



Xchanges AGM  
April 12, 2022

# AGENDA

1. **Call to order**, Traditional Hosts Acknowledgement
2. **Minutes from the last Annual General Meeting**
3. **President's Summary Report** of Xchanges activities for 2021/2022 and future view
4. **Treasurer's Financial report** 2021/22
5. **Special Motions for the AGM**
  - a) Change to By Laws - Quorum

## **Volunteer Committees**

All committees can use more volunteers - please feel free to sign up!

Building Search Committee - Heidi

Gallery Program Coordinator - Cindy Wright

Gallery Programming Support- VACANT, VACANT

Studio Coordinator - VACANT

Facilities - rotating studio artists

Building Maintenance: Susan Nonen

Sponsorship - Heidi, Kathi, Barry, Cindy

Membership Committee - Heidi, VACANT,

Volunteer Committee - VACANT

Art Passage - Brian Chandler

Pop Up Events - Barry Herring

Life Drawing – Brian Chandler, Heidi Bergstrom

## **6. Nominations and Election of Board Executive and Directors for 2021/22**

President - Heidi Bergstrom (Re-election)

Treasurer - Jillan Valpy (Re-election)

Secretary – VACANT TBD Christine Scott

Director – Gregory Varano (Re-election)

Director, Gallery Coordinator – Cindy Wright (Re-election)

Director, Assistant Gallery Coordinator – Jessica Dearman (stepping down) Nomination:

Director, Publicity & Community Engagement – Shannon Holms (stepped down)

Nomination: Johanna Kendall

Director, Studio Coordinator, Vacant, Nomination: Joanna Pettit (Back up Heidi and Bill)

Other Directors, Nomination:

## **Advisors to the Board**

Barry Herring, Kathi Thompson

**7. Call for Volunteers for Committees** - members are encouraged to volunteer for any committee or activity - bring your talents, skills and time to the many important activities at Xchanges!!!

**8. Member's Open Table** to discuss or bring up topics of interest or concern for Xchanges to consider for the future



# CHALLENGES, Issues and Opportunities, BIG Questions



- Covid-19 continued to impact every aspect of Xchanges operations, but we had some new successes:
  - Excellent and diverse exhibition program 😊
  - Healthy turnout of diverse submissions for next season 😊
  - Minimal disruption of studios/turnover 😞
- Board struggled with attendance, consistency, gaps 😞
- Board had minimal participation in Thriving Non Profit Workshops, but we have a great toolkit now 😊😞

While 50% said selling their art is important, 70% said exhibiting at Xchanges is important for their art career

*Xchanges Survey Results.*

Simon Littledale Escobar

Jan 2022 Do you also dream of clear cuts?



## Lease, Location

- Didn't raise studio rents this year 😊
- New Lease for next 2 years, with rent increases of .5% each year – will result in studio rent increases and more effort to fundraise 😊😞
- Studio artists initiating Good Neighbourhood Project – City of Vic funding of \$5K toward improvements outside (TBD) 😊

- 77% of members say they get value from their membership.
- 72% are satisfied with the opportunities (e.g. exhibition opportunities, discounted classes, marketing opportunities, etc.) offered to members.

*Xchanges Survey Results*



## How do we retain our audience?

- Community Survey by Scale has excellent info and actions to further Xchanges audience engagement 😊
- Identified capacity gaps leading to a new path forward 😊
- Many artists moved offline – tired of Covid isolation, drops in life drawing, online artist talks attendance 😞



## Community partnerships 😊

- Affirmed relationship with Intercultural Association via Thriving Non Profit workshops (you never know who you will cross paths with – now it's a real thing!) 😊
- Solidified community partnership with Victoria Arts Council and Flux Media Gallery – collaborated on 2 grant applications! 😊
- Need to leverage memberships from last year i.e., Volunteer Victoria etc. 😞



## Financial Goals – to diversify income and funding 😊

- Modernized bookkeeping functions 😊
- Moved onto CRD Extended Project Funding track – more strategic funding for now 😊
- 2 more unsuccessful BCAC Grant applications – 3 strikes! Keep trying 😞
- 2<sup>nd</sup> successful BC Gaming Grant successful \$8,000 😊
- New Members – holding steady 130 now! 😊
- Inconsistent Life drawing attendance and low capacity needs continual work; formal advertising for programs 😞
- New learnings and tools from TNP workshops on how to diversify revenues (vs. grant dependency etc.) now available in feasibility study/business plan! 😊



Peter Lobel, Guided Portrait Drawing, Virtual National Culture Days Event – Oct 2021

# Community Presence



- Kicked off Members Exclusive Newsletter – 4 published
- 6 X Community News
- 10 X Gallery News
- Distribution List is now at 1,100 (doubled since 2020)
- Instagram – 863 Followers
- Facebook – 1,110 Followers
- Website – 18,413 views, 7,011 visitors (+ 40% inc apx) + 73 Followers

Raine Cabana, Distance  
Sept 2021, Part of National Culture Days events





Now....THE REALLY BIG NEWS!

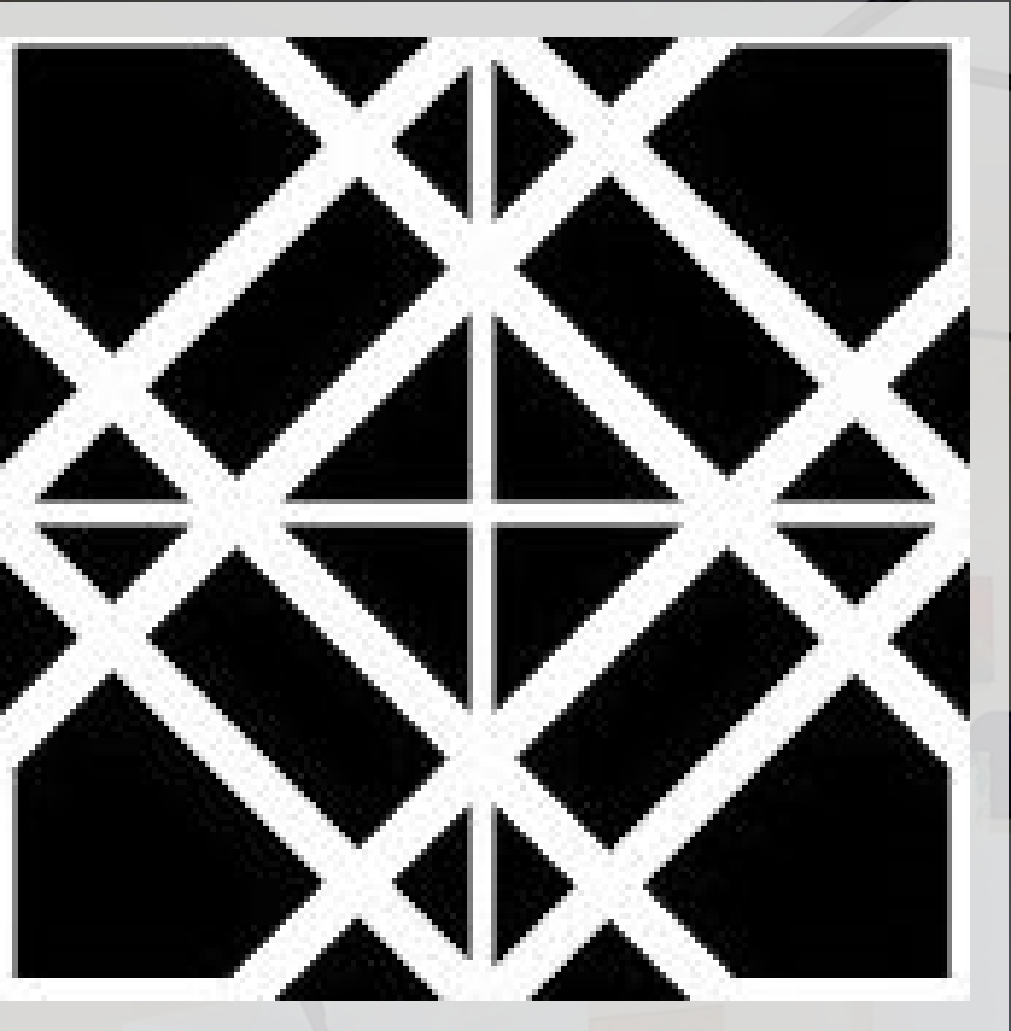


physical  
intersections  
**digital**  
collaborations



Canada Council  
for the Arts

Conseil des arts  
du Canada



# Reimaging Xchanges Gallery and Studios

As a Professional Artist Run Centre  
2022/23







# Vision Roadmap



Transformation of Xchanges from Volunteer-Run to Professional Artist-Run Centre with paid staff and organizational coaching/mentorship



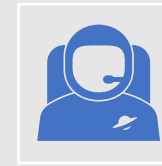
Develop a 3-year maturity model of funding and income streams to deliver project & operational funds for professional staff, org development



Reimagine Xchanges operations – social enterprise revenues that can help support operations + a capital campaign



Reimagine Xchanges accessibility and physical building – buying/leasing options for growth and stability with community partners



Reimagine Xchanges with a paid Curator/Director – Culture Catalyst and operational stabilization



Reimagine Xchanges with a paid Communications and Admin – Organizational Effectiveness and operational stabilization

# Next Steps



- Elect the new board
- Special Information Meetings for Members
  - Scale Collaborative Feasibility Study and Report (including survey results and actions).
    - Board Workshop on using the planning tool and scenario builder
  - Physical Intersections Digital Collaborations Project Info Session
  - Social Enterprise – info session, due diligence and decision

