

Xchanges Artists' Gallery & Studios Society
Suite 6E, 2333 Government St, Victoria B.C. V8T 4P4
Registered Charitable Organization #119305332 RR0001
BC Society # S0008259

Xchanges Annual General Meeting – Tuesday, April 21st 2020

Present: Heidi Bergstrom, Kathi Thompson, Maureen Calkins, Jillan Valpy, Brian Chandler, Danielle Desjardins, Rachel Hellner, Claire Burgoyne, Barry Herring, Jeff Leese, Mark Schmiedl, Cindy Wright, Richard Motchman, Nick and Marlena Salvador, Chantal New, Gillian Redwood

Apologies: Sandra Levy, Judith Craig

Proxy Votes Received online: Karen Gilmore, Joan Rushton, Lorraine Douglas

1. Minutes of AGM 2019 shown by Zoom Screenshare. Maureen made an amendment to Treasurer's Report (*attached*). Moved Kathi/Gillian. Minutes Approved.
2. Gallery Report – Claire Burgoyne
(*Attached*)
April Exhibiting Artist - Postponed
May Exhibiting Artist – Postponed. Possible online images or Video.
June Exhibiting Artist – Notified that the Gallery is temporarily Closed.
No Regular Summer Residency
2020/21 Schedule is in the office at Xchanges.
Heidi, Gillian and Claire met last week to discuss possibility of recording exhibit online. Claire discussed this with May artist but is not prepared to facilitate this while physical distancing orders are in place. Heidi and Gillian will follow up with May artist.
Richard emphasized the need for Safety, Health first.
The Jury for the 20/21 Exhibiting artists: Harry Stanbridge, Constance Cook, Chantal New. Thank you to Susan for contacting First Nations Friendship Centres in person, to invite submissions from First Nations Artists. None applied, however the contacts have been made and we can build on this.
Moved Cindy/Richard
3. Life Drawing Report – Gillian Redwood
Attached
4. Financial Report – Maureen Calkins
Attached

Questions to clarify Insurance. We are covered for Third Party Liability, Directors & Volunteers Insurance and increased coverage to \$2 million.

Moved Barry/Brian

5. President's Report - Heidi Bergstrom

Attached

Powerpoint Presentation.

Funding, Sponsorships, Donations needed to carry us through next year. Safety & Health First. Use online Zoom resource for artists. Sponsors Logos: ask for permission to use Focus Logo as our new Sponsor.

6. Voting for Nominations : President & Directors

President: Heidi Bergstrom

Treasurer: Jillan Valpy

Secretary: Gillian Redwood

Director: Claire Burgoyne

Director: Kathi Thompson

Director: Cindy Wright

Director: Danielle Desjardins

Director at Large: Jeff Leese

Director at Large: Chantal New

Director at Large: Mark Schmiedl

Nominations all accepted. Rachel continues with Newsletter.

Moved Trevor/Richard

7. Renewal of Xchanges Lease

Lease must be confirmed by April 30th. We can exercise our 'Option to Renew'.

Possible Relocation: Gillian reported that after much correspondence, Steve Webb of Metropol (new Leaseholder of Powerhouse) told us today he is not accepting any applications.

Barry reported: Currently Xchanges is paying \$9 per sq.ft (+ Triple Net), going to \$10 per sq.ft (+ Triple Net) on August 1st. We have a Deficit currently which will double by the end of the year. He suggests that an increase in Studio Rents of 10% immediately would offset half of this amount. The remaining amount needs to be raised by Sponsorship, Donations & Fundraising.

Motion: Accept 'Option to Renew Lease for 1 Year'.

Moved Cindy/Jillan. All in Favour.

8. Building Committee

Marlena and Jillan noted that they have some possible sites/ideas for relocation.

A Building Committee has been formed:

Heidi, Gillian, Marlena, Danielle, Barry, Jillan

A Zoom Meeting will be called in the next few days to determine Sq. ft + Zoning.

9. Rent Increase

Suggested 10% Increase in May or June to offset Deficit.

August 1st our Base Rent will increase by 10% (from \$9 to \$10 per sq.ft)

Claire: All Studio Members need 2 months notice of increase.

Cindy: Gaming Grant could address some of the Deficit.

Motion: Maureen proposed 'Increase in Studio Rent by 10% starting July 1st'

All in Favour/Carried.

10. Building Committee Meeting

Heidi suggests 6pm Thursday, April 23rd on Zoom (one hour).

Invitation to be sent by email.

Meeting Adjourned at 9:17pm

ANNUAL GENERAL MEETING

April 21, 2020

Treasurer's Report

Bank Balance March, 2019	\$22,044.09
Bank Balance March, 2020	\$18,060.70
Chequing Account	\$ 7,750.17
High Interest Bus. Savings Account	\$10,310.53
Total Assets	\$18,060.70
Total Revenue for April, 2019 to March, 2020	
\$102,502.46	
Total Expenses	
\$106,655.73	
Loss	\$ 4,153.27

Rent increased by 20%	to	\$4,372.63
Business Insurance inc. to		\$1,450.00
CRD Grant (will be deposited in Aug)		\$8,500.00

We have a new Company for our Business Insurance, Seafirst Insurance Brokers, which now includes \$2,000,000 for Directors and Officers Limit of Indemnity and new coverage for Volunteers. Therefore, our insurance increased by \$177.00.

I recommend once again that we step up our Fundraising efforts and look for Sponsorships.

I am now including the Life Drawing Model Fee in the Ledger in order to show that we do take in money for the models.

Because of the Covid 19 Pandemic, and a temporary closer of our Gallery, we are not paying Honorarium Fees, or payments to Focus or Preview at this time.

I have taken the books to DA Levinson , Accountant, for their yearly Report. They also do the ½ GST rebate for us.

Membership

75 members (19 studio members, 54 other members, 1 Student and 1 Friend)

All Studio Members are in good standing which means they are all paid up even in this uncertain time.

Thanks to Barry Herring for his continued support in all things financial specially the yearly proposed Budget and preparation for applying for the CRD Grant. He has a wealth of knowledge that was invaluable to me. Thanks to Sandra Levy and Jillian Redwood for all their reports and keeping track of the money, arranging for and paying the models monthly, and passing the information and money on to me.

I am stepping down as Treasurer after three years. I have enjoyed the challenges and all the details I have had to learn. With new owners and doing more things on line, challenges continue. I will definitely help the new Treasurer in the transition and will continue to do the books for as long as we are in isolation due to Covid 19.

Report prepared by
Maureen Calkins
Treasurer

Gallery Coordinator - Claire Burgoyne
2019-2020 Report

Thank you to everyone who helped to promote shows or sponsor an artist.

The promotion team includes:

Heidi Bergstrom - Facebook events

Ron Gillmore - website

Claire Burgoyne - print media

Rachel Hellner - newsletter

Karen Gillmore - Facebook

Mark Schmiedl - online calendars

Artist who have exhibited so far (and sponsors) are:

September - Austin Willis (sponsor - Claire Burgoyne)

October - Amber Lomax (sponsor - Cindy Wright)

November - Members' Show and Bridge Studio Crawl (sponsor coordinator - Karen Gillmore)

November - Joanne Hewko (sponsor - Barry Herring)

January - Selina Jorgensen & Natalie Shumka (sponsor - Susan Nonen, Gillian Redwood)

February - Peter Dories (sponsor - Mark Schmiedl, Claire Burgoyne)

March - Richard Young (sponsor - Maureen Calkins)

Postponed shows are:

April - Margaret Hantiuk

June - Marina DiMalo

May - Randall McGinnis

Postponed shows will be rescheduled after we reopen the gallery.

Heidi, Gillian and I met online to discuss online options for artists scheduled to exhibit. It was proposed that each month the scheduled artist could use the gallery to install and record their show for distribution online. As I am not available to facilitate this, a volunteer is required to coordinate artists and sponsors. Heidi and Gillian will work with the May artist.

Summer Residency 2020

Due to Covid-19 physical distancing requirements, and having to postpone shows, the gallery is not booked this July and August. The successful applicants for summer residency were notified that we intended to accept their proposal but due to COV-19 we have temporarily closed our gallery. An invitation for summer 2021 was extended to these artists and they accepted.

September 2020 - June 2021

In March the jury selection committee, headed by Richard Motchman, selected the artists for 2020/21. Thank you to Richard and the jury: Harry Stanbridge, Constance Cook, and Chantal New. The 2020/21 schedule has been prepared and all artists have been notified. Changes to the schedule may be required depending on when the gallery re-opens.



XCHANGES LIFE DRAWING REPORT 2019/20

Xchanges Monday night Life Drawing, and Wednesday and Thursday morning Life Painting have all continued successfully, 3 sessions a week throughout the year.

Attendance has been steady, and recently an extra hour has been added to the Wednesday Life Painting Class to give the artists a more sustained period of 3 hours to work from the model.

Sponsorship in the form of \$10 Gift Cards from Opus and Art World have been awarded as door prizes on Monday evenings, together with Art books generously donated by Bill Bartlett.

Along with Victoria College of Art, University of Victoria, Coast Collective and Opus Art Supplies, we have presented a great spectrum of daily and weekly Live Model Art Sessions to artists throughout Greater Victoria.

During the recent Covid-19 crisis, all Xchanges classes have been suspended. Member artists have been offered the opportunity to join an online class run by a local model. However many prefer to wait for the live model classes to re-start.

Income from these sessions has been a great asset to Xchanges and raised over \$3000 in the last 12 months.

A big thank you to the whole team of Volunteer Facilitators:

Sandra Levy (Weds & Thurs)
Richard Motchman (Mon)
Bill Bartlett (Mon)
Peter Lebel (Mon)
Gillian Redwood (Mon)

Xchanges April 19, 2020
Life Drawing Administration: Gillian Redwood



PRESIDENT'S REPORT

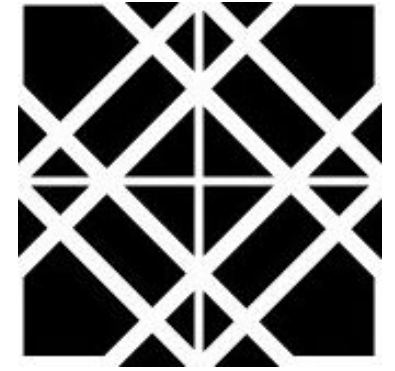
Xchanges AGM

April 21, 2020

Heidi Bergstrom

Year in Review

CHALLENGES, Issues and Opportunities, BIG Questions



- Timeliness - how quickly we can get things done - we can't do it all at once
- Limitations on human resources - volunteer-base of time, skills and willingness

• We need to leverage Xchanges charitable status

• There is only one weekend available per month to do other activities in the gallery

• Does Xchanges want to be collaborative with the greater community?

• Additional activities space is limited to the gallery-no other space for workshops etc.

• Does Xchanges want to be only a landlord?

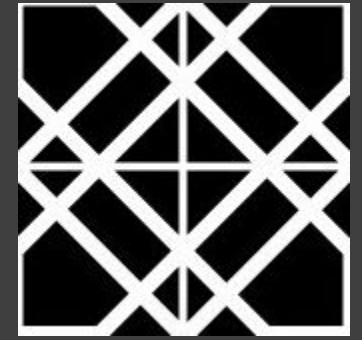
• Stairs only access limitations; also access at night in this area is tricky

• Is there a member hierarchy?

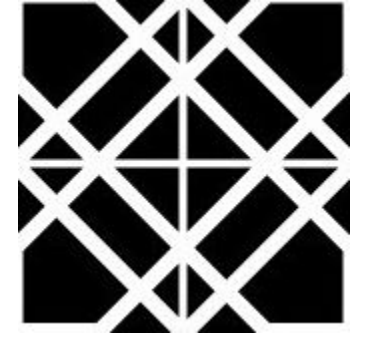
• Some studio people feel a lack of vibrancy in Xchanges

Year in Review

CHALLENGES, Issues and Opportunities,
BIG Questions



- Is there a will and desire to “go big”?
- 25% of people do 100% of the work
- What loyalty do members have? how do we enhance member loyalty? what evokes loyalty?
- Space is a key driver of risks and a key cause of organizational contraction; how to plan for growth?
- How do we retain our audience?
- Studio members pay 5x as much for membership in Xchanges (like a condo fee) is that fair/right?
- Not everyone’s art is saleable nor do they want to sell; how do we ensure support?
- The space limits what we can do
- Timeliness - how quickly we can get things done - we can’t do it all at once



Lots of Priorities

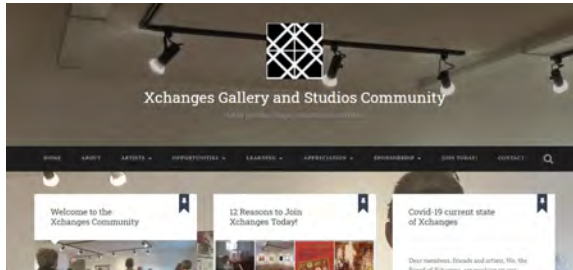
Continuing Priorities

- Gallery Exhibitions
- Community engagement through Bridge Crawl event
- Life Drawing sessions
- Artist in Residence – Summer
- Studio maintenance and rentals
- Day-to-day management of operations
- CRD Grant – Addressing Letter of Significant Concerns

New Priorities

- Build Membership
- Strike a Fundraising/Sponsorship Committee
- Strike a Building Search
- Lease strategy
- Test Pop Up strategy
- Art Passage Exhibitions
- Extend/Expand Gallery hours
- Work on new web presence

Business / Arts



What got done

- ✓ New Lease negotiated
- ✓ Developed Sponsorship Approach and Plan
- ✓ Application and acceptance to Business/Art -ArtsVest program for \$4,000 in matching Sponsorship funds
- ✓ Reached out to Foundation and Gaming Grants Program
- ✓ New Members Campaign –76 members listed but still need more
- ✓ Expanded Gallery hours
- ✓ Launching new WordPress Community site
- ✓ Joined Volunteer Victoria – working on recruitment
- ✓ Accepted to Provincial Employees Community Service Fund – for donations

BIG Challenges

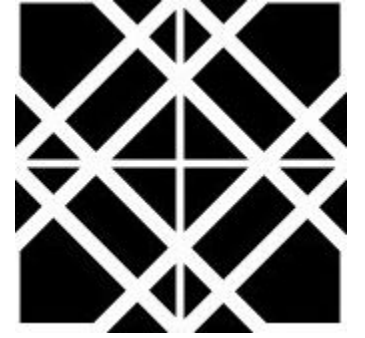


- **New Landlord and lease – increase in rent 20-23% plus additional unknowns fees (Net lease)**
 - Xchanges contingency funds used to ease the burden of unexpected increases in rent
 - No real improvements to the space or accessibility issues with the increase
- **COVID-19**
 - Deferment of exhibitions for April
 - Need a strategy to support artist exhibits ongoing
 - Impact to income from life drawing or any other potential income (e.g. Pop Ups)
- **Funding & Income**
 - CRD Grant reduction again
 - Real possibility that no more funding will come from the CRD (\$8,500)



BIG Challenges

- **Board bench strength** – need more bodies to handle the work
 - Need for external board members who are not artists – e.g. professional supports like accounting, legal, real estate, marketing
 - Key advisory roles – strategic community relationships, First Nations and Indigenous community, audience engagement for youth
- **Volunteers** – need more bodies to help day-to-day operations
 - Facility management
 - Office – checking/managing email, phone messages
 - Committee work and events



What's Next?

- Elect new board
- Decide on financial model and strategic direction
- Build Board and Volunteer backbone
- Leverage opportunity from setbacks
 - Develop new online opportunities with our new Zoom account – members can use this resource to work together, offer online workshops and exhibitions etc.
 - Think outside the box – find new opportunities for partnerships

Thank you Sponsors & Funders!



Making a difference...together

Business / Arts



BUZZ
ONLINE STORYTELLING
FOR THE ARTS



artopenings.ca
kate-cino@shaw.ca