



AGENDA

Public Meeting

April 11th, 2017

6:30pm

Eric Acker, Chair

| | | |
|---|--|----------------|
| 1 | Welcome to the Public | All |
| 2 | Introduction of Board of Directors | Eric Acker |
| 3 | Managerial Commentary | Suzanne Haines |
| 4 | Upcoming highlights | Suzanne Haines |
| 5 | Opportunity for Q & A | All |
| 6 | Confirmation of Next Public Meeting: June 13 th , 2018 | All |
| 7 | Board of Directors will now convene in Library and guests are welcome to view the galleries until 8PM. | All |



Board of Directors – April 11, 2018

EXECUTIVE DIRECTOR’S UPDATE March 2018

Programs

Professional Live Performance Series

The performing arts series continues as follows:

| | | | | |
|---|----------------|------------------------------|--------------|---------------------------------|
| To Be Determined Theatre Co presents Jillian Jiggs | March 15, 2018 | Family | Theatre | SOLD OUT 168 paid 4 comps |
| Welcomed beloved author Phoebe Gilman's daughter Melissa Bender, who was seeing it for the first time | | | | |
| John Sheard Presents Wendell Ferguson | March 23, 2018 | Popular Music | Classic Rock | 99 paid 4 comps |
| Vladimir Soloviev, piano | April 13, 2018 | Great Artist Music Series | Classical | |
| The Ennis Sisters | April 20, 2018 | Popular Music | Celtic | SOLD OUT |
| James Campbell ensemble | May 4, 2018 | Great Artist Music Series | Classical | |
| The Pick Brothers Band | May 11, 2018 | Popular Music | Indie | |
| John Sheard Presents the British Invasion | June 8, 2018 | Popular Music | Folk/Roots | SOLD OUT |

PLEASE NOTE WE WILL BE LAUNCHING OUR 2018-2019 PERFORMING AND VISUAL ART SEASON ON JUNE 8, 2018 FROM 6PM-8PM AT A PRESHOW RECEPTION FOR DONORS AND SPONSORS. PLEASE ATTEND AND INVITE PROSPECTS TO THAT EVENT.

Educational Programs

Classes and workshops continued for winter season.

Classes for Children and Teens (8 weeks)

| | | | | |
|---------------------------------|--------------|-----------|--------------------|-----------------|
| Famous Artists and Their Styles | Ages 4 – 6 | Saturdays | 9:30 am – 11:00 am | Jan 13 - Mar 10 |
| Art in Stories and Pictures | Ages 7 – 10 | Saturdays | 11:15 am – 1:15 pm | Jan 13 - Mar 10 |
| Abstract Ideas and Mixed Media | Ages 11 - 15 | Saturdays | 1:30 pm – 3:30 pm | Jan 13 - Mar 10 |

Classes for Adults (16+) (8 weeks)

| | | | |
|-------------------------------|----------|-------------------|-----------------|
| Drawing, Sketching, Pen & Ink | Mondays | 6:30 pm – 8:30 pm | Jan 22 – Mar 19 |
| Wood Carving | Mondays | 6:30 pm – 8:30 pm | Jan 22 – Mar 19 |
| Beginning Guitar | Tuesdays | 6:30 pm – 7:30 pm | Jan 23 – Mar 13 |

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| Beyond Beginning Guitar | Tuesdays | 7:45 pm - 8:45 pm | Jan 23 – Mar 13 |
| Start Painting Now with Acrylics! | Tuesdays | 6:30 pm – 9:00 pm | Jan 23 – Mar 13 |
| Expand Your Horizons in Acrylics Level 2 | Thursdays | 6:30 pm – 9:00 pm | Jan 25 – Mar 15 |
| Exploring Watercolours | Thursdays | 10:00 am – 12:30 | Jan 18 – Mar 8 |
| Exploring Watercolours | Thursdays | 1:30 pm – 4:00 pm | Jan 18 – Mar 8 |
| Watercolours: Basics & Beyond | Thursday | 7:00 pm - 9:00 pm | Jan 25 – Mar 15 |
| Open Studio | Tuesdays | 10:00 am – 3:00 pm | Jan 16 – Mar 6 |

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

| | | | |
|--|---------------------|------------|--------------------|
| NEW! A Winter Walk in Watercolours | February 20 & 27 | Tuesdays | 10:00 am – 3:00 pm |
| Silver Wire Jewellery | March 3 | Saturday | 10:00 am – 4:00 pm |
| NEW! The Art of Celtic Knotwork | March 17 | Saturday | 10:00 am - 1:00 pm |
| NEW! Introduction to Glaze Oil Painting | March 21 – April 11 | Wednesdays | 6:30 pm – 9:00 pm |

Spring and summer classes went on sale March 2, 2018. Spring classes begin in April.

Gallery & Exhibitions

Mayor's Celebration for the Arts

Red, Blue, Apple Suites & Great Hall Galleries

February 3 – March 3, 2018

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

March Break Crafter-Noon

March 14 from 1-4pm

Very busy free family March Break Art Event. So many people we had to stagger entrance by having families wait in the galleries and called in when others left.

Community Partners / Rental events

The following rental clients joined us in March:

Aurora Community Band x 4

Catulpa Community Support Services x2

Community Living of York Region

Family Services of York Region

Paskke Quartet

RBC *new rental

Redemption Church

Society of York Region Artists x 2

The Spiritual Assembly of the Baha'is of Aurora

York Region Community & Health Services

York Region Environmental Services

Administration

- The office was closed March 30 and April 2, 2018.
- Applied for Ontario Arts Council Presentation projects grant (\$20,000) on March 28 – received \$5,000 in the past
- Robin McDougall started as the new Director of Community Services for the Town of Aurora on March 26, 2018. First meet was on April 3 followed up with a meeting on April 10
- Received Young Canada Works funding for three summer students.
- Audit field work took place March 19th and 20th.
- Marketing initiative: The Speakeasy: Your Passport to Arts and Culture in Aurora on CHOP 102.7 FM Pickering College (see attached)
- Engaged photographer Glenn Rodger to create a photo bank for branding. He attended a variety of educational classes for adults and children, March Break family theatre, show Jillian Jiggs, the gallery launch for Hooked on Tradition and Botanica, and John Sheard Presents Wendell Ferguson.
- Created and disseminated SurveyMonkey Customer Service survey. Survey was overhauled from previous years and designed as a baseline for the start of the 2019 strategic metrics. The survey was also sent to Town of Aurora staff directly and through the Town's Aurora Matters e-newsletter to try to hear from more of the community than just those attending the venue.

Facilities

- We continue to experience WIFI instability and issues within the network. Town IT are creating a solution to propose for implementation in 2018.
- Mark McKay, full time town operational support staff, was moved to Town Hall as of April 2, 2018. We are in discussion to find a solution for continued operational support.
- Exterior signage is on a conditional approval in the capital program. A further report to Town Council is required to move the project to the next phase.

Human Resources

- We are recruiting for a new Administrative Assistant. The posting closed March 26th.
- Staff are enrolled in various professional development activities (schedule attached). We continue to look for free resources to support the learning and growth of staff.
- Benefit plan was renewed with Sun Life with a 1.4% reduction on our previous rates. Staff will receive a Lunch n Learn educational workshop outlining the benefits program on April 25, 2018. Lunch will be provided by the Aurora Cultural Centre.

Board Activities

- Finance Committee Meeting:
- Fund Development Meeting: March 7
- Attended Imagine Canada reaccreditation webinar with Governance Committee members

Community Connections/Artistic Events

- Met with Town Senior staff
- Met with Don Pangman, Art House Executive Director
- Attended "Honour, Confessions of a Mumbai Courtesan" (play)
- Met with Town HR Manager to discuss compensation program and pay equity tools
- Attended Aurora Chamber of Commerce WIN lunch April 10
- Attended Rev. Dawn Davis (Trinity Anglican Church) farewell reception
- Met with Trinity Anglican Property Committee
- Attended Trinity Anglican Church Property Committee presentation with real estate developer
- Existing and Prospect Sponsor meetings

Respectfully Submitted by
Suzanne Haines, Executive Director
Aurora Cultural Centre

The Speakeasy: Your Passport to Arts and Culture in Aurora **CHOP 102.7 FM Pickering College**

This is a new monthly radio program co-programmed by Jane Taylor, Communications & Events Manager at the Aurora Cultural Centre, and Reccia Mandelcorn, Manager of Community Collaboration at Aurora Public Library

- Each month they take turns in the lead chair, taking care of the programming for that month. The co-host attends to help facilitate the questions and add more interest. Typically one or two live/phone interviews with local arts orgs, along with pre-arranged music from the radio's catalogue
- Happens the first Wednesday of the month, at 10 am; show is then transferred to a SoundCloud file and shared on our FB page. Future plans to find a home for it as an archive on our website
- Schedule to date:
 - February 7
 - debut show, featuring Greg Smith talking about the Aurora Winter Blues Festival
 - Also promoted our Ken Whiteley & Freedom Blues show
 - March 7
 - We didn't end up converting this one to a SoundCloud due to technical issues
 - Vlad Soloviev had a fender bender on the DVP, so didn't make it up to the studio
 - Then, the phone interview we had with Alexandra Lent of TBD Theatre had technical difficulties - although we did manage to get an interview
 - April 4
 - A feature with 2 members from Theatre Aurora talking about their newest play, then interview with APL staffer Cindy Shaver about their doc film festival
 - selection of April listings from the Centre - galleries, events, concerts
 - featured Ennis Sisters piece to end the show on the live version (not SoundCloud)
 - Next up May 2
 - Jane hosting, featuring Shawna and Corrie from the Town of Aurora Museum talking about the play Temple of Fame
 - plan also to feature The Pick Brothers on a phone interview, if available

| Professional Development | | | | |
|---------------------------------|-------------|--|-------------|---|
| <u>Staff Member</u> | <u>Date</u> | <u>Item</u> | <u>Cost</u> | <u>Offered by</u> |
| Jane Taylor | 29-Nov-17 | Social Media Trends | Free | Offered by Hootsuite/ @hootbusiness |
| Carol Sharp | 1/10/2018 | Quickbooks | \$ 75 | AMB Bookkeeping |
| Carol Sharp | 1/15/2018 | Quickbooks | \$ 150 | AMB Bookkeeping |
| Jane Taylor | 31-Jan-18 | Stand Out Subject Strategies | Free | Offered by SquarePeg for Constant Contact |
| Jane Taylor | 21-Feb-18 | Google Analytics Introductory Platform | Free | Offered by Capacity Interactive |
| Clare Bolton | 2/21/2018 | The Artist Project | Free | Offered ticket for position |
| Stephanie Nicolo | 2/21/2018 | The Artist Project | \$ 30 | |
| Jane Taylor | 26-Feb-18 | Online Surveys that Work | Free | Offered by SurveyMonkey |
| Jane Taylor | 6-Mar-18 | Understanding Your Constant Contact Email Marketing Reports | Free | Offered by Constant Contact |
| Jane Taylor | 21-Mar-18 | Introduction to Search Engine Marketing | Free | Offered by Capacity Interactive |
| Jane Taylor | 11-Apr-18 | 10 Tips that Make or Break Nonprofit Websites | Free | Blackbaud |
| Stephanie Nicolo | 4/11/2018 | 10 Tips that Make or Break Nonprofit Websites | Free | Blackbaud |
| Jane Taylor | 17-Apr-18 | How Nonprofits Can Get \$10,000 Per Month In Free Google Advertising | Free | Google |
| Suzanne Haines | 19-Apr-18 | Top Compliance Issues for NFP | Free | Charity Village |
| Jane Taylor | 14-May-18 | Wee Festival: Cut Outs | \$ 12 | Theatre Direct |
| Jane Taylor | 15-May-18 | Wee Festival: Baking Time | \$ 12 | Theatre Direct |
| Jane Taylor | 15-May-18 | Wee Festival: Sisters, the Warm Embrace | \$ 12 | Theatre Direct |
| Jane Taylor | 16-May-18 | Wee Festival: Ssst! Secrets of a White Rabbit | \$ 12 | Theatre Direct |
| Jane Taylor | 16-May-18 | Wee Festival: Flying Hearts | \$ 12 | Theatre Direct |
| Jane Taylor | 20-Jun-18 | Taking the Fear out of SEO | Free | Capacity Interactive |

Booked to date: 4/9/2018