aurora cultural centre

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 13th , 2018	All
7	Board of Directors will now convene in Library and guests are welcome to view the galleries until 8PM.	All

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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	88 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

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

Porfessional Development				
Staff Member	Date	Item	Cost	Offered by
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