am waiting to confirm her availability.

We will have space in the Town of Georgina Winter Activity guide. This is an opportunity to let the community know that we are back. This is primarily a marketing and promotional piece. We cannot put details in terms of programming. It will highlight the partnership between the gallery and the town with the focus of "Growing Culture"

To look at other options in the immediate; I have secured Michelle Richards Clermont to deliver a master class, that being said I am in the very early stages of moving forward. The artists I have spoken with want different mediums and of course Michelle has her own. I will pick up that discussion in the coming weeks. Price point has been part of the discussion. Michelle wants to support the gallery so her cost is very negotiable. We just need to determine if we want a "one off" or a series and what medium. One potential participant wanted to see a resume, portfolio. So a more targeted discussion needs to take place.

In discussion with Ewa, we are looking to offer one art talk in the mid-January to "test the waters" We will make a decision to move forward or not based on the interest.

When we decided to move forward with the current exhibition we were allowed to have 50 people in the gallery.

Even though we had programming in the lower level we would still be able to offer the gallery experience to the community. This changed less than 48 hours after the initial discussion. That being said the artists are still excited. They shared that this exhibition was the motivation for them to begin to work again. The current exhibition will run until January 31, 2021. The artists are hoping for a closing reception versus the opening.

Jeanne and I have started to work on the Resilient Communities Fund proposal. There were pieces that I needed to complete and we had an initial discussion this past Saturday afternoon. The deadline has been extended until Dec 9. This is not an onerous application but the language is key. The expected outcomes and deliverables while not project specific need to be clear. We are working on our shopping list so I can put together the budget. The available funds are minimum \$5,000 to a maximum of \$150,000.00 I will be including the new website in this budget. I have received one quote that came in at approximately \$10,000.00. When speaking with someone that the Chamber of Commerce recommended I was told that \$10,000.00 was very lean and that some of what we were looking for was custom and that costs. I have one more organization to contact. I am waiting for this latest quote before I move forward. I continue to work with the town on the E-commerce piece. If we build the website without that piece it will come in lower in cost. We just need to understand how that can stand alone. There are some dollars available and HR support but we need to make sure that we do not find ourselves out there on our own 90 days in to the launch of the new website. I hope to provide more information in the coming weeks. This is not a quick fix if we are going to do it properly. Jeanne and I did a quick in our head costing and we expect we will come in perhaps \$50,000.00. This will include everything we need – hardware, software and some training. Please do not hold me to that it truly was a guesstimate.

Other Business

January 2021 is the deadline for staff working reduced hours as a result of COVID 19 *- NO LONGER APPLICABLE.*

A message from the Department of Finance – October 14, 2020
The government's recent Speech from the Throne committed to extending the wage subsidy through to June 2021 as part of its work to create over one million jobs and restore employment to pre-pandemic levels. The government confirmed its intention to extend the wage subsidy until June 2021 and is providing details on the parameters of the wage subsidy that are proposed to apply until December 19, 2020. In addition, other

enhancements are being proposed to the program to ensure that it provides continued support to employers and responds to the health and economic situation as it evolves.

I would like to understand from the Board of Directors perhaps in our December meeting what their thoughts are specific to a return of FT status for staff.

I would like to suggest that we close the gallery for the holidays from December 24th – January 4th. I will be sponsoring our Holiday lunch for the staff on the 23rd as I have done in previous years.

Christmas is Thursday the 25th, Boxing Day is Friday 26th and Friday January 1st we are closed. With the 3 day opening we are not gifting the staff more than a couple of days in addition to the statutory holidays. This does mirror what we have done in the past. Staff will do what they need to do during the holidays. As always while I may not physically be in the gallery I am available. Ewa will continue with her Social Media postings.

I will be out of the office this Thursday and Friday. Thursday is my 65th BD and had Covid not hit I would be sending this report to you all from Mexico. Hopefully I will be on a plane February 7th. I will be taking one day vacation and one day lieu.

We have all worked very hard to see that the GAC has a future. The 5 year Strategic Plan, the closure, the reopening, reduced staffing, reduced revenues; it has been a heck of a year and thank you all very much. It is my hope that this evening's vote on our proposed name change will go well. I have had many people reach out to me in support of the new direction and the name change. We have had at least 12 people join our membership in support of our new direction. We have received as many votes by proxy. We know that there are some who will oppose. We are positioned for great things and contrary to what some community members believe that does include an opportunity for artists to display and sell their work. We do know however that the current funding formula will not sustain us or allow us to grow. Fingers crossed that all the hard work will be rewarded by a YES vote this evening.