



2015 ANNUAL REPORT



The mission of the
Oakville Arts Council is
to sustain and foster the
community's engagement in the arts and
champion artistic development

www.oakvillearts.com

MESSAGE from the President

The Oakville Arts Council is pleased to report that 2015 was a year of fiscal stability and successful delivery of our objectives. Careful management of our resources resulted in a surplus that largely offset the deficit of last year.

We are well positioned to continue our work engaging the community, delivering professional development for artists and arts organizations and building sustainability for our sector.

The re-design of our website and calendar solution highlight our community engagement efforts in 2015. A critical component to any organization, our site was given a new, contemporary look complete with membership and volunteer videos and refreshed content.

Our work building the capacity of our organizations through the development of volunteers continued thanks to the Ontario Trillium Foundation. With this funding, the Oakville Arts Council developed tools, templates and professional development opportunities for our organization, our members and Oakville residents interested in participating as volunteers in the arts and culture sector.

We were honoured to present arts awards once again this year. The arts recognition awards provide us with an opportunity to celebrate the successes of the talented artists and arts organizations that make our community unique.

During the course of this fiscal year, the Town of Oakville embarked on a review and update of their Cultural Plan. This review dovetailed nicely with our strategic planning and we will begin the work of forging a new direction based on the needs of the arts sector and the feedback from our major stakeholders.

Without the dedication and support of our sponsors, our members and our volunteers, the work we do would not be possible. We thank departing Board member Mark Melymick for his years of service to the arts and culture sector in Oakville.

We are looking forward to 2016 and the challenges and opportunities to come and hope that you join us as we continue our journey in support of the arts in Oakville.



A handwritten signature in black ink, which appears to read "Bill Smith". The signature is fluid and cursive, written in a professional style.

Bill Smith , President

REPORT from the Board

SUSTAINABILITY

■ *strong relationships and diversity in funding*

The need to establish and grow relationships within the community remains a keystone of our new strategic plan. We continue to nurture and grow such relationships to ensure sustainability for the Oakville Arts Council. We seek out diverse revenue streams including grants, sponsorships, memberships and fundraising activities and began work on a new development plan that will see implementation in 2015/16. We continue to deliver on the objectives outlined in the Ontario Trillium Foundation grant for our volunteer project. This initiative is designed to enhance the organizational capacity of the Oakville Arts Council and our not-for-profit group members. The Oakville Arts Council continues to work with the Town of Oakville toward the goals outlined in the Cultural Plan and as Oakville's arts sector advocate and facilitator, resource and referral agent for arts information, and arms-length administrator of the Town's cultural grants. The Oakville Arts Council acknowledges the tremendous support from local companies that help us to recognize local artists and promote the activity of our members to residents of Oakville.

■ *understanding local needs: Oakville's voice at the table*

The Oakville Arts Council consults with arts groups, artists, local business and government leaders to obtain feedback and provide guidance. Understanding the needs of local artists, arts groups, and arts consumers remains essential to our role as representative for the arts sector in Oakville. We continue to create community connections to and awareness of our local arts, culture and heritage. The result is an increase in collaborations, education and communication, cultural mapping, and cross-pollination of the sectors. We have been a contributing member in many municipal consultations including the Town's Parks, Recreation, Cultural & Library Master Plan, Oakville's Cultural Plan, Public Art Policy and Cultural Portal Project and development of Queen Elizabeth Park Community & Cultural Centre. In 2015, we participated in the planning processes for the Downtown Cultural Hub/Streetscape Plan, the Town's Cultural Plan Review and the Oakville Community Foundation's information gathering process for the next Oakville Vital Signs publication.

■ *planning for the future*

The Oakville Arts Council established an Ontario Arts Endowment Fund at the Ontario Arts Foundation (OAF) under the terms of the Arts Endowment Fund Program (AEF). The AEF is a program of the Government of Ontario through the Ministry of Culture administered by the OAF. The OAC receives investment income from our endowment to be used for operations. During the 2014/15 fiscal year, the Oakville Arts Council received investment income of \$3,946 and the market value of the Oakville Arts Endowment Fund as at June 30, 2015 was 94,276. The Oakville Arts Council is also the beneficiary of the Oakville Arts Endowment Fund of the Oakville Community Foundation. The endowment fund was established in 1997 with a \$25,000 capital contribution from the Town of Oakville. The OAC receives investment income from the Oakville Arts Endowment Fund to be used for operations. This year, we received investment income of \$1,523 and the market value at June 30, 2015 was \$44,114.

■ *artistic recognition*

Fostering creativity, encouraging emerging artists and highlighting the excellence of the arts in our community remained a strong priority for the Oakville Arts Council in 2014/15. Thanks to the support from our sponsors, members and patrons, we were able to award three local artists at the Oakville Arts Council Annual General Meeting and Arts Recognition Awards on November 6, 2014: Emerging Artist: Barb TenEycke, Established Artist: Charles Demuyne and Lifetime Achievement Award: Naoko Matsubara.

COMMUNITY ENGAGEMENT

■ *affordable membership*

Membership in the Oakville Arts Council consists of individuals and organizations, artists and patrons of the arts. Paid membership at the 2015 year-end was 106 members. Our free subscription membership for individuals interested in knowing about what's happening in the arts in Oakville continues to climb and increased from 460 to 493 subscribers during the course of this year. We are pleased to include our patrons and honorary members also, which, when added to our subscribers and

members, represents more than 727 direct e-mail contacts with whom we regularly communicate.

■ *collecting and disseminating arts information*

Collecting and disseminating information remains one of the most important aspects of the work that the Oakville Arts Council engages in. We use a wide variety of strategies to achieve our goals. In 2015 we updated our website giving our brand a fresh look and streamlined content. We delivered a new community calendar and added video to our website. Our social network continues to grow with a Twitter following of 3,566 people, a Facebook Page with 408 “Likes”, 234 Instagram followers and 77 LinkedIn users. We expanded our outreach efforts through participation in Culture Days and the Town’s Cultural Connections and the Children’s Festival, as well as through new partnerships with Bronte Business Improvement Association and the Lakewalk project.

We continue to publish a regular newsletter, weekly and other communiques to our subscriber base and the media. The dissemination of information to our membership, subscribers and the media, continues with 209 different communiqués sent in the 2014/15 period. Various formats were used including our newsletter, in-the-Arts, e-bulletins and notifications for membership renewal and event attendance.

The Brochure Rack Program remains one of our most popular services. Member brochures are placed in visible locations throughout Oakville so that the public has easy access to arts information. In 2014/15 brochure racks were placed at the Hopedale Shopping Mall and Queen Elizabeth Park Community and Cultural Centre and River Oaks Community Centre. Oakville Arts Council members who take out an Individual or Organizational Membership are also able to make use of the designated bulletin boards at QEPCCC for their posters.

■ *arts volunteerism*

Volunteering is about giving, contributing and helping other individuals and the community at large. It is working with others to make a meaningful contribution to a better community. Oakville’s arts sector has many volunteers and many opportunities to volunteer. We also encour-

age training and mentoring by taking on co-op students from local high schools, Sheridan College and McMaster University. Volunteers support operations through day-to-day activities, as well as through Board of Director ad hoc committees such as the Cultural Grants Review Committee, Membership Committee, By-law Review Committee and the Nominating Committee.

The governing body of the Oakville Arts Council is comprised of Board members with a broad range of demonstrated skills and talents in the areas of business, law, media/communications, finance and marketing. The Board of Directors is a champion for the Oakville Arts Council and board members are involved in advocating for the arts in our community. Members of the Board sign up to committees and meet based on the needs of the Board and management team. Board volunteers are aligned with committees that best suit their skills and talents. Over 250 volunteer hours contributed to the delivery of Oakville Arts Council programs and services in 2014/15.

ARTISTIC DEVELOPMENT

■ *resource & referral*

Through our role of resource and referral, the Oakville Arts Council enables local artists, groups and businesses, connecting them to information vital to the business of making art. The Oakville Arts Council serves as a referral resource for artists, vendors to artists and consumers of art. Our website continues to be updated and supply important information and resources such as rental space inventory, member directory, arts calendar, etc. Information including demographic statistics, employment and funding information is also available as premium content for paid members. In addition, our member newsletter acts as a tool to connect members to opportunities. “Art Connections” presents opportunities for members, garnered from a variety of sources, which offer chances for our members to enhance their artistic careers in the categories of calls/auditions, funding, employment, space, workshops/lectures and networking opportunities.

■ *cultural grants*

Every year, the Oakville Arts Council, on behalf of the Town of Oakville,

administers the cultural grants program - operating and project grants available to qualified not-for-profit cultural organizations. Applications are reviewed by an arm's length Cultural Grants Review Committee convened by the Oakville Arts Council. Recommendations are presented by the Grants Review Committee to the Town's Budget Committee and then to Town Council for approval. Each year, the Oakville Arts Council advocates for an increase to the cultural grants program. In 2015, the Town of Oakville provided \$104,500 (\$101,500 in 2014) to local non-profit arts groups. The 2015 recipients are: ArtHouse \$6,500, ArtWorks Oakville Association \$2,500, Burl-Oak Theatre Group \$6,000, Carousel of Nations Multicultural Association \$3,500, Circle of Harmony Chorus \$4,500, Halton Mississauga Youth Orchestra \$3,000, High Rendition Jazz \$4,500, Intrada Brass of Oakville \$3,000, Joshua Creek Heritage Arts Centre \$3,000, Masterworks of Oakville Chorus and Orchestra \$3,500, Musikay (Oakville Ensemble) \$2,500, Oakville Art Society \$4,500, Oakville Camera Club \$3,500, Oakville Chamber Orchestra \$4,000, Oakville Chapter Canadian Music Competitions \$1,000, Oakville Chinese Network Society \$3,000, Oakville Choral Society \$3,500, Oakville Festivals of Film & Art \$4,500, Oakville Fibre Artists \$1,500, Oakville Improv Theatre Company, Inc. \$4,500, Oakville Sculptors and Woodcarvers Guild \$2,500, Oakville Wind Orchestra Inc. \$4,500, Streetwise Actors \$3,500, Tempus Choral Society \$3,000, The Oakville Children's Choir \$3,000, The Oakville Players (TOP) \$6,500, The Oakville Symphony Orchestra \$3,000, World of Threads Festival \$6,000.

■ *professional development, mentoring & consultation*

The Oakville Arts Council supports professional development for artists through workshops and building managerial capacity through the cultural grants process. We support the arts sector through programmed workshops, consulting and mentoring of arts groups on the Cultural Grants Program on behalf of the Town of Oakville, providing in-office support to members about incorporation, fundraising, grant writing and setting budgets.

■ *networking, cross-pollination and sharing*

In partnership with the Town of Oakville, the Oakville Arts Council continues to offer networking sessions. Held the last Wednesday of each month, Creative Connections sessions are offered free of charge to

artists and cultural workers across all disciplines. Using a flexible format, Creative Connections offered attendees the opportunity to share information about their art and activities, connect and collaborate on new projects and share ideas. During the 2015 fiscal year, one artist each session was offered the opportunity to present an “artist talk”, sharing information about their work and experience as an artist. The 2014/15 sessions (9) were held on July 30, September 24, October 29, November 26 in 2014 and January 28, February 25, March 25, April 29 and May 27 in 2015.

■ *building capacity in Oakville’s cultural groups*

In February 2014, the Oakville Arts Council began to develop a new project designed to assist local arts groups to build capacity through volunteerism. Funded by the Ontario Trillium Foundation, the Volunteer Program launched by engaging in stakeholder meetings to assess volunteer need and capacity, reached out to known volunteers and began new relationships with the not for profit volunteer sector (Volunteer Halton). Following this research work, a 3-year volunteer strategy and volunteer policy were developed. In 2014/15 we developed an online Volunteer Hub, business templates to assist with the management of volunteers, dissemination of volunteer opportunities through our ARTSvol publication and volunteer recruitment. In addition, we held the following workshops:

- Roles, Responsibilities & Vicarious Liability: Volunteer Workshop Series I - Governance - February 4, 2015
- Making Data Work for You: Volunteer Workshops Series II - Volunteer Management - January 29, 2015
- Applying for a Cultural Grant - June 29, 2015

■ *board of directors - executive*

Bill Smith, *President*
Roland Klassen, *Vice-President*
Ben McRae, *Treasurer*

Mark Melymick, Sheridan College
representative

Gray Hammond
Kirk Sloane
Ralph Robinson
Julian Wise

■ *board of directors*

Catherine Bobesich
Suzy Godefroy

Sarah Douglas Murray,
Senior Manager, Cultural Services,
Town of Oakville,
Ex-Officio

■management team

Bernadette Ward,
Executive Director
Giulia Simonato,
Coordinator, Volunteer Services
Pamela Keywan, *Membership &
Office Administrator*
Alison Myers-Gomez,
Administrator, Volunteer Services
Ushah Kazi, *Communications
Intern*

■finance committee

Bill Smith, Chair
Ben McRae
Bernadette Ward

■nominating committee

Bill Smith, Chair
Roland Klassen
Bernadette Ward

■Cultural Grants Review Committee

Julian Wise – Chair, Oakville
Arts Council
Kerry Colborne
Derik Hawley
Karen Korody
Andrew MacIver
Karen Raymond
Bernadette Ward, Executive
Director, Oakville Arts Council
Sarah Douglas-Murray, Senior
Manager, Cultural Services, Town
of Oakville

■members – organizations

Allegro School of Dance
Appleby College
Art House
Artworks Oakville Association
Bronte Historical Society
Burl-Oak Theatre Group
Canadian Caribbean Association of
Halton
Canadian Music Competitions
Circle of Harmony
CPS Inkworks Ltd.
Crack Pot Studio
Film.ca
Fine School of Music
Gear Music
Grace Academy
Halton JAZZ Choir
Halton Mississauga Youth
Orchestra
High Rendition
Illusion Images
Intrada Brass
Joshua Creek Heritage Centre
Masterworks of Oakville
Music for Young Children
Musikay / Oakville Ensemble
Oakville Arts Society
Oakville BIA
Oakville Camera Club
Oakville Centre
Oakville Chamber of Commerce
Oakville Choral Society
Oakville Entertainers
Oakville Festivals of Film and Art
Oakville Galleries
Oakville Historical Society

Oakville Improv Theatre Company
Oakville Literacy Council
Oakville Public Library
Oakville Sculptors and
Woodcarvers Guild
Oakville Suzuki
Oakville Symphony
Oakville Wind Orchestra
Queen Elizabeth Park Community
& Cultural Centre
St. Jude's Celebration of the Arts
St. Mildred's Lightbourn School
Streetwise Actors Inc.
Studio P.A.V.A.S
Tempus Choral Society
The Music Box Piano Service
The Oakville Children's Choir
The Oakville Players
World of Threads

■ *members – individuals*

Susan Aglukark
Celina Ambler
Teresa Biagi Gomez
Patricia Bidwell
Cynthia Blanton
Catherine Bobesich
Louise Boileau-Labrie
Ray Chisholm
Frances Cordero de Bolanos
Jennifer Curran
Mary Davidson
Sally Durie
Bernadette Duzyk
Shirley Erskine
Darren Evorglens
Christine Fenn
David Foster

Susan Hobson
Sally Jackson
Connie James
Bev Kennedy
Alan Kingsland
Roland Klassen
Leshia Kokosky
Howard Lopez
Joanne MacNair
Judy Mayer-Grieve
Marda McLean
Ben McRae
Mark Melymick
Don Morrison
David Newman
Warren Nicholson
Bruce Outridge
Mariel Pagliai
Elva Palo
Mary Perdue
Karen Plumb
Dominique Prevost
Yamilet Roa Piza
Ralph Robinson
Rena Sava
Dawn-Angela Seeley
Azhar Shemdin
Curt Smith
Ixchel Suarez
Myriam Suarez
Scott Thomas
Julian Wise
Michael Young

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CHARLES (CHUCK) HAVILL, C.A.

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