

**North Shore Arts Association  
Annual Meeting Sunday, August 26<sup>th</sup> 2018  
Gallery Directors Report**

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**Exhibitions/Receptions**

The 2018 season has welcomed approximately 2,500 visitors to date (down approximately 500 from same period 2017). However, art sales have exceeded the same period for 2017. Sales to date are \$64,337 up \$41,829 from the same period 2017. Of this gain, approximately \$6,500 can be attributed to our new gallery space in the studio (beautifully cleaned, painted, decorated and hung by staff members Kathy Staab and Rebecca Siswick Graham). We hope to see sales increase even further with Exhibition 4 and the Don Stone Retrospective. All receptions continue to be very well attended, beautifully appointed and lively. We are very grateful to our Hospitality Committee, with special thanks to Hospitality Co-chairs Susan Drennan and Linda Jo Nielsen and the many, many volunteers for making these gatherings so enjoyable.

**Annual Fundraising Auction**

The 2018 auction was a great success! NSAA raised nearly \$20,000 after expenses, exceeding expectations. The entire evening was, as our promo stated, "a fun, lively event"! Our auctioneer Rick Doucette was a super star. Food donations from eleven (11) local restaurants were delicious and abundant. Bar service from Vinwood Catering was superb and the décor was elegant. Thank you to all of our members who contributed to this success with your art, donations and volunteer efforts. A sincere and warm thank you to board members Donald Doyle (Auction Chair) and Marion Hall for their creative thinking and tenacious efforts that lead to this success.

**Annual Program Guide**

Our Annual Program Guide continues to be a popular item, and each season has expanded in scope. The 2018 (64 page) edition included our calendar, exhibitions, awards, history, workshops, rental information, special events and a feature article on Don Stone, written by Judith Curtis. Fees collected from 44 advertisers covered printing costs and brought in \$3,050 in profit. Reservations for advertising space in our 2019 Guide will begin October 1<sup>st</sup>.

**Education**

One workshop, six artist demonstrations, three gallery walks, and one lecture were/are offered for 2018. A new concept this season (brainchild of Kathy Staab, Assistant Gallery Director) was to have the demonstrations during a small pop-up show of the demonstrating artists work. The idea proves to be a success, as so far, all the demonstrations attendance has exceeded our expectations. Our lecture scheduled for September 22<sup>nd</sup> is with nationally known artist Brian Rutenberg. Please visit our website for more information regarding Brian, and this sure to be fascinating lecture.

**Rentals**

We continue to expand marketing of our galleries for rental purposes, done primarily via collaboration with high end local caterers. This season we had/have two weddings, one rehearsal dinner, one cocktail party and one large corporate event. We are also offering the rental of our galleries for lectures, book signings, performing arts events and for private use by artists. Fee will be considered on a case by case basis.

**Community Outreach**

In the spirit of community outreach the following collaborations took place:

- Annisquam Art Club had a group of 15 young girls visit NSAA to sketch from Artist Members works in our galleries.
- New England Watercolor Society will be using NSAA as "home base" for their "Brushes with Nature" plein air program on September 12<sup>th</sup>. The event is chaired by artist member Marilyn Swift.

- Cape Ann Plein Air - I continue to be an active member of the CAPA Board. This year NSAA will host the gala awards ceremony and painting sale on October 13<sup>th</sup>. A portion of sales proceeds will be for the benefit of NSAA. Please visit The CAPA website [www.capeannpleinair.com](http://www.capeannpleinair.com) for more information.
- Gloucester Education Foundation will for the third year in a row, hold their annual donor appreciation party in our galleries on October 19<sup>th</sup>.
- Rose Baker Senior Center has once again been invited to visit the galleries. The invitation was accepted, and they will be visiting mid-October.

### **Publicity/Marketing**

Exposure for NSAA continues to increase via our website, Facebook, Twitter and Instagram. We continue to send press releases to local media outlets and have been featured (Don Stone Show) in North Shore Magazine and American Art Review. We have increased taking advantage of print media advertising opportunities as well. *Please partner with us!* We again ask our members to partner with us to cross promote NSAA via your personal websites and social media platforms. Post images of your works that are available for sale in our galleries. Let your collectors know we have your works available. Please like, follow and most importantly SHARE our Facebook page and posts. This may evolve (even if slowly) into online sales opportunities.

### **Volunteers**

*"Volunteers do not necessarily have the time; they just have the heart."* ~Elizabeth Andrew  
I repeat this every year as there is no way to say it any better - Volunteers are the life-blood of any non-profit. Our members repeatedly step forward to help in so many ways. I cannot name an event that did not have an abundance of volunteers. This support is what continues to make each event such a success. Know that NSAA is so very grateful for your generous contributions. A special thank you to Rebecca Siswick Graham, Gallery Assistant and Volunteer Coordinator, whose cheerful drive and valuable talent for recruiting, training and guiding our volunteers, which greatly impacts our success and enriches our social network.

### **Special Thanks**

The entire staff thanks the membership for their ongoing support, positive input and acts of kindness. We also thank our membership for offering ongoing contributions of incredible art, donations and volunteer hours. We are all very proud of our Association and the many, many accomplishments of the past year. We are so very grateful to be part of such a vibrant, diverse and iconic cultural organization.

Thank you to our remarkable staff: Rebecca Siswick Graham, Rob Sibelle and Kathy Staab. Their professionalism and stellar work ethic shines through even in the most difficult of situations. They work with never ending enthusiasm, passion and good humor. In closing, I wish to express sincere and warm appreciation to the NSAA Board of Trustees for their support of the entire NSAA team and their dedication in support of our Association.

*To all the membership and friends of NSAA, please know my door is always open for your comments and concerns – or just to say hello.*

Respectfully submitted,  
Linda Cote  
Gallery Director