



Xchanges AGM
April 30, 2023

Xchanges Atelier
July 11-15, 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 2022/2023 and future view
4. **Treasurer's Financial report** 2022/23
5. **Special Motions for the AGM**
 - a) None

Volunteer Committees

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

Community Partners – Building Committee - Heidi
Gallery Program Coordinator - VACANT
Gallery Programming Support- VACANT, VACANT
Studio Coordinator - VACANT
Facilities - rotating studio artists
Building Maintenance: Susan Nonen
Fundraising and Sponsorship – VACANT
Membership Committee - VACANT,
Volunteer Committee - VACANT
Life Drawing Coordination

6. Nominations and Election of Board Executive and Directors for 2022-23

President - Heidi Bergstrom (Re-election, transition last year)
Vice President - VACANT
Treasurer - Jillan Valpy (Re-election, transition last year)
Secretary – Christine Scott (re-election)
Director – Gregory Varano (Re-election)
Director, Gallery Coordinator – VACANT
Director, Assistant Gallery Coordinator – VACANT
Director – Gregory Varano (Re-election)
Director, Publicity – Johanna Kendall (re-election)
Nomination:
Director, Studio Coordinator, Vacant, Nomination:
Other Directors, Nomination:

Advisors to the Board

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

9. Motion to Adjourn





Vision Roadmap



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



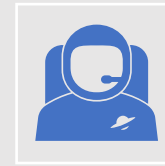
Develop a 3-year maturity model of funding and income streams to deliver project funds for professional staff, org development, future



Reimagine Xchanges operations – social enterprise (s) that can help support and grow capital campaign with related businesses



Reimagine Xchanges accessibility and physical bulding – buying/leasing options for growth and stability



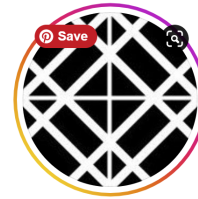
Reimagine Xchanges with a paid Curator/Director – Culture Catalyst



Reimagine Xchanges with a paid Communications and Admin – Organizational Effectiveness

Community Presence & Programs

- **Gallery Highlights**
 - 27 submissions for this year (9 spaces available) – seeing greater diversity of applicants as well
 - 970 in-person visitors to gallery (up by 180)
 - 800 page visits and 600 page visits to Artist Pages
 - Able to support artist fees
- **Life Drawing Highlights**
 - 10 new models onboarded and admin processes updated and managed by Alex
 - Started using Calendly to book models – reduces email
 - Drop in payment pilot happening now
 - 80 new subscribers to LD news weekly
- **Promotion Stats**
 - Members Exclusive Newsletter – 5 published
 - 4 X Community News
 - 9 X Gallery News
 - Distribution List is now at 1,313 +200
 - Instagram –1,069 Followers +206
 - Facebook – 1.2K Followers +800
 - Website Growth –
2021 -18, 413
2022 – 23, 071 - +4, 658 views



xchangesartists

Following ▾

Message

+R

⋮

271 posts

1,069 followers

328 following

Xchanges artist-run-centre

Xchanges Artists Gallery and Studios is located on unceded Coast Salish territories aka Victoria, BC, founded in 1967.

xchangesgallery.org

- **Projects**

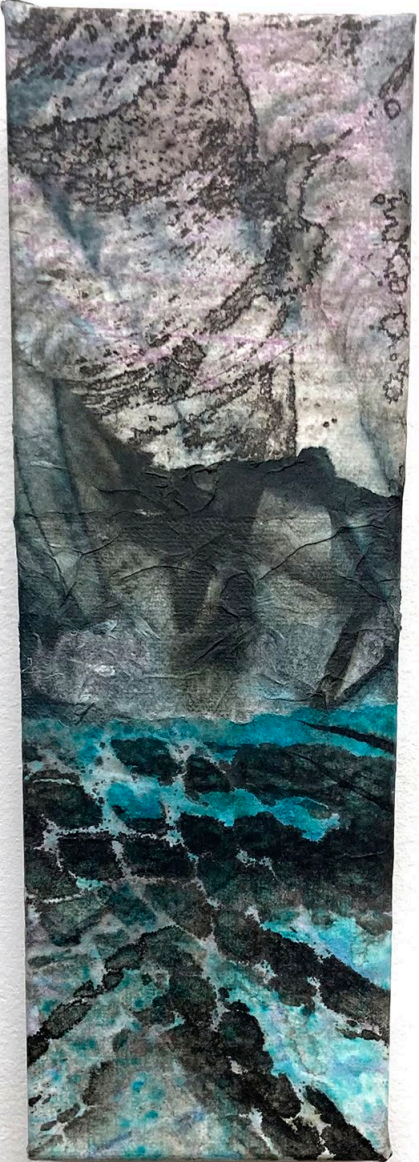
- Studio artists initiating Good Neighbourhood Project – City of Vic funding of \$5K toward improvements outside (TBD) - **didn't happen. Try again.**
- **Physical Intersections Digital Collaborations kicked off in September 2022.** This project is bringing good opportunities for the Community Partnership of Xchanges, MediaNet/Flux Gallery, and Victoria Arts Council (Alex Jensen – Intern full report attached)
- **Community Partnerships in search of a home for Xchanges and other arts community members**
 - **Presentation to Victoria Foundation** with a business case to support 4 core members (Xchanges, VAC, MediaNet/Flus, and Vancouver Island School of Art) and other groups (potentially up to 15 groups) - well received and moving forward! Long range plan to address space, capacity, location instability of rising rents etc. Potential \$4M in funding



CHALLENGES, Issues and Opportunities, BIG Questions

- Covid-19 continued to impact every aspect of Xchanges operations, but we had some major new successes:
 - Excellent and diverse exhibition program 😊
 - Healthy turnout of diverse submissions for next season 😊
 - Disruption of studios/turnover 😞
- **Board struggled with attendance, consistency, gaps** 😞😞
- **Rent and overhead costs have gone way up. Studio rental increases take effect June 1, 2023** 😞😞😞😞





Transformation Goals – continues to be focused on the need to diversify income and funding

- **Completed** another CRD extended funding grant application and BC Gaming Grant application – thank you Cindy!
- **Applied for** Covid Relief funding from Red Cross – to support continuation of Alex’s role and graduate him from Intern to full staff - Heidi
- **Plans to apply** for BCAC and Canada Council project funding – support Gallery operations and special projects like artist talks, artist development workshop (how to write a bio, CV, artist statement etc.)
- **Moving Life Drawing operations toward drop-in again** – purchased a Square Terminal so participants can pay by tap of debit/credit – have started pilot with Wednesday mornings, but still have limited capacity.

Opportunities

- **Use the 1x per month in Gallery for paid pop ups** – need to advertise
- **Increase Life Drawing sessions**
- **Increase promotion** – we need volunteers to help with social media and we also need to spend more on paid advertising
- **Social Enterprise Still on the Table** – presented to the Board and at the AGM last year. Xchanges new Board to consider final data received about buying a business that can help support Xchanges operations. Presentation for new Board in May 2023.





THANK YOU

It is a massive effort to run a solely volunteer-based organization in these times. Volunteers are fewer to find and everyone has busy lives and challenges, especially due to Covid, which continues to impact the community in a myriad of ways.

Xchanges continues to play an important role in the arts and culture of the region and is needed more than ever.

Your participation is crucial to ensure the future of Xchanges so please sign on to help.

Many hands make lighter work!!

Thank you,
Heidi Bergstrom, President