

**North Shore Arts Association  
Community Engagement Committee Annual Report  
August 29, 2020**

The Community Engagement Committee had a very full and productive year up until mid-March when our efforts came to a halt due to the coronavirus. Here is a brief summary of the many events we were involved with and initiatives we were pursuing:

**The Cape Ann Plein Air Gala on Saturday, October 12, 2019**

The Cape Ann Plein Air Gala on October 12<sup>th</sup> held at North Shore Arts Association was an opportunity to talk to Plein Air artists, volunteers, and many people who had come to view and purchase the paintings created during the week. It was a vibrant and successful celebration, which brought the Cape Ann arts community together. Many thanks to Linda and her team for their hard work.

**“Discover Gloucester”**

We contacted Elizabeth Carey, Executive Director of “Discover Gloucester” to explore North Shore Arts Association advertising in “Discover Gloucester” in 2020.

**ArtWeek May 1 – 10<sup>th</sup>, 2020**

Many thanks and congratulations to Linda for her work on the application, which was accepted on February 27<sup>th</sup>. Our event, entitled *Techniques REVEALED*, was scheduled for Saturday, May 9<sup>th</sup>. The plan was for approximately 6 NSAA member artists to do a demonstration in our upstairs gallery and 4-6 member artists to demonstrate plein air painting.

We were informed in February 27<sup>th</sup> email that we were going to:

- Receive an “Event Host Toolkit”
- We could have an individual event webpage
- We could promote our event via an online calendar starting the first week in April
- ArtWeek could be followed on social media platforms (Facebook Twitter and Instagram)@ArtWeekMA and tag us using #ArtWeek2020
- We would have been included in press outreach and promotional materials
- There were over 100 statewide, regional, and community partners
- There were different Media Sponsors across the state promoting ArtWeek.

### **Culture Fest Meeting on February 13th**

Linda and Jeannie attended a meeting on February 13<sup>th</sup> at the Rocky Neck Cultural Center to plan the *Culture Fest*, which was scheduled to take place on June 13<sup>th</sup>. Participants were North Shore Arts Association, Rocky Neck Cultural Association, Gloucester Stage, and Ocean Alliance.

### **Cape Ann Chamber Tourism Council Meeting on February 21st**

Jeannie attended the meeting to inform Chamber members of the Culture Fest on June 13<sup>th</sup>.

### **“Start of Summer” Plein Air Workshop with Cape Ann Art Haven on Saturday, May 23rd**

Jeannie confirmed plans with Traci Thayne Corbett, Executive Director of Cape Ann Art Haven, and Marion Hall for a “Start of Summer” plein air workshop with Art Haven students at NSAA on Saturday, May 23rd 10:00 – 11:30 a.m. outside at North Shore Arts Association.

Respectfully submitted,

Jeannie McIntyre, Community Engagement Committee Chair  
Judy Metcalfe  
Leigh Slingluff  
Linda Cote