

**North Shore Arts Association
Annual Meeting Sunday, August 18th 2019
Gallery Directors Report**

Exhibitions

NSAA had/has sixteen (16) exhibitions for 2019. A lot to offer in six months! NSAA strives to give our Artist Members the maximum number of opportunities to display and sell their art that it possibly can. The 2019 season has welcomed approximately 2,000 visitors to date (down approximately 750 from the same period 2018). However, art sales have exceeded the same period for 2018. Sales to date are \$39,573 up \$10,146 from the same period 2018. *** Note: These numbers do not include special exhibitions or the auction.

The Showroom Gallery and Studio Showroom Gallery spaces have been very successful! The spaces offer our members additional and flexible opportunities to display and sell their art. Feedback from members and visitors has been overwhelmingly positive. To date 51 out of the 65 works sold have been from these spaces.

All receptions continue to be well attended and beautifully presented. NSAA is proud to offer these lovely events to the general public for free. We are once again very grateful to our Hospitality Committee, with special thanks to Hospitality Co-chairs Susan Drennan and Linda Jo Nielsen, lead volunteer extraordinaire Nancy Caplan and the many, many volunteers for making these gatherings so enjoyable.

Education

One workshop, eight artist demonstrations, two gallery walks, and one lecture were/are offered for 2019. The concept (brainchild of Artist Member Kathy Staab) of having the demonstrations during a small pop-up show of the demonstrating artists work repeatedly proves to be a success and again offers our Artist Members another opportunity to display and sell their art. Our lecture scheduled for October 13th is with nationally known artist and CAPA 2019 awards judge Kenn Erroll Backhaus. Kenn will discuss the award winning CAPA paintings and how he arrived at his decision. This proves to be an exciting and insightful event.

Rental

We offer the rental of our galleries for weddings, lectures, book signings, performing arts events, music performances and for private use by artists. Fees are considered on a case by case basis. Please help get the word out!

Community Outreach

Collaboration with our creative community and beyond has grown significantly over the past few years. In the spirit of community outreach the following collaborations took place:

- Annisquam Art Club had a group of 14 young artists visit NSAA to create art using Artist Members works in our galleries for inspiration.

- NSAA is hosting a plein air painting event on August 31, 2019. Please visit the NSAA website for details.

Summary:

- Open to the public
- Limited to 75 painters
- Three cash prizes 1st \$300 2nd \$200 3rd \$100
- Reception and "wet paint" painting sale to follow in the afternoon

- Rockport Art Association executive director Jim Craig has accepted our invitation to be the awards judge for our plein air painting event on August 31, 2019. NSAA and RAA&M are poised to help each other promote their respective events.

- Cape Ann Chamber of Commerce has been invited to hold events at NSAA and will have a "Business After Hours" party at NSAA in September of 2020

- Rockport Rotary invited the NSAA Community Engagement Committee to give a presentation at their weekly meeting in Rockport on June 27, 2019.
- Rocky Neck Cultural District Partners (Rocky Neck Cultural Center, Gloucester Writers Center, Ocean Alliance, Gloucester Stage and North Shore Arts Association) participated in a collaborative grant, given by the City of Gloucester to collectively expand our marketing efforts.
- Cape Ann Symphony has selected North Shore Arts Association as the host venue for their donor appreciation party to be held June 12, 2020.
- Rose Baker Senior Center has once again been invited to visit the galleries.
- Gloucester Writers Center has been invited to use our space for one of their popular "Fish Tales" events.
- Cape Ann Cinema has been offered our space/grounds for their use.
- We are in discussion with Action, Inc. about possible use of our space.
- Cape Ann Plein Air - I continue to be an active member of the CAPA Board. Again, this year NSAA will host the welcome reception on October 6th and the gala awards ceremony and painting sale on October 12th. A portion of sales proceeds will be for the benefit of NSAA. Please visit The CAPA website www.capeannpleinair.com for more information.

This season a new Community Engagement Committee was formed: Jeannie McIntyre (Chair), committee members Leigh Slingluff, Judy Metcalfe and myself. The positive energy and commitment to the mission of community engagement of this group makes it a delight to work with them. NSAA is a truly generous organization - *great things are on the horizon!*

Publicity/Marketing

Exposure for NSAA continues to increase via our website, Facebook, and Instagram. We have broadened our digital reach by posting to Cape Ann Chamber of Commerce, Arts Boston, Essex Community Creates and the Rocky Neck Cultural District Partners website and Facebook page. We continue to send press releases to local media outlets and have increased taking advantage of print media advertising opportunities as well via, North of Boston Media Group, Art New England, Artscope and the Cape Ann Guide. *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.

Our Annual Program Guide continues to be a popular item, and has expanded in scope. The 2019 (56 page) edition included our calendar, exhibitions, awards, history, workshops, rental information, and special events. Thank you to all who advertised in the 2019 edition. Fees collected from advertisers help to cover design and printing costs. Reservations for advertising space in our 2020 guide will begin in October.

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, NSAA Assistant Director and Volunteer Coordinator. Her infectious smile and natural talent for recruiting, training and guiding our volunteers, greatly impacts our success by expanding 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 their contributions of incredible art, donations and volunteer hours. We are all very proud of our Association and its many accomplishments. We are so very proud to be part of such a vibrant, diverse and iconic cultural organization.

Thank you to our small but mighty staff: Rebecca Siswick Graham (newly appointed Assistant Gallery Director) Kathy Staab (volunteer staff) and newly hired, very talented, Gallery Assistant Keely Quirk. They work with never ending creativity, 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 our NSAA team and their never ending dedication in support of our Association.

*2019 will be my last season as Gallery Director. It was very difficult for me to make this decision. Serving as Gallery Director of such an important cultural organization has been the highlight of my career in the arts. I have enjoyed the past six seasons at NSAA immensely, and I hope to contribute to its future success in some way. **I love this place!** For now - to everyone - please know my door is always open for your comments and concerns – or just to say hello.*

Respectfully submitted,
Linda Cote
Gallery Director