



Minutes of the Board of Director Meeting November 26th, 2023, 14:00 (2PM) 1147 Ferguson Rd, Beckwith Township

Invitees: Suzanne Deschênes, Anne Forsythe, Susan Gray, Nancy Higham, April Judson, Nancy Keach, Laurette Lafleur, Lee Thirlwall, Robert Reid, Kate Kechnie, Trina Ganson, Patti Clarke, Thérèse Boisclair.

Regrets: Thérèse Boisclair (comments), Nancy Higham, Kate Kechnie, Nancy Keech, Lee Thirlwall (Comments)

Minute Taker: Suzanne Deschênes

Agenda:

1. Call to order and attendance
2. Additional agenda items to be added – no new items were added. Potential new Board Members were asked to complete their Consent to Act as Director forms pursuant to the Ontario Non-Profit Corporations Act (ONCA).
3. Future Meetings:
 - February 4th, Final Planning Meeting, Arena Boardroom 2-5 pm
 - April 14th, Annual General Meeting, Arena Boardroom 2-5 pm
 - May 26th, Post AGM Meeting, 1147 Ferguson Rd, Beckwith Township

Results 2023

4. Memberships -193 total
5. Bursaries - \$3600 paid in total to the two local High Schools
6. Art-in-Public Places – 2 venues lost (Smilez dentistry, Comfort Inn)
7. Newsletters – Call to Members sent on the 15th of each month, Artsy Happenings sent to 'Friends of Arts Carleton Place on the 30th). Ran into problems after the Itty Bitty Show as Mailchimp free subscription limited to 500 e-mails which was exceeded and Mailchimp failed to communicate to ACP that the account was frozen. The list was moved to Mailer Lite but with the advent of the Itty Bitty Show, the addition of 238 new e-mails would have surpassed their free subscription threshold of 1,000. Resolution passed unanimously to upgrade the subscription to next level at a cost of potentially \$700 CA per year. The format of the newsletters was enhanced and no longer requires access to a browser to be read. A Browser option is still available for members with laptops and desktop hardware.
8. Website Hosting: Go Daddy offered a 3-year hosting package which would offer a staging platform so that website changes could be performed before the website went live. The pricing was quite similar to the existing package, so ACP moved to the new hosting platform and redesigned the website before it being launched in October.
9. Paint-ins: Launched in September at no cost to members of ACP. The venue is the Sarah Moffat Studio (SM Art Studio) which is a very spacious venue able to accommodate artists working at small, medium and large-sized pieces. Currently 4-6 members are attending regularly. This is expected to increase over time. The Board decided to stay with the SM Art Studio for 2024-25. 6 folding tables were purchased and are currently stored at the studio.
10. Preliminary financials were circulated with final figures available in early January once the December bank statement is received. The 2022 base year was recalculated to be in line

with the motion passed at the 2022 AGM so as to exclude past through revenues collected and paid to members for the sales at both of the art shows organized by ACP.

11. Support to other Art Groups: Payments made in 2023 include: CP Gallery \$10,000, MUDDs \$600, Core Youth \$200, Town Signers \$250, Indigenous Fair \$150, Interval House \$250, Bursaries \$1800 each to CP High School and Notre-Dame High School.

12. Spring Juried Art Show:

Summary with prior year in parentheses. Vendors 78 plus 4 community groups although one did not show. The show was not allowed to take place in the arena and a mad scramble ensued to accommodate the artists in 3 areas of the arena. Some additional expenses (i.e grid rental) were incurred. Sales \$28,089.05 (\$23,765.50); promotion included 150 lawn signs, 2000 postcards, Facebook/Instagram Burst; article and ad in The HUMM, electronic calendars, free promotion on TV. A lost on food and beverage occurred so it was decided to discontinue this feature of the show and the participating artists were asked to use the arena canteen should they wish not to bring their lunches. The kitchen remains available for use to make coffee, tea and heat lunches. Bursary jar collected \$1838.05 (\$1477.75) and attendance 1430 (530).

13. Itty Bitty Show Summary with prior year in parentheses. Vendors 52 with 4 drop-out only 1 replacement found. The show took place in the Upper Hall of the arena and the lay-out was east-west with large 7-foot aisles. Three volunteers attended to the pay station on Saturday morning reducing delays to no more than 3 minutes (estimate) and no long line-ups. Sales \$27,914 (\$28,011), promotion included 150 lawn signs, 2000 postcards distributed outside Carleton Place, Facebook/Instagram Burst (centered at Bronson and Carling); article and ad in The HUMM, electronic calendars, free promotion on TV, paid for radio ads on Rouge FM and Lake 88.1. Many francophones noticed an increase in the number of francophone visitors. An analysis of reach by neighbourhood is currently underway with results tabled no later than the February meeting. The use of paid-for arena staff to move the grids up and down as well as sponsored sleeve bags made the show run smoothly. The assistant show coordinator has stepped down and the coordinator will try to find one or two non-participating artists to help with the next show. Friends of Arts Carleton Place saw 239 additions to their rolls. It should be noted that every buyer was given a postcard promoting the next spring show.

New Business (2024)

14. Board of Directors 2024-2025 and beyond

A call to participating artists at the Itty Bitty Show encouraged 5 members to put their names forward of which 3 participated in this meeting as observers. Thérèse Boisclair, Pattie Clarke, Trina Ganson, Kate Kechnie and Robert Reid had their first taste of an ACP Board Meeting. A follow-up of their continued interest will be done prior to the February meeting. Susan Gray volunteered to be the liaison with the CP Gallery. Post-meeting survey of the current Board led to the resolution to put forth the names of Thérèse Boisclair, Patti Clarke, Trina Ganson and Robert Reid to the membership as new members of the Board.

15. Approval of executive

The Board approved the continuation of the Executive Committee for another year. Contingency replacements for the Social Media Coordinator and the Treasurer should be sought. A 4-year commitment is required to fill these positions. April Judson will be examining criteria for inclusion of items on Social Media to ensure that posting are of benefit to our members.

- Membership Coordinator – Lise Sanderson
- Webmaster – Gillian Marston
- Social Media – Pam Stewart
- Treasurer – Danielle Barabé-Bussières

- Executive Director – Suzanne Deschênes

16. Membership Fees

After discussion, it was decided that members will vote at the next AGM to an increase in fees of \$5,00 from the current \$25 per year to \$30.00 per year.

17. Financial Statements Projections

As noted above, final financial projections for 2024 will be made available in time for the next Board Meeting. During the general discussions, it was also noted that since the Town of Carleton Place subsidizes the venue for shows, a residency criteria be added to the show application form so that artists who were members in 2023 or live within zone1 (50 km of Carleton Place) be identified separately from all members with the intention of giving them a chance (if juried) at no less than 90% of the vendor spaces available at any of the shows organized by ACP. Artists who become members so they can get a spot at the show or live in outside of zone 1 would still be eligible for the remaining 4-6 spots.

Nota: Based on shows for 2023, everyone who applied and/or got juried in would still be eligible for a spot so this wording is very much futuristic .

18. Bursaries would be reduced to \$1600 per High School or \$3200 in total.

19. Newsletters

No change is foreseen with Scott Crossley continuing as writer/editor.

20. Paint -ins

The Board decided to stay with the SM Art Studio for 2024-25. Anne Forsythe to confirm the number of weeks so that the fee can be negotiated and added to the 2024 expenditure statement forecast.

21. Support to the arts

Support for MUDDs \$600, Core Youth \$200, Town Signers \$250, and Interval House \$250 to continue.

22. Art shows

The venue for shows will continue to be the Upper Hall of the arena with floor plans to run east-west. The venue is well ventilated, and the arena staff do a terrific job getting the grids transported to and from the truck. Booth prices to be identical for both shows and will be dependent on size of booth: i.e., 2x8x2- \$155; 2x10x2 - \$160; 4x8x4 -\$170; 4x10x4 - \$185. It was resolved that 2 feather flags would be purchased with 50% of the cost attributed to each show. 75-80% of the booth cost will continue to be spent on promotion.

- Spring

Promotion will include all media channels used in the pass and will be supplemented by a test run of banner ads on the Weather Network. There will be no demos and no space for community booths. Robert Reid has agreed to supply information non proprietary information on how West Carleton Art Society (WCAS) runs its jurying of applicants' process. Robert supplied the following information. WCAS juried 36 applications to take-in 31 applicants. The jurists were paid \$150 each (3 of them). The criteria used by WCAS is very similar to that used by ACP as are the qualifications of the jurists. Having received this information, another test will be done with a third group once the jurying for the SFAS is complete so sometime in April.

- Fall Itty Bitty Show

No change in the planning or delivery of the show is expected currently.

23. Refilling the coffers and making ACP Members come first.

Revenues to refill coffers is expected to come from memberships (\$2,500) and commissions from shows (\$1,800 each) as well from the subsidy from the Town of (\$1,500) – total \$6,000 (all else being equal). An unplanned expense or unforeseen donation would alter this outlook. Safe to say, an additional cushion of \$15K - \$20K will probably not be reached until 2025.

24. New Initiatives

All Directors are requested to come up with initiatives that benefit the members over the next year so that they can be evaluated and priced so that ACP can act without delay when the time comes.

25. Literary Artists

Laurette Lafleur met with authors and her summary is attached as an appendix. She has been asked to supply a list of names, e-mail addresses and genre for the participants of her research. Having read the final summary again.

The potential areas where ACP could get involved:

- A. Reading nights
- B. Sponsored workshops with the HUMM (AI being of interest)
- C. Book selling/signing event at the SFAS (could accommodate 10-12 authors on stage).
- D. Keep price of booth negligible (currently seen as exorbitant).

The approval of the expenditure of \$300 was postponed.

26. Other Business

No new business items were added.

27. Close of Meeting

Meeting was adjourned at 5PM.