

North Shore Arts Association

Annual Meeting – Sunday, August 27, 2023, at 4:00 PM

Gallery Director's Report for 2023 – Sarah Milton, Gallery Director

Welcome!

We are extremely grateful for you, our members, and your contributions in making North Shore Arts Association (NSAA) a growing destination for visitors and the community. Many people continue to visit time and time again to experience our stunning exhibitions, artist demonstrations, Silent Auctions, workshops, and more. It is a lively and engaging time at NSAA, and we are thrilled to see all of you often!

Currently, the 2023 season's art sales are strong at \$73,673, almost 75% of the total art sales for the entire year of 2022 (\$99,541). This rise in sales is exciting to say the least and we are looking forward to seeing what our end of year art sales will look like.

Staff:

The NSAA staff members (Renee Gonsalves-Lamontagne, Gilad Gerber, and Ansa Stamper) do an incredible job working with the Gallery Director in maintaining the day-to-day operations and assisting everyone who walks through the doors. Thanks to Renee, our online presence, social media, and eblasts are vibrant, engaging, and professional. Ansa is an extremely skilled designer and artist, and she created the new prospectus and many of the printed materials for the organization. Gilad has elevated how we conduct daily business and is currently working on getting an IT proposal and plan in place and is designing NSAA merchandise such as hats and tote-bags.

Volunteers:

Volunteers are instrumental in contributing new skills and knowledge to NSAA and then taking what NSAA has to offer back into the community. We have dedicated volunteers from the community and from the membership, and they are assisting with artist demos, inventorying the NSAA's permanent collection, receptions, exhibition receiving, and promoting NSAA events on their own social media - Thank you for all your help and support!

NSAA is excited to welcome more volunteers! There are multiple ways for you to expand your passion and contribute your skills and knowledge at NSAA. If you are interested in volunteering, please reach out to Sarah Milton at sarahmilton@nsarts.org.

Exhibitions:

NSAA has scheduled twenty-nine (29) exhibits in 2023, with twenty-one (21) shows on-site, and eight (8) shows off-site at the Beauport Hotel and Bank*Gloucester*. These beautiful off-site exhibits serve as an excellent way for artists to collaborate with local businesses and promote their work in the community.

This year we had our 2nd annual regional juried show called “Exhibit New England” with a notable increase in applications and artworks submitted this year from last year. The exhibit was beautiful and well curated. This exhibit not only invited artists from all over the region to participate and exhibit, but it also increased Associate Memberships.

We had two special exhibitions this year, “Barbara Donnelly: Adventurous. Inspirational. Brilliance.” and “Roger and David Curtis: By Land and Sea.” Both exhibits brought in many visitors and art sales and were a joy to experience.

Education:

Eight (8) artist demonstrations in July and August with an average of thirty (12-25) guests per demo. In addition, there are five (5) workshops scheduled this season and they are very well attended and are taking place in the Studio Gallery at NSAA.

Free watercolor classes are being offered for the Council on Aging by Marion Hall Wednesdays in July and August and are completely booked with a massive waitlist. There is a need for this program, and we are looking for ways to improve and expand upon it for next year. A huge thank you to Marion for volunteering her time, skills, and materials to make this opportunity happen!

Community Outreach:

- NSAA is participating in all two (2) Main Street Block Parties in Gloucester in July and September, featuring a manned booth offering details on membership and ways to get involved.
- A talented Gloucester High School student won the NSAA \$1,000 scholarship to attend an art college this fall.
- NSAA partnered with Rocky Neck Cultural District and applied for a Mass Cultural Council CDI Grant that was shared equally to fund and create Thursday night Culture Splash Art Events in July & August that included Artist Demos at NSAA.
- Annisquam Arts Summer Studio for Kids visited NSAA to be inspired and draw in our galleries.
- Gloucester High School Summer Program for students with disabilities visited NSAA to explore creative careers.
- Beverly’s Council on Aging visited NSAA for a morning and enjoyed their visit greatly.
- Beauport Hotel and NSAA Artist in Residence (AIR) program organized four (4) juried artist member solo shows in their main lobby.
- Collaborating with Bank*Gloucester* again this year we organized six (5) solo shows for juried artists members.

Awards:

Special thanks to everyone who gave an award for the 2023 exhibition season to be given to NSAA artists! We are most grateful for your contributions and appreciate your donation. This year a reciprocal award was created between NSAA and the Whistler House Museum as well as a collaborative award with the Manship Residency. Additionally, there are many special awards given from individuals, local business, and banks to support the arts.

Publicity/Marketing:

NSAA is reaching a wider audience and connecting with the local community and beyond through the website, social media, eblasts, word of mouth, and by sending promotional materials to the press on a daily and weekly basis. We encourage members, volunteers, and interns to promote their shows, demos, and workshops at NSAA as much as possible.

Current and Future Goals:

- Applying for grants for building maintenance and special programming
- Cultivating more awards to give to artists
- Increasing membership
- Increase community engagement
- Finalizing the inventory of the permanent collection
- Curating special exhibitions on and off site
- Organizing an IT plan

Special Thanks:

To the Board of Trustees, staff, volunteers, and membership who are doing an excellent job working together to honor NSAA's legacy and planning for the future, especially as our centennial comes to an end and we move forward. It is exciting what the future holds, and we are grateful for all your dedication and contributions. Thank you!

Best wishes and respectfully submitted,
Sarah Milton, NSAA Gallery Director