

Committee Reports to the LAGS AGM – Feb 26, 2023

1. President's Report: Wendy Muise

This was my second year acting as president of the Lunenburg Art Gallery Society and a rewarding one it was. As it was a celebration year, being the 50th anniversary of our inauguration, it was a chance to look back over the accomplishments of past years which led to the enviable position we now find ourselves in. Membership is up. Finances are in good standing. Our gallery looks spectacular at every show.

To commemorate our 50th we mounted a two month show of the work of Earl Bailly. It was enthusiastically received by the public and despite Covid we had an opening celebration, catered beautifully by our member, Peter Hardy.

The Lunenburg Arts Fest enjoyed its second year on the waterfront providing a venue for plein air artists to show fresh work and studio work as well. A studio tour was included in conjunction to broaden our scope.

As this was also the 50th anniversary of the Lunenburg Heritage Society and the South Shore Regional Library, the three organizations sponsored a summer picnic at the bandstand with music, games and a barbecue to celebrate 50 years of longevity and success.

In October we wrapped up the season with a closing event. It was heart warming to gather with other artists and art appreciators and we look forward to more socializing in 2023.

I am looking forward to our next season. We have a strong, hardworking board and will welcome three new members. We will say farewell and thank you to our retiring secretary, Les French, who has been a backbone in the organization for four years and whose friendly demeanour will be missed by us all.

I wish to thank our numerous committee chairs and their assistants whose contributions enable us to spread out the workload so no one is feeling overwhelmed by their tasks. I also heartily thank all those members who have volunteered to take a shift or shifts sitting the gallery. This makes for a very successful Lunenburg Art Gallery Society that we can all be proud of.

2. Gallery Committee: Jennifer Harrison

Congratulations to us for a record membership in 2022! On average, each show (April-October) had between 80-100 participants and sales were brisk through the summer months despite only having half the gallery for display during the Earl Bailly exhibition. Hopefully it balanced out as the special exhibition drew many visitors and was very well received. If Mr. Bailly's work had been for sale, it would have been a sold-out show! Our 3rd Annual Foot Show was also a great success.

The unfortunate news was that Hurricane Fiona prompted a significant number of fall tourists to cancel their visit. There was a mild upswing in early October but overall, the season ended with a fizzle. (Fingers crossed for a more pleasant season in 2023!)

This year we added an additional day to the schedule (Wednesdays) and the data shows that was a profitable decision. The change in hours (11-4 from 12-5) also seems to have been the right move so we'll keep those changes for the foreseeable future.

A MASSIVE thank-you to all our hard-working volunteers who gave their time to keep us open and help promote our local artists.

3. Small Stuff Committee: Marilyn Congdon & Merrill Heubach

SMALL STUFF just completed its second year of operation within the Lunenburg Art Gallery. SMALL STUFF operates like a small exhibition space for artists displaying work that does not necessarily hang on walls. Having this display brings additional artists to the gallery who might otherwise not have a place to exhibit their smaller works. Many artists have been happy with the exposure SMALL STUFF has given them. SMALL STUFF uses two shelving units that are each approximately 2' long and 6' tall. The units may be used by one artist or shared by 2 artists depending upon the amount of work to be displayed and whether or not the work is complementary.

1. A new artist is featured each month and shows change when the Lunenburg Art Gallery shows change. In 2022 artists featured were:
 - a. Allison Tremain – Prints – April
 - b. Nancy French – Lindenlea Paper – Paper Art – Book Maker - May
Basma Kavanagh – Prints – Paper Sculptures – May
 - c. Don Moore – Wood Sculpture – June
 - d. Randi Adler – Pottery – July
 - e. Jill Smith – Stone Bowls – August
 - f. Jeanette Weikhorst – Leaf Art – Metal Wire Trees - September
Collett Samson – Glass Art – September
 - g. Danielle LeBlanc – Ink Drawings – Printed Fabric Items – October
2. Artists were required to join the Art Gallery in order to display their work.
3. Artists were featured in the Lunenburg Art Gallery Newsletter that Margo Bradley organizes each month, and Merrill Heubach and Jennifer Harrison advertised the artists on Social Media.
4. The percentage taken for commission was the same as for the rest of the gallery – 40%.
5. Everything in SMALL STUFF is in on consignment.

SMALL STUFF GROSS SALES	\$3,364.90	
- ARTIST PAYMENTS	-2,018.94	
= SUBTOTAL	1,345.96	
+ 8 MEMBERS	320.00	Who became members in order to display their work in Small Stuff
TOTAL	\$1,665.96	

We feel we have had a successful year and have over doubled our SMALL STUFF sales over the previous year.

4. Membership: Elizabeth Kingsland

In 2022, membership was 182 members. By December, we had 125 renewals and 57 new members. This can be compared to 2021: 148 total, with 50 new members and 98 renewals. So numbers are up! There are also 7 life members in addition to the above.

Members indicating “willingness to help” are 120 out of 181 members (66%)

Thanks to Les (past membership chair) for helping me with getting started, and also others who assisted me and answered all my questions.

5. Treasurer’s Report: James Gray

Hello fellow members: 2022 has been a very successful year for the Lunenburg Art Gallery Society. A review of the year as compared to 2021 shows the successes while we all return to some semblance of normal after the pandemic.

Notecards and Printshop (Unframed) were new endeavors for 2022, successfully run by Jane Holbrook and Vanessa McKiel. Notecards are intended to offer visitors an option for purchase that is smaller but can help draw people into the gallery. We were very successful with both ventures with approximately 300 cards and 50 prints sold during the year.

Another new endeavor this year was the sale of posters of Earl Baily works, designed by Jennifer Harrison. This was in conjunction with the Earl Baily display in the gallery to celebrate our 50th anniversary. Five different posters were created each showing a different work by Earl Baily and the posters were extremely popular with 129 sold in the year.

Small Stuff was a new sales project for 2021 taken on by member Marilyn Congdon and Merrill Heubach. The category was introduced to offer visitors smaller items of different art forms to expand the artwork available for purchase. We had a great mix of pieces available in 2022 including stone works, quilted items, printed items, sculptures, etc.

The Lunenburg Art Festival (LAF) was held for the second year on the Fisherman’s Museum wharf in Lunenburg. The Festival, led by Sharon Wadsworth-Smith, showed an increase in commissions from sales of 49% which was offset by a 209% increase in expenses. These included increased advertising costs, some of which can be used in future years (posters) and purchases of grids. Thank you to the members of the LAF committee for their skillful organization.

The net Gallery sales were up 20% over our 2021 sales. This increase is in part to the dedication of the volunteer staff sitting in the gallery, allowing us to keep the doors open. The Gallery was open from April through October and without our members volunteering their time, we would not have been able to do this.

Commissions increased to 40% in 2022 from the previous 30%. While some have expressed concern about this increase, our non-discretionary costs (which account for approximately 60 to 65% of our total expenses) including rent, utilities, internet and insurance have increased by an average of 45% in 2022 vs 2021. This is mostly due to the increase in rent of 25% beginning April 1st, in conjunction with a lower level of offsetting gallery rentals in 2022 (decrease of 17%). Our discretionary spending is up 130% including advertising, courier costs, office supplies and miscellaneous expenses. A large part of these costs included the printing and shipping of gallery and Earl Baily brochures and posters, of which we ordered enough to last at least another year. The only other unusual costs incurred this year were for the new Square sales processing machines (\$500) and for a much needed vacuum (\$500) for the gallery both of which should serve us for a few years. Otherwise, we did have 2 much needed and appreciated receptions this year for a total cost of approximately \$850. We believe it was money well spent.

6. Student Exhibition: Jennifer Harrison & Shirley Abberton

Once again, our teachers out-did themselves with some beautiful work from our local students, grades 6-12. We had participating classes from Bayview Community School, Bluenose Academy, New Germany Rural High School, Forest Heights Community School, and Parkview Education Centre. Highlights included fantastical cake sculptures from Ms Fisk's class at FHCS, some very skilled charcoal portraits from PVEC and a large display of 'stained glass' made with crayon depicting all the sports of the Olympics from Bayview.

Looking forward to another exceptional show in 2023!

7. Earl Baily Collection: Jan Hull and James Gray, co-chairs

Cataloguing and organizing the collections at Town Hall and the Lunenburg Art Gallery was continued during 2022. To date a number of paintings remain to be located or identified.

One of our challenges has been that many paintings had no title or the title could have been applied to more than one work. We were very pleased to receive assistance from a member of the Town's clerical staff.

Digital files for both collections will be completed over the coming months.

As part of the LAGS' 50th anniversary celebrations, there was a very successful exhibit titled "Earl Baily's Lunenburg" of selected Earl Baily paintings in the gallery during June, July and August.

Information pamphlets of Earl and his works were available to attendees and 5 different posters commemorating the exhibit were created by Jennifer Harrison and successfully sold during the exhibit. These posters will still be available for purchase during the 2023 season.

Looking ahead to 2023:

After we complete the inventory, we hope to produce a reliable photo-catalogue of the complete collection which will also be posted online and added to the LAGS Google drive.

We will meet with Town of Lunenburg to review safe storage, cataloguing, displaying, and insuring of all the works.

The "recruitment of additional committee members" has been slow, but our door is always open.

We do not envision any marketing of EB art prints until after we have created a good foundation of information on Earl Baily himself. Jan Hull and James Gray will outline next steps and recruit additional members when ready.

8. Human Resources: Joanne Young

In 2022 we once again, operated the Society and managed the Gallery solely with the efforts of volunteers. As a non-profit organization we operate under a volunteer Board with the valued support of Committee members and other volunteers. Covid protocols changed throughout the year, and we continued to adapt to the changing circumstances. Work on recording roles and

responsibilities, operational procedures, and policies is an ongoing activity as we continue to evolve as an organization. I send huge thanks to all the volunteers who continue to support LAGS, especially during our 50th anniversary year.

9. LAS News & Updates: Margo Bradley

LAGS produced twelve newsletter editions in 2022. All publications are available to view at our website, www.lunenburgartgallery.com. Our mandate is to provide readers information about LAGS events and activities and to invite members and subscribers to engage in them, as well as present our Lunenburg Art Society in a way that will encourage support from artists, artisans, art lovers and the public.

At present we hold approximately 472 subscribers, an increase from 392 in 2021. Anyone can subscribe to our newsletter via our website whether they are a member or not, and when an individual purchases a membership they are automatically added to our subscriber/newsletter database.

As in previous years, we continued in 2022 to receive positive feedback from readers, such as “well done” or “thank you to LAGS and volunteers for supporting artists”. Subscribers are invited and encouraged at the bottom of each newsletter to submit content, comments or questions using the newsletter email address at newsletter@lunenburgartsociety.ca.

In 2022 we continued to showcase a member's artwork at the opening of each newsletter edition. The chosen work comes from the current or past month's exhibit inventory and usually reflects the season or month in which the newsletter is published. This feature is intended to enhance the look of the newsletter, provide member visibility, and inspire creativity. In 2022 we added a section called “In Case You Missed It” that gave members an opportunity to share a story or article they thought other members would be interested in knowing about. We also added a regular feature at the end of each newsletter entitled “Upcoming Member Events” where members can share their advertisements. Last year we continued to invite members to submit articles and photos for newsletter publication, showcasing a recent event they may have held. We also continued to publish our “Small Stuff” section that highlighted the work of those artists who displayed during the monthly installation. Lastly, and because of the 2022, 50th Anniversary Celebration, we added the Earl Bailly feature excerpts, from Earl Bailly's 1957 self-published autobiography: 'Earl Bailly - His Trials & Triumphs'. This feature section was very well received and enjoyed by readers in 2022.

As we roll into 2023, we intend to continue publishing an informative and meaningful newsletter, as well as encourage new and fresh content on an ongoing basis. In addition to the newsletter, we will also continue to communicate directly with members through targeted emails, regarding show requirements and monthly intake/outtake information. These separate emails help to reduce repetition and information overload in the newsletter as not all newsletter subscribers participate in the monthly shows.

LAGS experienced an active and successful 2022 despite continued pandemic related challenges. LAGS looks forward to communicating with members and subscribers in 2023.

10. Rental of Premises: Terry Morris

A valuable membership benefit is the chance to rent our spectacular Gallery in the off-season – Nov-Feb. Rental details, real-time availability calendar + a fillable PDF rental agreement are on our website.

During 2022, there were 8 members or member groups who took advantage of the opportunity – over a total of 41 days. Members paid LAGS a reasonable rental fee and then retained 100% of the sales proceeds for themselves.

It's a terrific way to host a solo or group show, and the rental program is good for the Gallery, too. We have the constant financial challenge of 12 months expenses, with only an 8-month exhibition season. Rental income helps us keep the doors open.

11. Lunenburg Art Fest: Sharon Wadsworth-Smith

Wow, it was a magical weekend!

After getting off to a slow start for setup (locked shed) and ironing out a few glitches (having to change the tent setup on Friday) everything started to come together and Saturday, we were off and running. Saturday was also a very sunny day with a bit of

humidity. Sunday was super windy (the cash location had to be changed) with a few less people but more buyers. The event generated more money than last year but our expenses were higher. We paid out 60% of the sales to artist and 40% to the group. We had higher costs for using the square system than anticipated.

We spent a bit more on advertising this year and several papers gave us editorial space. We also had more large signs and it was very noticeable around town. We had difficulty picking up the balance of signs and received a note from the town saying that we should have removed them sooner and asked permission first to place them on poles. Something we will have to deal with next season for sure.

- We had **40** plein air artists registered but **6** did not make it to the event. Some of those artists had not paid.
- We had all of our booths booked and were able to set up an additional tent at the front but would like to see one more tent inside the market next year. We are discussing the possibility of changing to a market format inside the big tent for all plein air artists. We need to work out the grid layout yet.
- We had 9 studios booked and sent a survey for feedback. 5 studios responded positively. We will discuss whether this portion of the event will continue next near on the same weekend.
- The setup of the walls and grids was an exhausting task as they were in the basement of the gallery with a flight of stairs to remove them. We were short on volunteers so thanks to the people who helped us that day, you guys are awesome!

We needed more help to install this year as the museum was short staffed. Several volunteers pitched in to help on short notice. When we picked walls up at the end of the event, the museum staff had already removed all of the screws and they were ready for us to pick-up.

We decided that we should retire the heavy peg boards and replace them with grids next year as they are easier to transport and can be individually lifted by any of our members. This decision was based on the storage location of walls for future shows and the availability of volunteers each year that could physically manage this task.

Monetary sponsors were down but we did get a couple of new merchandise sponsors including a gift of art supplies Hamster office supplies in Bridgewater, chip and ice from Independent in Lunenburg, and Subway gave us 25-5\$off cards! Yum. We decided to purchase 15 more of these to feed the entire number of plein air and booth registrants.

I want to thank the entire committee and valued volunteers that helped us before during and after the weekend. This could not happen without you and you were all awesome!

12. Cards/Prints: Jane Holbrook & Vanessa McKiel

The sale of notecards and unframed artwork at the Lunenburg Art Gallery was successfully launched and managed by Jane Holbrook and Vanessa McKiel in 2022.

The gallery netted \$824.00 from notecard sales. A total of \$1,294.50 was spent on the acquisition of 400 notecards from 19 members. Members were paid %50 of the selling price of their cards. The end of season tally of cards was 92 and this will serve as starting inventory for 2023.

Throughout the 2022 season, the gallery's new racks were home to a vibrant collection of original prints, watercolours, photographs, and reproductions of artwork. The gallery netted \$1,486.40 from this venture, which represents a 40% commission on the sale of 48 unframed pieces of art.

We expect the sale of notecards and unframed artwork will continue to provide the gallery with additional income. It gives members additional opportunities to showcase their work, and it offers visitors a broader selection of works that can accommodate nearly every budget. Going forward, the project will be split into two separate areas. Notecard sales will be under the purview of James Gray (cards@lunenburgartsociety.ca), and Jane & Vanessa will continue to manage the unframed artwork (printshop@lunenburgartsociety.ca).