



Xchanges AGM

April 21, 2020

# Agenda



1. **Call to order**
2. **Minutes from the last Annual General Meeting**
3. **Summary report of Xchanges activities for 2019/2020**
4. **Financial report 2019/20**

## 5. ***Current Board Members and Roles***

President - Heidi Bergstrom  
Past President - Richard Motchman  
Treasurer - Maureen Calkins  
Secretary - Gillian Redwood  
Director - Kathi Thompson  
Director - Claire Burgoyne

## 6. ***Current Volunteer Committees***

Building Search Committee - Gillian, Heidi  
Gallery Coordinator - Claire Burgoyne, Cindy Wright  
Studio Coordinator - Claire Burgoyne  
Facilities - rotating studio artists  
Building Maintenance: Susan Nonen  
Sponsorship - Gillian, Heidi, Kathi, Barry, Cindy  
Membership Committee - Heidi, Maureen  
Volunteer Committee - Kathi Thompson  
Art Passage - Brian Chandler  
Pop Up Events - Barry Herring  
Life Drawing – Gillian Redwood, Bill Bartlett, Sandra Levy  
Marketing and Promotion (Newsletter, Facebook, Advertising, Websites) - Rachel Hellner, Karen Gilmore, Heidi

## 7. **Nominations and Election of Board Executive and Directors for 2020/21**

President - Heidi Bergstrom (Re-election)  
Treasurer - Jillan Valpy  
Secretary - Gillian Redwood (Re-election)  
Director - Kathi Thompson (Re-election)  
Director - Claire Burgoyne (Re-election)  
Director - Jeff Leese  
Director - Danielle Desjardins  
Director – Cindy Wright  
Director – Mark Schmiedl

Director at Large – Chantal New

## **Advisors to the Board:**

Richard Motchman  
Barry Herring  
Connie Morey

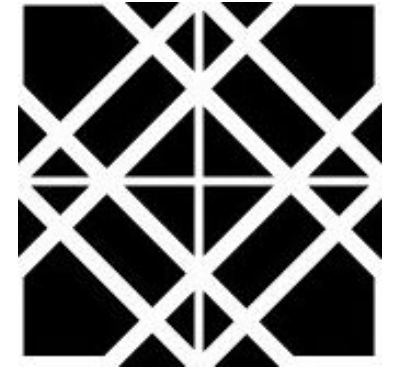
## 8. **Renewal of Lease & Possible Move to new Location**

9. **Volunteers for Committees - members are encouraged to volunteer for any committee or activity**

## 10. **Adjourn**

# 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?

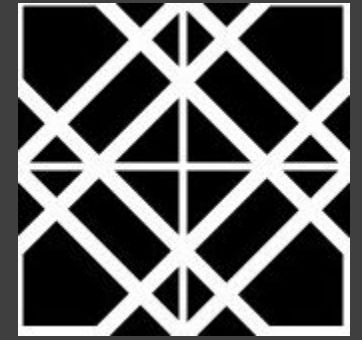
• Stairs only access limitations; also access at night in this area is tricky

• 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

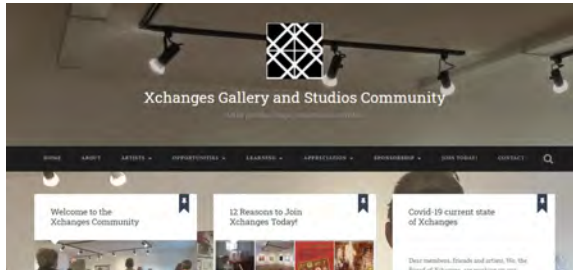
## Continuing Priorities

- 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?

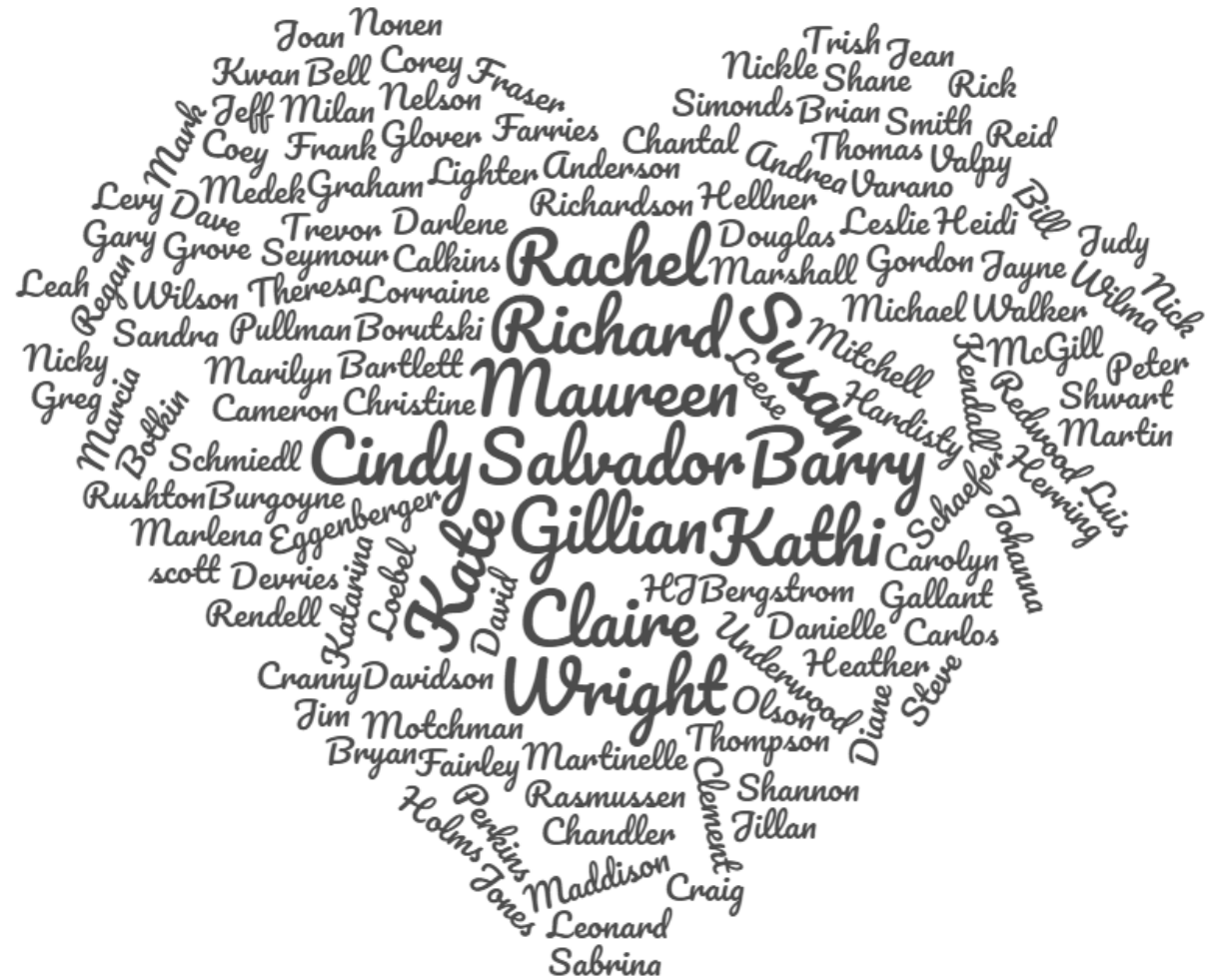
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- Elect new board
- Decide on financial model and strategic direction
- Build Board and Volunteer backbone
- Leverage opportunity from setbacks
  - Develop new online opportunities with our new Zoom account – members can use this resource to work together,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

THANK YOU  
MEMBERS!!!

“Unless someone  
like you cares a  
whole awful lot,  
nothing is going to  
get better. It’s  
not.” – Dr. Seuss

“Never doubt that a  
small group of  
thoughtful, committed  
citizens can change the  
world; indeed, it’s the  
only thing that ever  
has.” – Margaret Mead



A word cloud of names arranged in a heart shape. The names are written in various sizes and orientations, creating a dense, affectionate graphic. The names include: Joan Nonen, Kwan Bell, Corey Frasen, Nickle Shane, Rick, Trish Jean, Jeff Milan, Nelson, Simonds Brian, Smith, Reid, Coey Frank, Glover, Farries, Chantal, Andrea, Varano, Thomas, Valpy, Medek, Graham, Lighter, Anderson, Richardson, Hellner, Douglas, Leslie, Heidi, Bill, Judy, Gary, Dave, Trevor, Darlene, Marshall, Gordon, Jayne, Wilma, Leah, Wilson, Theresa, Lorraine, Sandra, Pullman, Borutski, Richard, Susan, Michael, Walker, Nick, Regan, Marilyn, Bartlett, Maureen, Leese, Mitchell, Hardisty, Redwood, Luis, Nicky, Greg, Cameron, Christine, Barry, Schmiiedl, Rushton, Burgoyne, Marlena, Eggenberger, Gillian, Kathi, Carolyn, David, Claire, HJ Bergstrom, Gallant, Underwood, Danielle, Carlos, Rendell, Katarina, Loebel, Cranny, Davidson, Wright, Olson, Diane, Steve, Jim, Motchman, Bryan, Fairley, Martinelle, Thompson, Shannon, Fillan, Rasmussen, Chandler, Perkins, Maddison, Leonard, Sabrina, Holms, Jones, Craig.

Thank you Sponsors & Funders!



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Business / Arts



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