



Church Street School Cultural Centre – operating as the Aurora Cultural Centre

Executive Director's Q1 2014 Managerial Commentary

Intended to accompany the Centre's Jan to March 2014 First Quarter financial statements.

Highlights – 2014 First Quarter

- 18 Instructional Programs Running during Q1
- 5 Musical Concerts Presented
- 4 free Community Events Presented
- 4 Heritage Events (including 1 Display of Artifacts)
- 6,396 Visits
- 800.5 Programming Hours
- 87% of time Centre was staffed, we were programming
- 1,487 Volunteer Hours Donated in Q1
- Growth in Facility Rentals



June 13, 2014

PROGRAMMING Q1 2014

Our programs are enjoying the support of a large number of participants. We are committed to presenting top quality cultural programming for our community. The Centre provides a mix of free, by donation and registered/ticketed events.

Art Exhibitions Q1 = 5

The Art Gallery program forms a major part of our operational plan to make the Cultural Centre accessible to everyone. All galleries are open free to the public to explore, be inspired and learn from. The exhibitions are changed regularly with great variety.

Jan 6 - 17 Aurora High School Grade 12 Art Students: <i>Grads 2014!</i>	Meridian/Blue/Great Hall & Reception Galleries
Jan 19 - Feb 2 Society of York Region Artists: <i>Showcase 2014</i>	Meridian/Blue/Great Hall & Reception Galleries
Feb 3 - March 15 Linda Dawn Lang: <i>Journey of Hope - A Decade of the Arctic</i>	Meridian & Blue Galleries
Feb - March 15 St. Maximillian Kolbe Catholic High School: <i>GRADS 2014!</i>	Meridian/Blue/Great Hall & Reception Galleries
March 17 - April 28 Toronto Watercolour Society: <i>Aquavision 2014</i> - 29 th Annual Spring Juried Show	Meridian/Blue/Great Hall & Reception Galleries

Heritage Displays of Artifacts Q1 = 3

There is always a display of artifacts from The Aurora Collection exhibited in the main reception area of the Centre. As well, the Centre has developed our "Community as Curator" program where Aurora citizens, organizations and businesses are invited to display their artifacts and collections throughout the year, also at the front reception area.

<i>The Nesbitt Family in Aurora</i> - Artifact Display	Community as Curator: Reception Display Case
<i>Railways of Aurora</i>	Aurora Historical Society: Reception Display Case
<i>Church Street School Artifacts</i>	Aurora Historical Society: Library Room Display

Concerts Q1 = 5

Concert season began again in January with all concerts either completely selling out or experiencing a full house.

<i>John Sheard & Wendall Ferguson</i>
<i>Judy Marshak Quartet, Valentine's Concert</i>
<i>Great Artist Piano Series: Moshe Hammer (violin) & Angela Park (piano)</i>
<i>SchoolHOUSE Song Circle</i>
<i>John Sheard & Tarra Hazelton</i>

Special Community Events Q1 = 12

Community events are initiated by the Centre, partnered by the Centre with other groups, or the Centre provides the location for a community event facility rental. However it comes about, a community event always welcomes the community into the facility for a special activity; often at no charge.

Aurora High School GRADS Reception
SOYRA Adult & Seniors walk and talks (2)
SOYRA Artists' Reception
Journey of Hope Artist's Reception with walk & talk
St. Maximilian Kolbe C High School GRADS Reception
Family Day Fiesta! – Ignite! PAN AM event – Brazilian Capoeira, music, art
Bark Carving Demonstration
March Break – 2 Inuit Stencil Painting workshops - child & youth
March Break – Sew Much Fun for Spring – Family Drop in Activity
March Break – Out of this World Creative Writing Workshop - youth

Instructional Arts Programs Q1 = 18

Our professional artists share their expertise and teach a vast array of creative classes. Winter Session:

Drawing & Painting	youth
Mixed Media Fun	child
March Break Mixed Media Madness	child
Beginning Small Group Guitar	Adult
Songwriting	Adult
Drawing, Sketching & More	Adult
Pen & Ink Techniques: An Into	Adult
Ukulele for Beginners	Adult
Printmaking for the First Time	Adult
Acrylics Level 1	Adult
Acrylics Level 2	Adult
Watercolours – afternoons	Adult
Watercolours – evenings	Adult
Wood Carving	Adult
Creative Writing for Beginners	Adult
Watercolours for Beginners Workshop	Adult
Negative Painting	Adult
Watercolour Travel Sketchbook	Adult

[Our *Spring* session of instructional programs began again in April.]

COMMUNITY PARTICIPATION Q1 2014

Community participation flows through everything that happens at the Centre and is evident in all we do. January and February were slower than anticipated due to the heavy winter we endured, and people stayed home. We also had to close the Centre to the public for maintenance for a few days and of course there were times when the parking lot and sidewalks could not be cleared as often as usual, making access difficult.

Despite this 6,396 visits were received in the First Quarter.

Here is just a taste of some activities at the Centre in Q1 2014!

- In January and February our 2 **ex officio Directors** were declared and Mayor Geoffrey Dawe and Councillor John Abel officially joined the Centre's Board of Directors.
- January is always a big **community art show month** at the Centre with the Grade 12 students from Aurora High presenting their annual show, followed by the Society of York Region Artists' group show and St. Maximillian Kolbe Catholic High School.
- January 27th we presented our **Budget** to Aurora Town Council and were pleased with the positive response received from around the table. We thank the Town of Aurora for its generous and continued support of the Centre.
- On February 7th Mayor Dawe and Councillor Abel joined our Treasurer Heidi Franken and myself for the 6th Annual **Voluntary Sector Reporting Awards** in Toronto. More than 140 charities were nominated and the Centre was one of 16 **finalists** named. We were pleased to be recognized with an *Honourable Mention for Excellence in Financial Reporting Transparency* award.
- For **Family Day** we presented our first Pan Am Games *Ignite* event with a full house of families participating in Brazilian Capoeira drumming and dancing activities filling Brevik Hall.
- The first **Public Meeting** of 2014 was held at the Centre on March 19.
- The first quarter saw several **well received** art exhibition openings, artists' walk & talks, musical concerts and workshops, and interesting and popular March Break activities. As well, the winter instructional programs rolled out seamlessly.
- The Centre's third-party 2013 **audit** was underway during this quarter.
- I continued to participate on the Town of Aurora's **Cultural Master Plan** steering committee.
- At the request of Council the Centre prepared and submitted a response to the **Request for Proposal** for the Management of The Aurora Collection.

OUR VOLUNTEERS Q1

Volunteers are another important measure of community participation at the Centre. Our volunteers donate thousands of hours of their time. All ages offer to volunteer at the Centre in operations; including couples and families volunteering together. We are always happy to welcome more people to our volunteer team. We offer a thorough orientation and interesting volunteer opportunities. Our Board of Directors and citizens sitting on occasional ad hoc committees are all volunteers and donate a huge number of hours to the governance of the Centre. We simply could not operate the Centre without our dedicated volunteer force.

VOLUNTEERS donated a total of 1,511 hours January to end March 2013

Operational Volunteers TOTAL hours donated Q1	582.5 hours (not including Board Of Directors)
Governance Volunteers Board of Directors & committee work TOTAL hours donated Q1	928.5 hours

FACILITY RENTALS – AN INDICATOR OF COMMUNITY PARTICIPATION Q1

Facility Rentals bring diverse community groups and organizations to the Centre where we are then able to further engage them with culture. We are seeing more and more return bookings who are now asking ...*"What will be showing in the galleries this time when we come?"*

In Q1 2014 we facilitated long-term, standing rental relationships with the following organizations:

- Quilters of York Region
- Society of York Region Artists (SOYRA)
- York Region Arts Council (YRAC)
- Aurora Community Band
- Pine Tree Potters
- Theatre Starts
- Aurora Farmers' Market
- Spotlight Theatre
- Aurora Performing Arts (Wave Theatre)
- York Region Children's Chorus

Some interesting bookings of note in Q1 were:

- Sandgate Women's' Shelter
 - Lois Brown, MP
 - York Region Public Health
 - York Region Strategic Policy
 - Holy 40 Martyrs Romanian Orthodox Church
 - Aurora Winter Blues Fest
 - Aurora Public Library
 - S-Trip
 - Across Boundaries
 - COMPASS
 - Private Rental
 - Private Rental
- Seminar
 - Pre budget community consultation
 - Training
 - Training
 - 5th Anniversary Celebration
 - Kick off concert and workshops
 - Training
 - Seminars
 - Seminars
 - Seminars
 - Surprise 50th Birthday Party
 - Piano recital

SUMMATION

Despite the challenges of a big "old fashioned" winter of snow blocked driveways, sidewalks and stairs, we were impressed with the numbers who persevered and made their way here to support artists showing at the Centre, take creative classes and workshops and enjoy a variety of first class musical concerts.

It is preferable to read this report in conjunction with our Q1 financial statements (unaudited- GAAPS) in order to more fully understand the activity that drives our financial standing. In this case Q1 2014 shows an increase in revenue and decrease in expenses over the same period in 2013.

We continued to enjoy and appreciate the support of volunteers at the Centre; both our Board of Directors, and our operational volunteers. We welcome volunteers to join us and become involved in the many interesting activities happening at the Centre.

Thank you to community and corporate sponsors who supported the Centre in Q1:



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Bonnie & Norbert Kraft



Laura Schembri
Executive Director
Aurora Cultural Centre

June 13, 2014