



Sooke Fine Arts Society Agenda

Annual General Meeting

October 26, 2017, 7pm

Potlatch Room, Sooke Harbour House

Board Members in Attendance: Geraldine McGuire, Wayne Fritz, Danny Huszar, Eileen Badiuk, Deb Johnston, Dave Bennett, Murray Tomkins, Linda Teneycke

Staff in Attendance: Christa Rossner, Jennifer Hayward

Others in Attendance: 28

Total: 38

1. Call to Order & Opening Remarks – Geraldine McGuire

Geraldine called the meeting to order at 7:07pm.

2. Approval of 2017 AGM Agenda

A motion to approve the 2017 AGM Agenda was made by Dave Bennett and seconded by Deb Johnston.

No discussion. Approved.

3. Approval of Minutes of Annual General Meeting held October 27, 2016

A motion to approve the 2016 AGM Minutes was made by Deb Johnston and seconded by Terry Cristall.

No discussion. Approved.

4. President's Report – Geraldine McGuire

Report Highlights:

- Geraldine described the 2017 Sooke Fine Arts Show as an outstanding success, and applauded all those involved, past and present, for their commitment to the process and the exceptional quality of the event.
- 2017 also brought a complete change of staff. Catherine Keogan left the SFAS at the end of 2016 to start a family. Christa Rossner took Catherine's place in the Executive Director role and Jennifer Hayward took over the role of Administrative Coordinator. Kudos to both Christa and Jen for all their hard work this year, and to the collective effort of everyone involved. It wasn't just a fluke that everything came off so well.
- Geraldine also extended a very sincere Thank You to all those volunteers and other supporters who contributed to this year's success.
- As announced at the opening of Artist Celebration Evening on July 29th, 2017; this year the SFAS was humbled to receive a bequest from Eva Bebington. The bequest, which will likely be in the ballpark of \$150,000 is an honour and a responsibility. The Board established a committee, headed by Dave Bennett and including Danny Huszar, Wayne Fritz and Gerard LeBlanc, to recommend how to manage the bequest. Based on their recommendations, the Board unanimously decided to work with the Victoria Foundation in managing the bulk of the bequest funding.
 - o \$10,000 was put into in a Victoria Foundation endowment fund and matched by a \$7,500 grant from the Victoria Foundation. The endowment fund will be used to fund youth scholarships.

- A three year retractable Fund of \$100,000 was established to be managed by the Victoria Foundation. It will also provide annually accrued interest to the SFAS.
- A sum of \$20,000 was set aside for Infrastructure renewal. The Board has since formed an ad hoc committee (the Show Infrastructure Committee”) led by Murray Tomkins and Christa Rossner to assess show infrastructure requirements and to develop a plan to deal with necessary infrastructure replacement and repair.
- All monies from the bequest have yet to be finalized, but we believe we can earmark a further \$5,000 for infrastructure funding with any remaining monies to go into a contingency fund.

The Board chose to use the bequest as an opportunity to address long term needs of the Show rather than to cover more immediate operational costs.

In response to an inquiry about Ms. Bebington. Geraldine informed the group that Eva Bebington was a potter and had been actively involved with SFAS in its early days. She had very little family and was recognized as a very kind and generous lady.

- This year the SFAS also had the opportunity to bring to fruition a public legacy art sculpture project. The project had been started by Catherine Keogan in 2016 before her departure. Chris Paul, a Vancouver Island sculptor, was commissioned to create the piece called "Giver of the Salmon". Christa Rossner, Wayne Fritz, Murray Tomkins and Terry Cristall worked hard to have it installed in front of SEAPARC in June. The sculpture is very impressive. The unveiling ceremony which included members of the T’Souke Arts Group and T’Souke Nation brought together many different community members in a way that demonstrated the unifying power of art. Catherine was also there to cut the ribbon. The sculpture was donated to SEAPARC for the appreciation of the community as a whole.

This is the third public art legacy made by the SFAS. Its predecessors include the mural that now decorates the pump house by the Prestige Hotel and the wall mosaic located in Ed McGregor Park. The SFAS will not be able to afford to put together a project like this every year or even every other year, but we would love to be able to install a piece of art every 5 years, as a way to give back to the community of Sooke.

- At a Think Tank back in February of this year, the Board reviewed and updated its Strategic Plan for 2017-2020. It will help guide the Board's decision making.
- A new Community Partnerships Committee, chaired by Deb Johnston, has been established. It has implemented a community outreach program, and is looking into how SFAS can be more effectively involved with different local groups and events .
- The Member Services Committee was disbanded this year upon the recommendation of committee chair Linda Teneycke. It took a large amount of work to organize events with low numbers of people signing up to participate.. Linda will join the Community Partnerships Committee and further her ideas there.
- The SFAS has now transitioned to the provincial government's new Societies Act. The Board is working to make sure that the SFAS constitution and bylaws are both current and in compliance with the Act.
- As of this meeting, Danny Huszar will be stepping down from her role as Treasurer. Eileen Badiuk will be taking her place. The SFAS has been so fortunate to have the benefit of Danny’s experience and talents as Treasurer. Our sincere thanks to Danny

for her years of hard work. Danny will continue on as an SFAS Board Member until the end of her term in 2018.

A motion to approve the President's Report was moved by Wayne Fritz and seconded by Dave Bennett.

All in favour. Approved.

5. Financial Report and Approval of Accounts— *Danny Huszar*

5.1 Sooke Fine Arts Society Financial Statements, Year Ended April 30, 2017 (Unaudited)

Highlights from the report, circulated at the AGM, as summarized by Danny:

- The residual cash in the bank is \$159,010 – leaving us relatively well positioned for the 2017-2018 year. This is \$30,000 higher than last year – mostly due to higher net income.
- While the original value of the Show assets (infrastructure) was approximately \$125,000, they have now depreciated over 10 years to about \$36,000.
 - o Major items purchased over the last year; include infrastructure for the Youth Art Gallery (paid for through fundraising) and fabric to surround the rink.
 - o The net value of our capital assets has decreased by \$2,000 from the previous year.
- Net assets include: approximately \$60,000 in unrestricted funds available for operations; almost \$36,000 in a depreciated capital assets, and \$45,000 in an asset development fund set aside for infrastructure replacement and repair.
- Show revenues (art commissions, show admissions, program advertising, artist fees, raffle and silent auction) totaled \$155,042, an \$8,000 increase over the previous year. Cash and gift in kind show sponsorships totaled \$77,938.
- Grants from a variety of sources (Canada Heritage Grant, Victoria Foundation, District of Sooke, etc) amounted to \$75,177, a \$25,000 increase over the past year. This was largely due to a Victoria Foundation legacy art grant of \$14,000 and a grant from Canada to hire two summer students. It should be emphasized that as show revenues cover less than half of show expenses, the importance of maintaining show sponsorships and successfully obtaining grants for the annual show is critical.
- Total revenues were \$458,403, a significant one time increase, in large part due to the one time bequest from Ms. Bebington.

Regarding the bequest, our lawyer is waiting for clearance certificates for the remaining monies to come through. The Board did not want to invest the funds in anything that involved significant risk. We did look at fixed-rate options. The Victoria Foundation has a very good management team and has had a ten year return on investments of approximately 4%. Such future returns are not guaranteed and can fluctuate, but are historically very promising. With the retractable fund, after 3 years, we can request the money back if needed. The future uses of the retractable fund are defined very broadly so as not to tie the hands of future boards as to decisions on how the money might be used.

The Board's reasoning behind the allocation of monies from this major bequest donation was to support the long-term vision of the SFAS. We did not want to take

that money and spend it on our regular operations. We decided to set it aside for long-term plans.

- In regard to expenses, wages and benefits increased to \$91,156 primarily due to the temporary overlap of Executive Director roles and the hiring of a part-time bookkeeper.
- A new SFAS member asked if the bequest might result in having a scholarship named after the donor. Danny indicated that the SFAS was planning on naming the scholarship fund "The Eva Bebington Fund"

5.2 Comparisons

- In 2017, SFAS had the highest art sales we've ever had.
- Gallery Gift Shop sales also did well.
- Ticket sales were also higher due to the rise in admission fees.
- We had lower sales on the silent auction, and lost some advertising monies due to the allocation of Calendar pages to the Youth Art Gallery.
- An SFAS member asked if there was a backlash from the increase in admission fees. Christa reported that we had not received any complaints.

A motion to accept the Financial Report and Approval of Accounts: was made by Wayne Fritz and seconded by Dave Bennett. Motion carried.

6. Reports

6.1 Infrastructure Committee – Murray Tomkins

Report Highlights

- The current form of the annual show started 11 years ago.
- Since then the Board has made about \$52,000 in additional investments in infrastructure and upgrades.
- The Infrastructure Committee was set up in February 2017.
- The initial task of this group is to look at where to go from here, which may or may not involve substantial infrastructure refurbishments.
- The goal is to provide recommendations at the December 2017 Board of Directors meeting.
- The first part of this process has been establish a record of our infrastructure assets and to assess their condition.
- At the end of the annual show, we did an inventory, tried to put things away mindfully and keep records on the locations of items.
- To date, \$45,000 has been approved by the Board to carry out infrastructure renewal and refurbishment as may be needed.
- Volunteers will be called on to do much of the infrastructure repair and refurbishment.

6.2 Youth Art – Linda Teneycke

Report Highlights

- There was much excitement surrounding the Youth Art Gallery this year, as it had many improvements including new pods and plinths. Thanks to Murray Tomkins for building the new units, plus Pat Tomkins and Myron Teneycke for their help.
- We have 4 schools and 7 new art teachers through Royal Bay & Belmont Secondary who are now involved with the youth art program.
- We used a new intake system process for dealing with the student art. A huge Thank You to our team for all their efforts.
- We also sold frames with pictures for the first time. We charged just enough so that we could buy new ones.
- Thanks to Shannon Lee Rae for the video we shot, which was a very helpful tool to show to teachers and students to provide information on how to get involved next year.
- We are still waiting to hear back from Westshore Secondary school as to the possibility of their future involvement.
- This is also the first year that we provided ballots for a Youth Art Gallery Student's Choice. We had 905 survey respondents, which is a great return and garnered some very useful feedback. The prize for Student's Choice was an easel.
- The student award winners were also featured in the catalogue this year for the first time, which was a big boost for the youth involved.
- Statistical data for the Youth Art Gallery showed: 104 students participating, 150 pieces submitted, 27 pieces sold and \$1,900 in sales.
- The potters group "The Mudslingers" (which included Sally Manning, Linda Niedzielski, Pat Tomkins, Judith Hale, Whitney Allen, Gail Young, Keri Molesky, and Linda Teneycke) made and donated pottery and sold them at various shows which raised \$3,300 for the youth art gallery.

6.3 Community Partnerships Committee – Deb Johnston

Report Highlights

- The role of the Community Partnership Committee is to foster SFAS-community partnerships in the Sooke region.
- This year the SFAS had informational tables at the duck race, the Rotary Auction, and at the Sooke Secret Garden Tour. We found it very useful in connecting with the community and local businesses. Next year we will aim to provide both information and activities at the duck race and Sooke Garden Tour.
- We have started discussions with Dan Houle (manager of the West Coast Grill at the Prestige Oceanfront Resort), who is to be our representative with the Sooke Chamber of Commerce. Dan's goal through the Chamber is to help us to promote our annual show, as many locals still do not know about the SFAS.
- We have also met with different high schools to promote the Youth Art Gallery and brainstorm on ways of how to get more local people out to events like ours.
- We are considering doing a Paint-In Night at a local venue.
- We are also looking at ways in which we can partner with non arts-groups, like sports groups, possibly in the form of pop-up art events.

A motion was made by Brenda Brown and seconded by Linda Teneycke to accept the Ad Hoc Committee Reports.

All in favour. Motion carried.

7. Nominations/Election of Directors – Wayne Fritz

- Wayne thanked Gerard LeBlanc for his past contributions to the Board and expressed regret that he needed to resign because of other commitments.
- As one Board position was now vacant, an election will be required to fill it for a three year term.
- Wayne provided an overview of some of the qualities sought when electing a new Board members.
- Although any FAS member in good standing is eligible to seek election to the Board, only one member (with Board encouragement) has done so.
- Wayne introduced Debbie Clarkston as that member and asked her to say a few words about herself.
- Debbie indicated that she had been a volunteer with SFAS for over 20 years, was currently on the design team, has submitted in the past to the show and had won show awards. She believes that the show is a pillar of our community and it will continue to build for years to come. Debbie expressed her interest in community outreach, and believes we can continue to build capacity for the show. Debbie stated that she strongly feels that arts and culture are an important part of a community and that she would like to find more champions of the arts on the local council.

A motion was made by Deb Johnston and seconded by Linda Teneycke that Debbie Clarkston be elected to the SFAS Board of Directors.

All in favour. Motion carried.

Recess/Coffee-Tea

The meeting was adjourned temporarily so that the Board could have a short meeting in order to elect its officers, while the attendees enjoyed coffee, tea and biscuits.

8. Introduction of the new Board Officers – Geraldine McGuire, President

Geraldine McGuire introduced the officers of the 2017-18 Board:

- Geraldine McGuire will continue as President.
- Wayne Fritz will continue as Vice-President.
- Eileen Badiuk will become the Treasurer.
- Wayne Fritz will temporarily fill the role of Secretary, pending replacement.

9. 2017 Show Report – Christa Rossner, Executive Director

Report Highlights:

- Many positive quotes about the Show were received from patrons (via the show surveys), including:
 - o “Wonderful show this year - love it every year. This one topped all!”
 - o “This is a gorgeous show! My friends and I have been coming for the past 16 years and it keeps getting better and better!”
 - o “Small town Sooke puts on an impressive show!”
- Results from the 2016/17 Canadian Arts & Heritage Survey showed that a large majority of Canadians agree with these statements:

- “The arts are an important way of helping people think & work creatively.” (95%)
- “Arts experiences are a valuable way of bringing people together.”(95%)
- “Exposure to arts & cultural activities in a community make it a better place to live.” (94%)
- “Canadian artists are among the best in the world (90%)
- “Arts & culture help us express and define what it means to be Canadian.” (89%)
- “It’s important to support the arts by volunteering, donating funds or goods.” (85%)
- Show Survey Results:
 - 2,200 guests filled out this year’s show survey, plus 920 additional surveys were obtained from the Youth Art Gallery. (There were 2,350 completed surveys in 2016)
 - Of the total estimated attendance (8,500 guests), the largest number of attendees (who filled out a survey) were aged 65+, closely followed by the 35-64 age group.
 - The overall attendance has increased from 8,200 in 2016.
 - From 2016 to 2017, there were fewer show surveys completed, but a higher overall response if the Youth Art Gallery surveys are added.
 - Fewer respondents noted their home locations, but of those that did - there was a slightly higher turnout from Sooke than in 2016, and slightly higher turnout from Greater Victoria than in 2016. The turnout from coastal islands was slightly less.
- Show Sales
 - This year also boasted record sales: 113 artists sold 148 pieces from the Gallery (the highest ever), and 24 youth artists sold 30 pieces in the Youth Gallery. Overall, 72% of exhibiting artists received a sales income (including both galleries and the gift shop). That represents a 7% increase from 2016.
 - The Gallery Gift Shop showed continued growth in sales (again; the highest ever).
 - The Raffle/Silent Auction area saw an increase in donations & GIK raffle items from 2016 (43 vs. 46), but a decrease in overall ticket sales
- Show Upgrades
 - The Infrastructure received new lighting for the 3-D pods, Auction area, and Gift Shop.
 - The Setup team has developed an improved storage/documentation process.
 - 2017 saw the finalization of electrical upgrades for the show.
- Appetite for Art
 - Between the Sooke Fine Arts Society, the Sooke Community Arts Council and the Prestige Hotel; \$3,200 was raised for the Sooke Food Bank and Sooke Fine Arts Scholarships. Going forward, the Prestige Hotel and SFAS have concerns with the extensive administrative time and costs required to put on this event. So, a different collaborative event is being considered for 2018 between the Prestige and SFAS which also links in the Chamber of Commerce.
- Other Initiatives
 - SFAS is also proud of the active community volunteer outreach carried out this year, the successful use of new media outlets & lead advertising, new community engagement visibility and partnerships, the Youth Art Gallery upgrades, increased volunteer recognition and the infrastructure review process. We are also delighted to have an Arts-friendly Premier.
- Looking Ahead

- The focus for 2018 will be: to secure program funding, to seek presenting sponsors and long-term funding sources, the recruitment/retention/engagement of volunteers, and jointly effective collaboration with our community partners.
- 2018 challenges include: funding, competing with other events in a wide geographic area, rising costs, attracting volunteers, changing demographics, attracting artists and patrons.

10. Presentations – Geraldine McGure

- Geraldine reviewed the three Community Spirit Awards awarded respectively in 2017 to Hildegard Burkhart, the Harbourside Lions and Sue Hyslop. As Sue Hyslop was not able to be present to receive her award at the Volunteer Recognition party at the end of the show, she was presented with her plaque by Geraldine on behalf of the SFAS.
- Geraldine then presented Sally Manning with a Lifetime Membership, in recognition of the extensive contributions Sally has made to the SFAS. Sally was presented with a laminated Lifetime Membership Card and a gift certification to MISSA.
- A Lifetime Membership was also posthumously presented to honour Kay Lovett, who was also a long time contributor to SFAS. Kay died last year and is greatly missed. Her artwork showed such joy and life; attributes that she herself exuded. The SFAS is also making a small cash donation to the Cowichan SPCA as Kay was as passionate about animals as she was about art.

11. Closing Remarks – Geraldine McGuire

Thank you all again for your contributions to the 2017 Show. The 2018 Show will carry on the tradition and promises to be just as exciting and fun. We are so glad you will be part of it. See you at the Kickoff Meeting in February!

12. Adjournment