

Arteast Executive & Coordinators' Meeting Minutes for Nov 20th, 2012
Lise Roy Meeting Room, Shenkman Arts Centre

Present:

Mary Ann Varley	President
Josie de Meo	Vice-President/Volunteer Co-ordinator/St Laurent Complex
Rosalind Wong	Assistant Treasurer
Dorothy Zorn	Treasurer
Virginia Dupuis	Secretary
Christine Gendron	North Gloucester Library
Cheryl Mattice	AJAE
Maureen Rooney Mitchell	Promenade Arteast/TrinityArtGallery
Claire Ouseley	Promenade
Christina Patterson	Grow with Art
Helen Rosseau	Webmaster

Regrets:

Susan Ashbrook	Budding Artist Coordinator
Mari Brown	Trinity Art Gallery
Arlette Castonguay	Orleans Library
Clarisse Cheseaux	Promenade Arteast/Cumberland Library
Carmen Dufault	Past President
Ted Johnston	Member at Large
Elisabeth Krug	Gloucester Library/Newsletter
Isabella Leveque-Bouchard	Promenade Arteast/Translator
Karen Miller	E-mail Communications
Bernard Poirier	Member at Large

1. Call to order and welcome

Mary Ann called the meeting to order at 7:07 p.m. and welcomed Claire Ouseley to her first meeting.

2. Approval of Agenda

Adoption of the revised agenda was moved by Virginia and seconded by Josie. Carried

3. Approval of minutes from the Oct16th, 2012 Executive Meeting

Adoption of the Oct 16th minutes was moved by Helen and seconded by Maureen. Carried

4. Financial Report – Dorothy and Rosalind

Rosalind reported a current bank balance of \$13,541.57 with a total \$4650. from 155 members paid to date.

5. Long Term Budget Plan and AGM- Mary Ann

Mary Ann would like a financial committee struck to review our budget on a project by project basis based on the 2012 year. The committee will consist of Josie, Rosalind, Dorothy and Cheryl and will review all projects on a cost vs. revenue basis. This information is required before the first executive meeting in January because at the AGM we are putting forward a motion for incorporation. Mary Ann and Virginia will ensure that a request for nomination is issued ahead of the AGM as required by the bylaws.

6. Think Tank – Mary Ann

Mary Ann stepped through the synopsis of the Think Tank of Friday November 2nd p.m. (attached).

7. AJAE –Cheryl

Cheryl reported that 3 paintings have been sold from the AJAE show (Betty Ann McDonald, Ruth Dick and Isabella Leveque Bouchard). The takedown is November 30th from 6-7 pm. Maryse will not be available to help with the AJAE next year due to travels; Virginia will become Cheryl's assistant.

8. Promenade Arteast – Maureen

Maureen reported that the Promenade Team had a meeting today with new member Gaby Liu in attendance. There have been 3 sales from the current 2011 AJAE Winners show (Joanne Beaubien, Roy Whiddon and Diane Groulx). The next show "Artistic Interlude" will run from Jan 10th to Mar 19th and the vernissage will take place on Feb 17th and be combined with the Trinity Art Gallery's "Mosaic show. After this show Tom Sloat has offered to be our musician if the piano downstairs is available. The following show will be March 19th, a consolation show for anyone who did not have any pieces accepted in "Mosaic", and also will include a few new members. The show after will be will be the Cumberland Village Plein Air show and run May 23rd to July 23rd.

9. Trinity Art Gallery – Maureen

Maureen reported that she will send a Call to Artists in December emphasizing the meaning (or lack of meaning) of the theme "Mosaic".

10. St Laurent Complex shows - Josie

Josie reported that the upcoming "Holiday Mix" will be her last show at St Laurent Complex. Josie is looking into ads for linking Boomers for \$50 and she is also investigating with the Ottawa Citizen. Josie will also post an ad online with the city of Ottawa for an ad. Beata will become the lead after this show and Elizabeth Baechlin will also be in charge of the shows. The show following the Holiday Mix will be "Winter Mix" with Lindy, Maureen, Mari, and Dorothy and Helen sharing a wall.

11. Website – Helen

Helen reported that only one member has made a request to change artwork in the Members Gallery and would like this advertised more to members. Mary Ann will make an announcement about the procedure (of contacting the President) at the November meeting.

12. Newsletter – Helen

Helen advised that upon receiving the newsletter from Elisabeth, she compresses it into one large pdf, and asked for feedback if this is lengthy to load.

13. Grow with Art- Christina

Christina reported that for the potluck there will be an art gift exchange which will be done by drawing numbers, and a fun activity will be arranged around this. Mary Ann will present Volunteer Recognition awards and Josie will talk about volunteering in general. Mary Ann will purchase poinsettias for door prizes in addition to a 50-50 draw and a Wallacks door prize. For the Colour Mixing workshop on November 24th, 17 people are enrolled and this will be a valuable fundraiser for Arteast. Also we will tour the National Gallery Dec 6th – Builders Canada Biennial, with a tour fee of \$7. Christina recommends that Grow with Art

be split into two parts – Outreach and proposal development. Current committee members are Lisa Johnson, Sue Thompson, Bob McAlpine, Christina and Mary Ann.

14. Marius Barbeau School - Josie

Josie asked for 3 more volunteers for this school project on Dec 17th. Dorothy and Rosalind offered.

15. Baz'ART - Josie

Jose reported for Baz'ART on Dec 1-2 she needs volunteers from 11-5; there will be a demo table and small pieces of art may be set on the table for sale. Carmen, Aline Joanis and Christina have volunteered; Virginia and Maureen also volunteered for Sunday; Josie will send out the schedule.

16. Libraries

Christine reported that 6 artists hung 14 paintings at the November changeover.

17. Volunteers –Josie

Josie advised that she is looking for a Vice President and a Grow with Art member. Maureen suggested that we could spotlight on the website a photo and little write-up about volunteers who are doing specific tasks.

18. Varia

Josie will follow up regarding a membership for \$100. with Orleans Chamber of Commerce and report back at the January meeting. Maureen asked for volunteers for Valentines for Vets Jan 17th in Gatineau. Josie will get back to Maureen with volunteers. Mary Ann and Josie reported that they talked with VIPs from AOE, OAG and OSA and Josie did a French interview with Rogers. Josie and Maureen will provide info to Dorothy for the Calendar of Events. Carmen has some estimates on Pop-up signs and will e-mail to MaryAnn who will share the info. Tara Dawes and Veronique Keith have approached Mary Ann with a proposal for a show of artwork for visually impaired in Trinity Art Gallery.

19. Adjournment

The meeting was adjourned at 9:15 p.m. on a motion from Josie and seconded by Dorothy.

Next meeting:

The next meeting will be **January 15th, 2013** in Lise Roy Meeting Room, AOE Arts Council, Shenkman Arts Centre.

ARTEAST CONTACTS:

Telephone Number- 613-745-2996 Mary Ann Varley- Information in English

Telephone Number- 613- 824-3237 Carmen Dufault- Information in French

MAILING ADDRESS:

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All Executive Committee meetings will be held the 3rd Tuesday of the month in the **Lise Roy Meeting Room, AOE Arts Council,**

Shenkman Arts Centre 245 Centrum Blvd

from **September 2012 to June 2013 at 7:00 p.m.**

Arteast **General Meetings** will be held on the 4th Tuesday of the month

Room 340, 255 Centrum Blvd

from **September 2012 to June 2013 at 7:30 p.m.**

Draft Think Tank Synopsis

-from the notes of Marion Jean Hall prepared by Mary Ann Varley.

This year our Think Tank took place on Friday night, November 2 and was a supper meeting. There were 15 including executive and members present. Our task for the evening discussions was focused on “**BIG PICTURE” PLANS FOR ARTEAST 2013 and on to our 25th Anniversary 2015.** Ted Johnston chaired the meeting and Marion Jean Hall, took the minutes and they were projected as we went along so that all could follow easily. For each of the following topics we attempted to answer the questions: Where do we want to be in one, two, or three years from now on our programs and organization?

What initiatives do we have to take to achieve these goals?

A. Incorporation-

B. Arteast Memberships in the community

C. Membership

D. Services to members There are 4 items

1)- Displays/Shows

2) Communications-Internal

3) Grow with Art/L’art en herbe

4) Other services we should provide to our members?

E. Financial.

The discussions were very fruitful and the executive feel that they now have a clear path for planning our next year and form the base for our plans leading up to our Silver Anniversary in 2015.

A. Incorporation: We want to achieve this goal in 2013. We see several steps to take including research for our name and possibly a name change. Several possible names were suggested. Fortunately our constitution and bylaws are up to date and in good order for us to take the step to incorporate.

We also discussed the nature and possible source of members for a Board of Directors. We discussed the role the directors would take in developing our business plan and giving good advice to the elected executive for achieving its goals. Sources such as the Orleans Chamber of Commerce and the AOE Council for suggestions for the possible Board members were discussed. We concluded the discussion by indicating that the Steering committee of Mary Ann Varley, Carmen Dufault and Ted Johnston would plan to continue to work to achieve this goal within the next year, pending new provincial legislation.

The discussion moved on to B. Arteast Memberships in the community. We looked at the corporate ones first. Many suggestions were made including those memberships that we share with those who have a common interest including AOE Council, the City of Ottawa Cultural Department liaison Mike Taylor, Ottawa School of Art and various other art groups/associations in the city. We felt we could do more collaborations and connect with community at large in new ways such as joint field trips etc. Secondly we looked at those community event which we have a shared or common interest. These included Nuit Blanche, Festival Orléans, Connect Café. We also considered how we could tap into their ideas and network with and through them. We specifically looked at the project by the Sculptor’s Network who are sponsoring work at the Ottawa Boys and Girls Club.

C. We looked at membership in Arteast. Discussions centered around how we hold on to members. Why members leave. What activities draw membership? It was generally felt that

members joined to show work in our shows. Ultimately we felt we needed to manage our membership list better with information on volunteering, interests, and abilities. We also looked at how we reward volunteers. We felt that the personal contact made with our members through all the phone calls made by Josie is an excellent contact with them. We also discussed awards such as reduced membership fees for longstanding executive and volunteers but we felt this should have a clearly established criteria which would be supported by all members. There was also a suggestion that we encourage shadow or mentors for each executive position in order to share out the workload and get new members to volunteer for executive positions.

D. Services to members. There are 4 items and we began with (1) displays/shows. All the shows seem to be working well with only a few little changes to be made. It was generally felt that Budding Artist needed to have tighter criteria for entry and have it published early especially to art teachers in the area and possibly through Café Connect. In addition, we would like to get a firmer handle on the contracts with the local libraries. Possibly a letter to the chief librarian and the library board to indicate how glad we are to have these opportunities should be written.

Next we tackled our internal (2) Communications. The actual cost of the paper newsletter and postage was a concern and we looked to streamline this. We receive money from the city for our Grow With Art/L'art en herbe and 40% of our newsletter costs are covered through this. But members must accept that without a grant we may have to increase fees in order to cover these costs. Email bulletins and website were praised as working very well. Possible "FaceBook" and "Twitter" were also discussed as ways to reach out to members. The brochure is highly effective and a really good way to attract members and inform them of all our activities. Evidence is that most members use the form on the brochure to join or renew their membership.

3) Grow with Art/L'art en herbe is such a wide ranging area that it was felt that they really needed to restructure. One area in membership professional development and another area is outreach to the community. We know we get our grant for our outreach so we would not want to make too many changes but to make it more easily administered. Would like the Grow with Art committee to restructure and present this to the executive. It was decided we would not add any more projects in this area until it is re-evaluated.

There was a suggestion that there was an urgent need for a reporter who would write the events for the Communiqué.

In (4) Other services we should provide to our members, we discussed rewarding and recognizing volunteers with a clearly established criteria. The 25th anniversary will provide us with a great opportunity to do this in a special way.

The last topic and probably the most important was the sound financial plan for the future. Specific information about each element of the budget will be needed if we are to make sound decisions not only for incorporation but also in regards to appropriate fees for all our shows and projects. An overview for each elements revenue and expenditures will be required in order to make a reasonable plan for the next and coming years.

Overall these were very necessary and engaging discussions and we thank all the members who participated to keep Arteast on a steady course for the future