



## Managerial Commentary – Q2 2018

### Introduction

Activity continued to be vibrant as we moved into the second quarter. We closed out our 2017-2018 performing arts season, hosted our spring education programs with new workshops for the community, continued exhibitions in the gallery, launched the 2018-2019 Professional Arts Series rebranding, and publicly released our Inspire, Engage & Transform 2018-2021 Strategic Plan. This report will outline the activity of the second quarter (April, May, June 2018) and frame outcomes for the year within the strategic plan.

The strategic planning process included an internal and external analysis of the organization's environment and a review of the vision, mission, core values before landing on the goals that will drive operations for the next four years. The consultative process began in late 2015 with community consultation and was expected to complete in 2016, but was extended due to a change in leadership for the organization. Below are the goals guiding the Aurora Cultural Centre's operations over the next four years. The full strategic plan can be found on our website ([www.auroraculturalcentre.ca](http://www.auroraculturalcentre.ca))

1. Deliver professional performing and visual arts programming while supporting community engagement, education, and community arts practice.
2. Increase general brand awareness of the Aurora Cultural Centre and its programming in the community.
3. Proactively reach out to develop and sustain long-term collaborative partnerships and relationships with our stakeholders, diverse cultural groups and agencies, and other community-based organizations.
4. Maintain a solid financial foundation and sufficient human capital to achieve the goals defined by our Strategic Plan.
5. Remain a well-managed organization that is governed by a volunteer Board of Directors, demonstrating best practices in transparency, accountability and collaboration to our customers, stakeholders, staff and donors.

Thank you to our patrons, sponsors, donors, volunteers and the Town of Aurora who participated in the season and our strategic plan process. This report also shows the goals, objectives and strategies that have been employed to date on each goal.

# A SNAPSHOT OF AURORA CULTURAL CENTRE Q2 OPERATIONS

## April – June 2018

### THANK YOU TO OUR Q2 SUPPORTERS



### PERFORMING ARTIST SERIES

Artist/Event	Date	Genre/Series	
Vladimir Soloviev	April 13, 2018	Classical Music	GAMS
Ennis Sisters (SOLD OUT)	April 20, 2018	Celtic Music	Indie
James Campbell & Friends (rescheduled due to building power outage)	May 4 (5*), 2018	Classical Music	Great Artist Music Series
The Pick Brothers	May 11, 2018	Rock	Indie
John Sheard Presents British Invasion (SOLD OUT)	June 8, 2018	Classic Rock	Popular Music

\*Windstorm knocked out the power for the day and concert was rescheduled to Saturday afternoon. Thank you to Town Operations staff for assistance.

## **GALLERY PROGRAMS**

### **EXHIBITIONS**

#### **Hooked on Tradition**

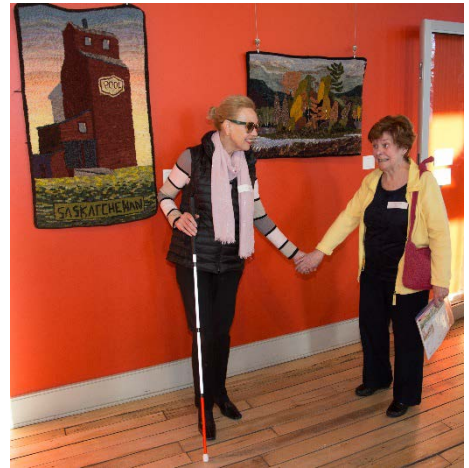
Exhibition of works by the Newmarket Rug Hooking Guild  
Red & Blue Galleries

March 10-April 28, 2018

Hooked rugs tell stories about events, people and communities. Besides their historical interest, they are visually compelling to audiences of all ages. They range from functional to decorative in use, and from primitive to modern in style. The exhibit presents over 100 traditional hooked rugs.

Opening Reception Friday March 23, 2018 6pm-8pm

Hands-on guided experience of traditional rug hooking with the artists from the Newmarket Guild on Wed March 14, 1 – 2:30 pm and Wed April 18, 6 – 7:30 pm.



#### **Botanica**

Exhibition of new works by Julia Hacker

Apple Suites & Great Hall Galleries

March 10 – May 5, 2018

Abstracted botanical life is invigorated through Ms. Hacker's interpretations on large canvases. Magically bright oils and metallic mixed media combine to create inspirational pieces that speak to the life cycle, daily meditations of growth and discovery.

Opening Reception Friday March 23, 2018 6pm-8pm

#### **The Pastel Artists Canada 27th Annual, Purely Pastel**

Open Juried Exhibition and Sale

All Galleries

Thursday May 10 to Sat Aug 4, 2018

The works selected for this exhibition will have great range and scope, illustrating the diversity and inherent potential in this most beautiful and flexible medium. Meet participating artists from across Canada and the United States at the opening reception that includes an awards presentation and silent auction on Saturday May 26 from 1:00 pm to 4:00 pm. The juror will be in attendance to give out the awards and there will be a great silent auction of pastel supplies. Learn more about the Pastel Artists of Canada [here](#).



Lucy Wallace, Steely Expression

Events:

Artist Reception- Awards Presentation & Silent Auction: Sat May 26: 1 – 4

Paint around Event: Tues May 29: 1 – 2 pm

Ways of Seeing:

The Pastel Story: Pigment & Art talk with Suzanne Godbout: Wed May 30: 6 – 7:30 pm  
 Guided art tours with Master Pastel Artists Ruth Rodgers, Kathy Hildebrandt and Robin Nyikos:  
 Mon May 28: 12 – 12:30 pm , Fri June 1st: 11:30am – 12 pm, Wed June 20: 1 – 3 pm  
 Pastel Artist Docent in the Gallery – Jennifer Assinck: May 16, 1-3 pm, & June 13: 6 – 7:30 pm

## Statistics

Number of Artists shown Exhibitions ending April - June Q2 2018: **TOTAL = 21 artists**  
 Number of participants in curated gallery tours for Q2 2018: **TOTAL = 48 participants**

## EDUCATIONAL PROGRAMS

Please see our spring term classes below:

### Classes for Children and Teens (8 weeks)

Famous Artists and Their Styles	Ages 4 – 6	Saturdays	9:30 am – 11:00 am	Apr 7 - Jun 2
Art in Stories and Pictures	Ages 7 – 10	Saturdays	11:15 am – 1:15 pm	Apr 7 - Jun 2
Abstract Ideas and Mixed Media	Ages 11 - 15	Saturdays	1:30 pm – 3:30 pm	Apr 7 - Jun 2

### Classes for Adults (16+) (8 weeks)

Beginning Guitar	Tuesdays	6:30 pm – 7:30 pm	Apr 3 – May 22
Beyond Beginning Guitar	Tuesdays	7:45 pm - 8:45 pm	Apr 3 – May 22
Start Painting Now with Acrylics!	Tuesdays	6:30 pm – 9:00 pm	Apr 3 – May 22
Expand Your Horizons in Acrylics Level 2	Thursdays	6:30 pm – 9:00 pm	Apr 5 – May 22
Exploring Watercolours	Thursdays	10:00 am – 12:30	Mar 22 – May 17
Exploring Watercolours	Thursdays	1:30 pm – 4:00 pm	Mar 22 – May 17
Watercolours: Basics & Beyond	Thursdays	7:00 pm - 9:00 pm	Mar 29 – May 24
Open Studio	Tuesdays	10:00 am – 3:00 pm	Apr 3 – May 22

### Short Courses/One-Day Workshops for Adults (16+)

<b>NEW!</b> Introduction to Glaze Oil Painting	March 21 – April 11	Wednesdays	6:30 pm – 9:00 pm
<b>NEW!</b> Florals Up Close – Watercolours	April 17 & April 24	Tuesdays	10:00 am – 3:00 pm
<b>NEW!</b> The Art of Botanical Drawing	April 21	Saturday	10:00 am – 4:30 pm
<b>NEW!</b> Crepe Paper Garden Roses	April 28	Saturday	10:00 am – 3:00 pm

## COMMUNITY RENTALS

Making the beautiful spaces within the Centre available to community groups, individuals and businesses, is an important aspect of the services the Centre provides to the community. The Centre is used by a diverse group or organizations that rent space.

- Addiction Services of York Region
- Aurora Community Band
- Aurora High School
- Aurora Music Academy
- Canadian Federation of University Women
- Dr. G. W. Williams School
- Edward Jones
- Mastermind Montessori
- Ontario Dental Hygienists
- Ontario Trillium Foundation
- Pastel Association of Canada
- Pine Tree Potters
- Scotiabank
- SOYRA
- Third Age Learning York Region

- Town of Aurora Museum & Archives
- York Region District School Board
- Watsons Family Karate School
- York Region Community & Health
- York Region Corporate Services
- 2 private bookings
- 3 Piano Recitals

One of our private bookings experienced a power outage due to service work being completed by the hydro provider during their rental. Town staff looked to accommodate the rental client in another venue. Power returned and so the rental was permitted to continue.

### **ACTIVITY STATS YTD Q2 2018**

	<b>2018</b>	<b>Q1</b>	<b>Q2</b>
1	Educational Programs	19	15
2	Volunteer hours donated	841	900
3	Art Exhibitions	4	3
4	Art Receptions & Artist Talks	8	33
5	Artists Exhibited	125	21
6	Curated Gallery Tours	0	6
7	Performing Arts Events	5	5
8	Family Activities	2	0
9	Public Meeting	0 (held in April)	2
10	Visitors	5763	6955

### **FINANCIAL STATEMENTS**

Please see Q2 Financial Report attached.

### **A Report on the 2018-2021 Strategic Plan**

Please see attached report on the progress made in the Inspire, Engage & Transform 2018-2021 Strategic Plan to June 2018 (Q2).

### **Organizational Information**

#### **CENTRE HOURS**

Business Hours	Monday to Friday	9:00 AM – 4:00 PM
Staff Base Hours	Monday to Friday	8:30 AM – 4:30 PM
Gallery Hours	Tues, Thurs, Fri & Sat	10:00 AM – 4:00 PM
	Wednesday	10:00 AM – 8:00 PM
	- <i>and during special events</i>	
Events	7 days per week	as required
Classes	Mon, Tues, Thurs, Sat	and as required
Community Facility Rentals	7 days per week	as required, up to 11:00PM

#### **AURORA CULTURAL CENTRE STAFF**

Executive Director	Suzanne Haines
Administration & Operational Services Manager	Carol Sharp

Communications & Events Manager

Gallery Manager

Gallery, Event & Marketing Coordinator | Volunteer & Co-Op Program Manager

Education & Visitor Services Coordinator

Administrative Assistant (part time)

Facility Supervisor (part time)

Jane Taylor

Clare Bolton

Stephanie Nicolò

Leanne DiMonte

Megan Thompson

Laura Beaton, Andrea Compton,

Christina diPaola

## **BOARD OF DIRECTORS – Q2 at end of June 2018**

### **EXECUTIVE**

President

Craig Mather

Vice President

Eric Acker

Treasurer

Laura Hostick

Secretary

Karen Johnston

### **DIRECTORS**

Damien Chan

Heidi Franken

Sharon Kelly

Michael Kennedy

### **EX OFFICIO TOWN OF AURORA DIRECTORS\***

Director

Councillor Wendy Gaertner

Director

Councillor Tom Mrakas

### **COMMITTEES OF THE BOARD OF DIRECTORS**

Executive Committee

Governance & Nominating Committee

Finance & Audit Committee

Fund Development Committee

### **MEETINGS**

The Board of Directors meet 10 times per year and committees meet as required.

*\*Ex-officio Directors have the full rights & responsibilities of Directors of a corporation under the Ontario Corporations Act.*

## **COMPLIANCE & REPORTING CONTROLS**

The Centre has strict compliance, oversight and reporting procedures in place; third party bookkeeping, a Finance & Audit Committee, several specialized Board committees, the day to day oversight of the Executive Director and the monthly review by the Board of Directors who each have personal and collective fiduciary responsibilities related to the governance and financial health of the Centre.

### **MONTHLY**

#### **Financial**

- Third Party book keeper reconciles financial activity each month and creates financial statements that are reviewed by Treasurer, Finance & Audit Committee and Executive Director (ED).
- Statement of Account for Current Source Deductions (and payment) made to CRA.

#### **Operational**

- ED creates monthly activity report and presents to Board of Directors; once approved this is posted to the public website.

## **QUARTERLY**

### **Financial**

- Treasurer creates GAAP quarterly financial report based on book keeper's financial statements. This is reviewed by the Finance Committee and presented to the Board. Opportunity for questions from Directors. Once approved, ED provides this report to the Director of Community Services at the Town of Aurora as per our Agreement (and to the Mayor, Town Council, and Town CAO as a courtesy).

### **Operational**

- ED creates a Managerial Commentary reporting on activities during the quarter in question.
- This is presented to the Board. Once approved, ED provides this report along with the Quarterly financial Report to the Director of Community Services (and Mayor, Council, and CAO). This report is posted on public website.

### **Oversight**

- ED provides a compliance statement to the Board stating that all payments have been made and all areas of the Centre's compliance responsibilities have been met.

## **ANNUALLY**

### **Town of Aurora**

- As per Agreement

### **Canada Revenue Agency (Federal Government)**

- Registered Charity Information Return
- Ontario Corporations Information Act Annual Return

### **Imagine Canada**

- Annual report on compliance of the Standards identified by IC as a requirement of our accreditation.
- Board reviews Compliance report and IC comments

### **Current Funders (this is variable)**

Young Canada Works in Museum Organizations via Canadian Heritage, (Federal Government)

Canada Summer Jobs via Employment and Social Development Canada (ESDC), (Federal Government)

Canada Arts Presentation Fund, Canadian Heritage

### **Financial Review**

Third Party Audit undertaken annually (not legally required until budget reaches \$1 Million).

Financial standing publicly posted annually on the websites of the CRA, Imagine Canada, and our website.

## **ONGOING COMPLIANCE**

- Town of Aurora
- Banks
- Insurance
- Canadian Anti-Spam Legislation (CASL)
- Service Ontario (Provincial Government)
- Canadian Code of Practice for Consumer Protection in Electronic Commerce

- SOCAN

### **IN SUMMARY**

It has been a very busy quarter with the organization adopting a new strategic plan that governs staff activity and outcomes for the community. Come and enjoy our 2018-2019 Professional Arts Series which includes transformative and bold free gallery programming, ticketed concert and theatrical events and free special event programming.

*Respectfully Submitted,*

*Suzanne Haines*  
Executive Director

[www.auroraculturalcentre.ca](http://www.auroraculturalcentre.ca)  
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