



WOODSTOCK ART GALLERY

December 3, 2024: Director/Curator Report

1.0 Diversity and Inclusion

1.1 Prioritize diversity and inclusivity through all operations, to proactively and respectfully engage a wider array of partners, audiences, Board members, volunteers and program participants.

- ❖ The Education Team (Stephanie Porter, Head of Education and Deanna Logon, Education Coordinator) received \$500.00 from Oxford Community Foundation to purchase 6 sensory backpacks from Autism Canada to assist with delivering programs to neuro-diverse children.

1.2 Increase the representation of women and IBPOC artists in exhibitions, education and collecting programs.

- ❖ See exhibition schedule – selection of Carl Beam, *Columbus Suite*, prints proposed as a long-term loan to the Gallery will be displayed in the first-floor foyer in Spring 2025.

2.0 Capacity Building (space and resources, human, time, and money)

2.1 Preserve the organization's change-nimbleness through staff and Board training, recruitment, and succession planning that is proactive towards emerging trends and opportunities.

- ❖ Strategic Plan Tune-Up Report included with Board Packet for deliberation and adoption.
- ❖ Welcomed to the team Braeden Gruber, Installation Technician

2.2 Grow programming, partnerships, and revenue generation opportunities by activating the development of the fourth floor.

- ❖ Kick-off meeting with the selected architects for the 4th Floor was held. Purge of items from the 4th floor underway.

3.0 Digital Drivers

3.1 Imbed digital dimension(s) into exhibition/education/collection experiences to balance and work in tandem with physical in-person programming.

- ❖ Stephan Cam, Digital Projects Coordinator along with Angie Poirier, Vice Chair and her daughter participated in the City of Woodstock's Holiday Staff Christmas Party offered a "trading card" activity with the participants while at the same time promoting the offerings of the Gallery.





WOODSTOCK ART GALLERY

- ❖ Cam currently is working on an edited video of the conversation on abstract painting held between artists Frances Thomas and Ron Shuebrook. This video will be played in the exhibition venues (Art Gallery of Northumberland, Cobourg, ON and Art Gallery of Algoma, Sault Ste Marie, ON) who are hosting the exhibition *In Conversation*.

3.2 Acquire technology/tools and training to support operational efficiencies and data-driven decision making.

- ❖ Purchased a large TV and stand for TMMC Education Studio to be used for concurrent education programming.
- ❖ Sara Cuthbert, Gallery Operations Coordinator, attended American Alliance of Museums webinar - Future Chat: Diving into Museum Data (see key takeaways attached).

3.3 Grow digital communications (marketing, advertising, public relations) to drive engagement and increase accessibility and fundraising.

- ❖ Giving Tuesday campaign launched on Monday December 3rd. Includes dedicated newsletter to members, social media posts and emails to over 150 individuals. Mail letter campaign is suspended due to postal strike.
- ❖ See Sprout report attached.

4.0 Public Engagement

4.1 Reinforce and grow WAG's public profile through consistent and frequent expression of its identity (e.g., leveraging the launch of the new logo to grow the public's familiarity with it), its values, and community benefits/contributions.

- ❖ New branded water bottles in the gift shop just in time for Holiday gift giving.
- ❖ All programs are winding down for the holiday break. Excellent feedback received regarding the adult watercolour class recently concluded with new instructor Bob Phillips.

4.2 Sustain valued partnerships and pursue others that share WAG's values and recognize the benefits of mutual investment and return.

- ❖ Completed Big Brothers Big Sisters SOAR (social opportunities activities program) program partnership for Fall/Winter 2024 and will look to schedule more sessions in the new year. The SOAR Program is





WOODSTOCK ART GALLERY

a group program for waitlisted young people to engage in while they are waiting for a 1:1 match through BBBS.

4.3 Reconceive the WAG membership program and its value exchange. Proactively connect with local community leaders and influencers to grow WAG's goodwill and reach in the community.

- ❖ Annual Holiday Cards have been printed and delivered but cannot be mailed out due to the postal strike.

5.0 Fiscal Responsibility

5.1 Attract and secure a mix of long-term funding streams (corporate, private, public, and self-generated).

- ❖ Matching campaign for donations over \$250 provided by the Dr. Leonard Reeves Foundation.
- ❖ Sara Cuthbert, Gallery Operations Coordinator is in the final stages of finalizing the Canada Helps online donation portal that will automatically generate tax receipts alleviating hours of manual work.

5.2 Strengthen WAG's resilience — business continuity and sustainability — through proactive risk mitigation and management.

- ❖ Keziah Hope, Facility Rentals / Special Events Coordinator is currently updating all rental documents, forms, as well as the website and ordering new equipment in preparation for 2025.





WOODSTOCK ART GALLERY

Recent Media:

Marcie Culbert, *Heart FM*, "Holiday season begins in Woodstock." Nov. 15, 2024.
<https://www.heartfm.ca/news/local-news/holiday-season-begins-in-woodstock/>

Woodstock Ingersoll Echo, "Ingersoll and Woodstock kick off the Christmas season." Nov. 22, 2024.
www.granthaven.com/_files/ugd/a53e8e_41ad340050d44b30abbaa35e4ec187b9.pdf

Mary Reid, *Sentinel Review*, "Florence Carlyle – The New Woman," Dec. 3, 2024. A2.
Print only

Other coverage to note:

Emily Stewart, *Woodstock Ingersoll Echo*. "Crafty Corner Tea Room lights up for disability employment awareness." Nov. 8, 2024.
https://www.granthaven.com/_files/ugd/a53e8e_b3b800dc7f0c430491ba5e3c5a0dd61c.pdf

- The owner mentions city hall, the museum and the art gallery as other places she would like to see participate



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