

## Reports for the LAGS AGM - February 23, 2025

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### **1 - President's Report: Wendy Muise**

I'm happy to report that the Lunenburg Art Gallery Society has had another successful year, our 52nd. For the past two years we have operated solely with volunteer staff, a system which keeps us on a good financial footing. All reports from sitters indicate that time spent minding the gallery was enjoyable and rewarding, being surrounded by inspiring art and meeting the gallery-going public, not to mention the joy of selling a piece of art for a fellow artist.

With the pandemic now a thing of the past, we have been able to return to our First Friday openings at the beginning of each month. They have been a lot of fun, providing a venue for artists to get together and celebrate our accomplishments and have a gander at what the many other galleries in town have to offer.

We continue to promote the work of Earl Bailly, the remarkable painter whose collection we steward along with the Town of Lunenburg. Our kiosk featuring his work is a constant source of inspiration to gallery patrons and our posters featuring his paintings continue to be popular.

This wraps up my four year term as President of the Lunenburg Art Gallery Society and it has been a very rewarding four years for me, a privilege to work with a dedicated ten-member board of directors, several committee chairs and volunteers all. A successful organization such as ours requires considerable administration, but divided into smaller bits we find our individual tasks to be quite manageable. I would encourage all of you members to consider volunteering with us in any capacity that suits you. We welcome newcomers.

### **2 - Treasurer's Report: Daniel Ostromich**

Hello fellow members: The Lunenburg Art Gallery Society has had yet another very successful year in 2024. The following summarizes the various sales categories as compared to 2023.

Notecard sales for 2024 doubled over 2023. The category was introduced in 2022 and was successfully run by James Gray in 2024 and 2023. Unframed (Printshop) sales, which were also introduced in 2022 and run by Jane Holbrook and Vanessa McKiel, also nearly double in sales in 2024 over 2023. Jewelry, run by Margo Bradley, was introduced in 2023 and has had triple the amount of sales in 2024 over its pilot year. Introduced in 2024 were Bookmarks run by Chris MacQuarrie, which proved to be very popular and will be offered again in 2025. These items are all intended to offer visitors an option for purchase that is smaller, but can help draw people into the gallery.

Small Stuff sales, run by members Marilyn Congdon and Merrill Heubach, continues to be very successful. The category was introduced to offer visitors smaller items of different art forms in order to expand the creativity available

for purchase. Sales of Small Stuff more than doubled in 2024 vs 2023. A great lineup of various types of three dimensional art was available and 2025's lineup looks just as interesting.

The net Gallery revenues were consistent with our 2023 revenues and paid just over \$19,000 to our artists. The Gallery was open from April through October and, as in 2022 and 2023, our members volunteered their time to attend the gallery, keeping our doors open and saving a significant cost by not having to pay an attendant. Our wonderful volunteers have now started coming in on days that we had not anticipated being open so that, during our peak summer months, we are staying open nearly 7 days a week. A huge thank you to all of you who volunteer your time, we couldn't do it without you.

Other sales in the gallery included the Earl Bailly posters, introduced in 2022 as part of our 50<sup>th</sup> anniversary celebration. This year, we were able to introduce giclee prints of four of Earl Bailly's paintings and, thanks to a generous gift by the Bailly family, copies of three Earl Bailly linoleum block prints.

Regarding expenses, our non-discretionary costs which include rent, utilities, internet, insurance, etc., and account for approximately 75% of our total expenses, increased by 14% year over year. The major contributor to this increase was a 20% increase in our rent costs. The new rental agreement runs for 2 years and will be renegotiated in 2026. Our discretionary spending including advertising, courier costs, office supplies and miscellaneous expenses increased 70% year over year. In 2024, we updated our computer to a newer model as well as purchasing a new printer. Also included, was the purchase of a Jewelry display case and a security camera. 2023 did see a re-introduction of First Fridays by several art galleries in Lunenburg, which continued throughout 2024 for which we decided to offer alcohol increasing our costs somewhat. We happily participated in these evenings, including beginning our current month's show on that date and found it to be a great way to promote the gallery.

We would like to specifically thank Sherri Selig for her performance of the review of our yearend financial statements. This is a crucial part of our yearend responsibilities as an organization and Sherri has provided this service for us for several years now. We greatly appreciate her willingness to help.

We were very happy with yet another successful year financially for the gallery. We certainly could not do this without the participation of our great volunteer members. We hope you enjoy volunteering as much as we appreciate you making our gallery a wonderful place to be. We look forward to another great year in 2025.

### **3 – Membership: Elizabeth Kingsland**

Final membership total at December 31, 2024: 179 members - comprising 142 renewals and 37 new members.

*Comparison to previous years:*

2023 179 total 117 renewals and 62 new members

2022 181 total 125 renewals and 56 new members

2021 148 total

2020 139 total

In 2024 the total membership was the same as 2023. Overall membership has increased, with 139 members in 2020, 148 members in 2021 and 179 members in 2023 and 2024. Overall, the system works pretty smoothly, but there is still an issue with transfer of funds, with no accompanying information other than a name. This issue could be solved for online payments, if the system required new members to enter contact information (first name, address, phone, email) first, before being allowed to do the funds transfer.

### **4 – Gallery Committee: Jennifer Harrison**

Congratulations to us for another record membership in 2024! We added over a dozen new members and welcomed many more returning members. Thanks to our many volunteers who signed up for Bonus Days on the schedule, we were able to stay open 7 days/week from July until October to make up for a trending slow-down in traffic and spending.

Sales seem to be moving towards smaller, packable goods so we've introduced a new selection of items generally around \$100, sold on consignment. Thanks to Pam Feindel, we've also added a larger jewelry case and sold several beautiful pieces by Pam and Margo Bradley. Chris MacQuarrie's monthly scavenger hunt continues to evolve and is

extremely popular with visiting kids as well as local students. We heard from many grateful parents who were able to really take their time and enjoy the art as the kids were engrossed. Based on member feedback, our 2024 show themes were the most well-received so far and inspired a good turnout of gallery committee members to choose new ones for 2025, First Fridays were mostly well-attended and the addition of wine enabled some excellent meeting-and-greeting between our members. We hope to see even more of you this year!

Thank-you to all our hard-working volunteers who gave their time to keep us open and help promote our local artists. We could not do it without you!

### 5 – Small Stuff Committee: Marilyn Congdon & Merrill Heubach

SMALL STUFF just completed its fourth year within the Lunenburg Art Gallery. SMALL STUFF operates like a small exhibition space for artists displaying 3-dimensional work. Having this display brings additional artists to the gallery who might not necessarily have a space to exhibit their work and allows the Lunenburg Art Gallery to better serve the community by showing a broader range of artwork produced in this area. Many artists have been happy with the exposure SMALL STUFF has given them. SMALL STUFF uses two shelving units that are approximately 95" tall X 31" wide, with shelving 8", 10", 12" 14" and 16" deep. These units may be used by one artist or shared by 2 artists depending upon the amount of work to be displayed and whether or not the work is complimentary.

1. A new artist or artists are featured each month and shows change when the Lunenburg Art Gallery shows change. In 2024 artists featured were:
  - a. April - Ginny Bell – Fantastical Mirrors with Themed Frames
  - b. May - Kate Church – Figures – Human and Animal Created from Textiles
  - c. June - Susan Delatour – Sculptural Ceramic Art
  - d. July - Laura and Dave McLachlan – Sleek Stoneware Pottery and Woodwork
  - e. August - Nancy Wilkins, Jo McGee , Mary-Ann Hiltz, Merrill Heubach – Claymates Pottery Group – Functional and Sculptural Stoneware Pottery
  - f. September - Joey Carter – Baskets Fashioned from Recycled Lobster Trap Rope
  - g. October - Bill Gimby – Nova Scotia Stone Work
2. Artists are required to join the Art Gallery in order to display their work.
3. Artists are featured in the Lunenburg Art Gallery News Letter that Margo Bradley produces each month, and Merrill Heubach and Jennifer Harrison advertised the artists on Social Media.
4. The percentage taken for commission was the same as for the rest of the gallery – 40%.
5. Everything in SMALL STUFF is in on consignment.

#### SMALL STUFF SALES 2024 –

Gross Sales	\$10,449
Artist Payments – 60%	<u>6,269</u>
Net Revenue to Gallery – 40%	<u>\$4,180</u>

Merrill and I are in the middle of organizing shows for 2025 - any suggestions are most welcome.

### 6 - Earl Bailly Collection: James Gray

The 2024 gallery season was an exciting one for the Earl Bailly Collection at the Lunenburg Art Gallery.

During a meeting with Suzanne Bailly (Earl's niece), Jennifer Harrison and myself in April 2024, the Gallery was gifted from Suzanne copies of 3 different Earl Bailly linoleum block prints. The prints were printed in Lunenburg and it is our understanding the printing was done when Earl Bailly was still alive in the 1950s. These linocuts have been placed in archival mats and are being sold at the gallery. Suzanne also gifted many unique artifacts from Earl and the Bailly family that are now in a new display area at the gallery.

Giclee prints of four of Earl's paintings were printed on fine art paper, placed in archival mats and are also being sold at the gallery. All funds raised from the sales of the linocuts and the giclee prints will go to further enhancing the gallery's commitment to caring for the work of Earl Bailly.

There are also discussions in the beginning stages around creating greeting cards and other merchandise to sell from some of Earl Bailly's paintings.

## Two Genuine Acts of Kindness

During the past season I received two very interesting emails.

The first email was from an individual inquiring about donating an Earl Bailly painting she had purchased several years ago at a furniture consignment shop in Calgary, Alberta. Jocelyn traveled from Calgary to deliver the painting and she was very pleased to know the painting had found a new home as part of the Lunenburg Art Gallery's Earl Bailly Collection.

The second email came from Rose Murray in Scarborough, Ontario regarding a 1923 painting by Earl Bailly. The painting had been originally purchased at the Art Gallery of Toronto and was a gift to Rose's late mother and then given to Rose. She learned that the Lunenburg Art Gallery Society displays Earl's work and wondered if the Gallery would be interested in the painting. After a few telephone conversations, Rose decided the painting needed to come home to Lunenburg and donated it to the Lunenburg Art Gallery Society.

With much gratitude we thank both Jocelyn and Rose for their kind and generous donations to the Earl Bailly Collection of the Lunenburg Art Gallery Society.

## **7 - Policy and Procedures: Joanne Young**

Reviewed material and drafted the policy regarding circumstances (rarely) for which LAGS may request members to donate art for a LAGS fundraiser; this resulted in the Art Donation policy approved by the Board.

Reviewed material for and developed a discussion paper for the Board regarding AI generated art, and its role, if any in LAGS shows and exhibitions. A draft Art Policy was developed for review by the Board in January 2025.

## **8 - LAGS News & Updates: Margo Bradley**

LAGS produced twelve newsletter editions in 2024. All publications are available to view at our website, [www.lunenburgartgallery.com](http://www.lunenburgartgallery.com). Our mandate is to provide readers information about LAGS events and activities and to invite members and subscribers to engage in them, as well as present our Lunenburg Art Society in a way that will encourage support from artists, artisans, art lovers and the public.

At present we hold approximately 569 subscribers, an increase from 531 in 2024. Anyone can subscribe or unsubscribe to our newsletter via our website whether they are a member or not, and those who purchase a membership are automatically added to our subscriber/newsletter email database.

As in previous years, we continued in 2024 to receive positive feedback from our audience, many thanking LAGS for the work and promotion we do for member artists. Subscribers are invited and encouraged at the end of each newsletter to submit content, comments or questions using the newsletter email address at [newsletter@lunenburgartsociety.ca](mailto:newsletter@lunenburgartsociety.ca). In 2024, we had a number of member article submissions featuring a show of work held at the LAGS. These articles were well presented and helped to advertise our LAGS off season gallery rental opportunities.

In 2024, we continued to feature a member's artwork as introduction at the top of each newsletter edition. The chosen work comes from the current or past month's exhibit inventory during the gallery's open months, and the art usually reflects the season or month in which the newsletter is published. This feature enhances the look of the newsletter, provides member visibility and inspires creativity. An electronic file has been created that captures these monthly features and includes the publication date, artist name, title and medium, for LAGS records. We continued publishing the "Upcoming Member Events" section that was started in 2022, where members can share their advertisements. We also continued to publish our "Small Stuff" section that highlighted the work of those artists who displayed during the monthly installation. Lastly, and as a result of the 2022, 50th Anniversary Celebration, we continued to feature excerpts from Earl Bailly's 1957 self-published autobiography: 'Earl Bailly - His Trials & Triumphs'. This ongoing autobiography will continue in the 2025 season.

As we enter 2025, we plan to continue publishing an informative and meaningful newsletter, as well as encourage new and fresh content on an ongoing basis. In addition to the newsletter publications, we will continue to communicate directly with members through targeted emails, regarding show requirements and monthly intake/outtake information. These separate emails help to reduce repetition and information

overload in the newsletter as not all subscribers are members, nor participate in the monthly shows. The Lunenburg Art Gallery Society experienced an active and successful 2024 and looks forward to communicating with members and subscribers in 2025. Also in 2025, we welcome our new newsletter editor, LAGS board member Jane Holbrook, who has taken over from previous editor, board member Margo Bradley.

## **9 - Unframed Area: Jane Holbrooke & Vanessa McKiel**

End of 2024 Season Report for Unframed Area:

This was the third year for the unframed artwork rack area, and it was another successful year.

25 members were represented in the unframed area this year, 3 more than the previous year. Each participant had up to 4 individual pieces in the rack at any one time. Work included original prints, watercolours, paintings, photographs and reproductions of artwork. 74 pieces sold over the season and the gallery had a net revenue of \$2,285.60 after payments to the artists (40% commission), which is about 50% more than last year.

This project was managed by Vanessa McKiel and Jane Holbrook and will be managed by Margo Bradley and Mary Kersell in 2025. The contact email will remain the same and members interested in having their unframed works in the rack in 2025 should look for more information in the newsletters or inquire at [printshop@lunenburgartsociety.ca](mailto:printshop@lunenburgartsociety.ca).

## **10 - Cards: James Gray**

It was another successful year for card sales at the Lunenburg Art Gallery. In the spring of 2024, the Gallery purchased 229 cards from 15 members and an additional 80 cards were purchased in the summer from 4 additional members for a total of 309 cards purchased for the 2024 season. Cards are purchased from interested members at a cost of 50% of the retail selling price.

At the end of the season there were a total of 98 cards left, which included cards left over and not sold from previous seasons. These cards were packed up at the end of October and will be ready for sale at the beginning of the 2025 season.

Thank you to the members who participated in the card sales for this season. Look for information in the spring LAGS Newsletters regarding interest in selling your cards and subsequent intake dates for the 2025 season.

## **11 - Rental of Premises: Terry Morris**

Overall, the gallery has had a good rental season. This is in terms of number of days rented, and the number of members that rented. New rental fees were implemented on Jan 1, 2023. These new fees are posted on the Gallery's website.

The annual painting of the gallery walls took place on March 27, 2023. The floor was given a scrub and wash at this time to brighten it back up. This was accomplished by three volunteer members. Then at the start of November the lights of the gallery were tended to - burnt bulbs replaced and fixtures repaired.

New was an after-hour rental during the regular gallery season. This was for a book signing in July, which lasted 2 hours. This event went well, and other events of these kinds should be considered.

November and December continue to be the top two months for Gallery rentals during the off season. There were 38 rental days this past year, 6 more than the previous year. For renters, there were 9 parties this past year 3 more than 2022. Of these parties, only two were returning renters from the previous year.

The responses from the rental parties about the facilities and their usage have been positive overall. All renters followed guidelines and left the facility in good shape.

## **12 - Gallery Events: Daniel Ostromich**

This year we launched the Events committee to expand LAGS' offerings to the local art community. We held planned and *ad hoc* events. Our most popular event was mineral paint making. Gallery events are a way for the LAGS to form connections with other community initiatives. In the summer we partnered with a representative of David Suzuki's Butterflyway Project to create pro-pollinator lawn signs.

Our pop-up events included an all-ages crafting table, origami folding, records and art night, and open art table.

For the coming year, we look forward to recruiting more volunteers for the events committee, hosting old events again and finding new ones to offer to the community.

Interested volunteers, please contact Daniel Ostromich at [dostromich@gmail.com](mailto:dostromich@gmail.com)

## **13 – Student Exhibition: Jennifer Harrison**

Our 2024 edition of "Draw, Paint, Art!" focused strongly on pencil and ink drawings and the walls were FILLED! Thankfully, zero pieces fell this year to be eaten by Robbie the Roomba. Several students from Park View also painted spring-themed images on the windows. Special thanks to Park View teachers who were able to fill extra space left by the temporarily absent New Germany School. We also enjoyed a great variety of colourful work from Forest Heights Community School, Bayview Community School and Bluenose Academy.

What a fantastic selection of art from our local schools!