

**North Shore Arts Association
Annual Meeting Saturday, August 29th 2020
Interim Gallery Directors Report**

Exhibitions

NSAA hosted sixteen (16) exhibitions in 2019. This was a lot to offer in six months! Our Arts and Exhibitions Committee will be working to carry over our 2020 plans into 2021. To date we have had three Artist Members and one Associate Artist Members online exhibitions. All of these have been posted to our website, Youtube, Facebook and Instagram. We have three more online exhibitions on our schedule. NSAA always strives to give our members the maximum amount of opportunities to display and sell their art that it possibly can.

Education

One (1) workshop, eight (8) artist demonstrations, two (2) gallery walks, and one (1) lecture were 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 proved to be a success and offered our Artist Members another opportunity to display and sell their art. On the calendar for 2020 were six demonstrations with pop-up shows, three critique sessions, two lectures and a full day of ten simultaneous artist demonstrations. We will be working to carry over our 2020 plans into 2021.

Community Outreach

Partnerships with our community greatly impacts our success by expanding our social network. Collaboration with our creative community and beyond has grown significantly over the past several years.

**** The following collaborations took place in 2019:*

- Annisquam Art Club had a group of 14 young artists visit NSAA to create art using Artist Members works in our galleries for inspiration.
- Rockport Rotary invited the NSAA Community Engagement Committee to give a presentation at their weekly meeting in Rockport on June 27, 2019.
- NSAA is hosted an open plein air painting event on August 31, 2019 with 75 participants.
- 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 Plein Air Welcome Party was held at NSAA on October 6. The Gala and art sale was held at NSAA on October 12 and 13.

****The following collaborations were planned for 2020 and will be offered again in 2021:*

- A children's workshop opportunity conducted by Art Haven and developed by Jeannie McIntyre and Marion Hall will again be offered.
- NSAA along with our Rocky Neck Cultural District Partners will offer a "Culture Fest" Day.
- Cape Ann Chamber of Commerce has been invited to hold events at NSAA and will have a "Business After Hours" party at NSAA.
- Cape Ann Symphony had selected North Shore Arts Association as the host venue for their donor appreciation party originally scheduled for June 2020. We will extend the invitation to use our facility.
- Rose Baker Senior Center has once again been invited to visit the galleries.
- Gloucester Writers Center has been invited to use our space for their popular "Fish Tales" events.
- Cape Ann Cinema has been offered our space/grounds for their use.
- Action, Inc. has been offered our space for their community events.
- Cape Ann Food Pantry has been offered our space for their community events.

Publicity/Marketing

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 via our online galleries. Let your collectors know we have your works available. Please like, follow and most importantly SHARE our Facebook page, Youtube videos and Instagram posts.

In Conclusion . . .

Our 2019 season was rewarding, successful and joyful on so many levels. Art sales were very robust, educational programming was successful and expanded community outreach was rewarding and appreciated. The board and staff were so greatly inspired as we planned for 2020 after such a great season.

Then Covid-19 changed EVERYTHING. After having so many exciting plans in play for 2020, the decision to remain closed until spring of 2021 was an extremely difficult one. Board and staff carefully weighed all options. Once the decision to not physically open had been made, we discussed and planned how to most productively invest our efforts and resources for the benefit of our members “behind the scenes” during this time. We are working diligently on important improvements for the near future. On the top of the list is the development of an effective marketing plan to increase exposure of NSAA well beyond Cape Ann. Currently we are in the beginning stages of a new website that we expect to attract collectors, potential new members and tourists. Our new site will also have interactive pages dedicated for use by our members. This is just a glimpse of all the functionality we expect the new site to have. Discussion and planning for further improvements to our galleries and grounds is also in play. Creating improved member services and enhanced visitor experience is our top priority!

North Shore Arts is a *very special and very important place*. It is the passionate dedication of our members, patrons, volunteers, staff and board that creates all that is wonderful about our organization. “We are all in this together” has never had more impactful meaning. The overwhelming support, encouragement and notes of thanks during these trying times have never been more appreciated. I wish to thank all of you for your continued support, valued input and acts of kindness. I look forward to the day we can all, once again, be together in our beautiful harborside galleries!

Respectfully submitted,
Linda Cote
Interim Gallery Director