

**Visual Arts Alberta - CARFAC
Annual General Meeting MINUTES**

Location: Stanford Perrott Lecture Theatre, main mall, Alberta College of Art and Design
(1407 14 Avenue NW, Calgary, AB).
Date: Saturday September 24th, 2016
Time: 12:30pm – 1:30pm after AGM there will be a 30 minute open discussion
Chair: Sydney Lancaster (president)

Open to all members in good standing of Visual Arts Alberta - CARFAC. Refreshments served.

1. Quorum Assessment & Call to Order

Board members: Sydney Lancaster, Paddy Lamb, Heather Shillinglaw, Ruby Mah, Sara McKarney, Heather Huston, Gisa Mayer, Jean Lindsay, Brittney Tough,

General Members: Patrick Close, Chris W. Carson, Danyon Reeves, Sharon Moore Foster, Kenzie Housego, Susan Ballantine, Karen Ho Fatt, Shane Golby.

Quorum met.

Time: 1pm

2. Welcome and Introduction of 2015 / 2016 Board

3. Motion to approve Agenda

Motion: Patrick Close

Seconded: Gisa Mayer

All in Favour

4. Motion to approve AGM Minutes from September 12th, 2015

Motion: Heather Shillinglaw

Seconded: Sara McKarney

All in Favour.

5. REPORTS

a. President's Report (Sydney Lancaster)

I want to start by thanking the Board and the staff for all their efforts in this last year – it has been a year of growth, building energy, and hard work – and without the many contributions of everyone here, staff and volunteers alike, Visual Arts Alberta-CARFAC simply wouldn't be what it is. I also want to extend special thanks to our members for their continued support, and to our outgoing Board members: Carli Castle, Jeff Rodier, and Heiko Ryll. It was a pleasure to work with each of them, and their ideas benefitted the organization greatly.

I began volunteering for this organization in 2010 on the CARFAC Advisory Committee; I then joined the board in 2013, and became President in October 2014; if the new Board agrees, I am willing to remain as President until AGM 2017, at which time a new President will be chosen.

Visual Arts Alberta-CARFAC has had another very busy year. We have extended our programming yet again, and have offered Professional Development events in new communities, and reached more artists at in-person sessions, and through web & phone based delivery than ever before.

We have continued to implement new initiatives arising from our work in 2015 at the New Pathways Program, including

- Continuing outreach efforts, such as the Meet and Greet Events in both Edmonton and Calgary, and organizing our first #ARTISTScout #flashmob in Calgary
- Starting a podcast, interviewing working professional artist about how they do (or don't) make an income from their practice
- Broadening the mandate of our space in Edmonton, so that we are now hosting a wide range of project-based initiatives – including some exhibitions – which focus attention upon the socio-economic position of Artists in Alberta.
- Developing our human resources manual, and refining our operations policies
- Actively engaging other like-minded organizations – like EAR in Calgary and PACE in Edmonton – to work together to insure that the contributions of Alberta Visual Artists to the province's culture AND economy are recognized
- Having our first meeting with the new Minister of Culture and Tourism, Ricardo Miranda, and making sure he knows the importance of provincial Status of the Artist legislation in improving the economic prospects for Alberta's professional Artists.

We have done all of this on a small budget, that's not likely to drastically increase in the near future - so our success in expanding our efforts is in large part to Chris & Jean's sound financial management.

Looking forward to 2017:

- The new Board will be meeting Sunday morning for a three-hour Visioning Session. The purpose of this working meeting is to critically examine our direction since becoming a CARFAC Affiliate in 2012, and working from our strengths, set the course for the near future of the organization. This is particularly important now, as the Edmonton Office and Project Space has to find a new home – so we have to be mindful of the best uses of every dollar we spend, and how the change in location could be used as an opportunity to find ways to do what we do well even better.
- Visual Arts Alberta – CARFAC will continue to push for Status of Artist legislation on the provincial front. Many people recognize the need for Alberta to diversify its economy; investment in the arts & culture sector would be a wise choice now, especially now – and Status of the Artist would be a good way to begin that process. **Artists are the foundation of the entire arts & culture sector, and their work is the reason culture industries were able to contribute \$6.5 Billion to Alberta's GDP in 2014.** The GDP of culture industries is larger than the value added of agriculture, forestry, fishing, and hunting (\$4.9 billion) and utilities (\$5.2 billion). ¹
- Visual Arts Alberta – CARFAC is also making an impact Nationally - as our CARFAC National Rep Paddy Lamb will explain shortly. Suffice to say at this point that YOUR provincial Arts Service Organization - Visual Arts Alberta-CARFAC - is making some waves.

I want to thank everyone for being here today, and for your support of this organization - what we do, we do for ALL visual artists in Alberta.

1. Economic Benefits of Culture: Arts Research Monitor, Volume 15, no 3 June / Juin 2016. Hill Strategies

2 Visual Arts Alberta – CARFAC AGM Minutes September 24th, 2016

b. Treasurer's Report (Jean Lindsay) report & audited financial statement

Jean Lindsay concentrated on the profit and loss statement and the balance sheet. She indicated that we were on the right side of a balanced budget with small surpluses of \$6312 in 2016 and \$5558 in 2015. Lindsay indicated that 2016 was almost identical to 2015 with less than \$2000 in new revenue recorded and less than \$1200 in new expenditures. This is the second year that KRP audited our books, things are getting easier, with the number of journal entries required after the year end has decreased between 2015 and year end 2016. While Visual Arts Alberta – CARFAC is dependent upon grants, the spending is clearly in line with what revenues are brought in.

Motion to Approve Financials as presented: Patrick Close

Seconded: Heather Shillinglaw

All in Favour.

c. Executive Director's Report (Chris W. Carson)

I have been Executive Director of Visual Arts Alberta - CARFAC for 6 years. By working together, we are building a healthy art organization; an organization with a vision for the future. An organization like ours cannot function without good people that step up to fill volunteer positions. We value the contribution made by all the volunteers that have worked for us in the past, those that continue to volunteer their time for us and those that will be working for Visual Arts Alberta – CARFAC in the future. Without dedicated volunteers and a loyal staff (Sharon Moore Foster, Danyon Reeves, Graeme Dearden and our web master Kim Bruce) we would not have been able to become an organization that is needed and valued.

In the fall of 2012, Visual Arts Alberta – CARFAC became the newest provincial affiliate for CARFAC (in this very room). While we have experienced cuts from our main provincial grant of some thirty percent in the past six years we have entered on a period of expansion, focused on bringing programs to all regions of Alberta. The newish NDP government has not made any cuts to the arts in Alberta, however they failed to bring in any of the promised increases to funding in their first full budget which happened before the second Wood Buffalo disaster (the fire) befell Albertan on May 3rd. Clearly funding remains an issue with more organizations going after a constant or a decreasing “money pie” on both the municipal and provincial level.

In terms of highlights for the past year, Visual Arts Alberta – CARFAC programmed #DRAWMOREINCOME professional development events into major cities and small communities throughout Alberta this past spring. Lucille Frost, the Coordinator for this special project did an amazing job in activating our project space, preparing and coordinating events throughout Alberta and collecting thousands of data points from two surveys and hundreds of postcards that were completed. In the three months of #DRAWMOREINCOME (March 1st, 2016 – May 31st, 2016) we programmed 23 events (for comparative purposes, Visual Arts Alberta – CARFAC staged 20 events during 12 full months of 2014). We are definitely getting the CARFAC name out to Albertans. In 2016 we programmed our first CARFAC events in communities such as Athabasca, Canmore, Banff, Turner Valley and Medicine Hat. Since the summer of 2015, the cities of Grande Prairie and Fort McMurray have had 3 CARFAC professional development events in their communities. As we increase the number and frequency of events, the numbers of people attending is increasing. Two PD events held in Edmonton during the late spring brought out crowds of 29 and 24 respectively. For one of these events, we had 27 chairs for 29 attendees! On August 13th in Calgary we staged an event outdoors called #ARTISTScount which drew some 30 people on a hot Saturday in the summer.

While we are expanding into new areas of the province, Visual Arts Alberta – CARFAC is beginning to search for a new home in Edmonton (the building that we have our current office and project space in requires over a million dollars of fixes to begin to bring it up to code). As we rent a space in an old government building, these fixes will probably not happen, so we will be moving before September 2017.

Visual Arts Alberta – CARFAC is the visual arts information hub for Alberta, with a website, a weekly email newsletter and a presence on FACEBOOK, TWITTER, LinkedIn, Tumblr, YouTube and we recently added iTunes. In March 2016 we started producing a series of podcasts discussing current art advocacy issues. Graeme Dearden, our Calgary Communications Assistant along with Sara McKarney, Advocacy Director have been instrumental in establishing this new program. We also advocate for visual artists through our alliances with other organizations. We are working with APAC (Alberta Partnership of Art & Culture), a coalition of Provincial Arts Service Organizations and Cultural Services Associations in Alberta, to provide input and advice on the sector to the government. We are members of PACE, the Edmonton Arts Council, the Canadian Arts Coalition and the Allied Arts Council of Lethbridge. We partner with the Edmonton Community Foundation and the Edmonton Arts Council to award the Eldon and Anne Foote Edmonton Visual Arts Prize, to recognize the talents of a greater Edmonton visual artist every year. In June 2016, the \$10,000 prize was awarded to Gary James Joynes for an exhibition at DC3 Art Projects in Edmonton. Over the next two months, Visual Arts Alberta - CARFAC will also be premiering our new mentorship program to empower unrecognized Indigenous and New Canadian Artists in Edmonton with a grant from the Edmonton Arts Council.

The above are just some of highlights of what Visual Arts Alberta – CARFAC is doing. As always, we invite your active membership and participation in our programs, and in the future of both CARFAC and Visual Arts Alberta – CARFAC. If you are a current member – thank you for your support! If you know of other artists who should be members, tell them about us and what we do – do your part and convince them to join. The greater our Alberta based membership is the stronger a provincial and national voice we have.

d. CARFAC Report (Paddy Lamb)

This has been a challenging year at the National office due to the transition of staff. We welcomed Marcia Lea as Acting Executive Director while April Britski Holt is on maternity leave. Darrah Teitel is our new Advocacy & Communications Director following the departure of Melissa Gruber, who is now a cultural industries consultant with Global Affairs in Ottawa. Most recently we are also sad to say goodbye to Renuka Bauri, our Membership Relations Coordinator, who has accepted a full-time position with SAW Video Media Arts Centre in Ottawa.

CARFAC National continues to advocate on behalf of artists across the country. The campaign for the Artists Resale Right is ongoing. The new federal government has been vocal about their support for the arts and we are hopeful they will see the importance of this initiative.

A welcome new development this year has been the move towards a harmonized minimum copyright fee schedule with The Independent Media Arts Alliance [IMAA]. This will result in a timely revision of the CARFAC Minimum Copyright Fee Schedule to include guidelines for a broad range of artists working in all media.

CARFAC continues to build relationships with northern artists and arts organizations who are most profoundly affected by the lack of ARR legislation. It was great to hear Theresie Tungilik from Nunavut, speaking so passionately in Montreal about the successes and challenges faced by artists in the north.

Copyright is central to all of these developments. To that end CARFAC and RAAV continue to work closely to manage the only national artists' copyright collective, CARCC, which is in the process of rebranding itself as Copyright Visual Arts: Droits d'auteur Arts visuel. An online Copyright Fee Calculator is now available and this will be followed by a much broader, flexible online platform for artists and user in 2017. This is an important service offered to artists by both associations. Currently there are close to 1000 artists across the country who have made an affiliate agreement with CARCC / Copyright Visual Arts in order to manage their copyright royalties from exhibitions, reproduction, publications, etc.). CARFAC & RAAV are confident that more artists will take advantage of this service as it expands in the future.

The National AGM & Conference was held in Montreal in June under the theme “Draw More Income”. It’s worth noting that this theme originated from Visual Arts Alberta - CARFAC’s own provincial campaign that continues today. Once again there was solid representation from Alberta at the conference with six Visual Arts Alberta - CARFAC members in attendance. The expertise and knowledge gained at these conferences together with the networking opportunities with other artists and provincial affiliates is invaluable. Visual Arts Alberta - CARFAC's ability to respond to artists concerns and deliver relevant programming is significantly strengthened as a result.

Finally, the exciting news that the CARFAC AGM & Conference will be hosted by Visual Arts Alberta - CARFAC in June 2017 in Edmonton. We are looking forward to hosting artists from across Alberta and the entire country, and sharing ideas and expertise. So watch for news about CARFAC NATIONAL 2017 over the coming months, and plan now to be in Edmonton in early June 2017.

e. Membership report (Heather Shillinglaw)

The membership committee has met four times over this past year we have been working on ideas to how to reach Alberta artists in all parts of the province. Presently we are considering what kinds of promotional materials may help us to reach artists and communities where our visibility is limited. Ideas we have explored include: PowerPoint informational introductions for PD talks; an ambassador program; and an email campaign that can convince artists to join as members. For the next few months we will be studying how Visual Arts Alberta - CARFAC communicates with our member and future members by attending openings, utilizing contacts we already have and getting the word out via moccasin telegraph.

To get the word out as to the value of membership in Visual Arts Alberta – CARFAC, we developed a video that highlights what we do. This comical silent film will be launched today at the conclusion of this Annual General Meeting. In the near future plans we will be putting together more videos.

f. Advocacy Report (Sara McKarney)

Since last year’s AGM, the Advocacy Committee has expanded to be made up more than just myself, now also including our Communications Officer, Graeme Dearden. Together, we have been expanding on the content that VAACARFAC is able to put out, focusing on the creation of original content.

One of the major accomplishments in this area has been the creation of a podcast called Draw More Income, which is made available on iTunes. Hosted alternately by Graeme and myself, we have been conducting interviews with the focus on the logistics of being a professional artist. Seven episodes that have been released to date, including interviews with Edmonton artists Lee Nielsen, Spyder YardleyJones, and Sam Walrod; Calgary artists Terrance Houle, Marta Gorski; an interview with the MLA for the Calgary Currie district, Brian Malkinson; and a recording of a Visual Arts Alberta -CARFAC Professional Development talk on copyright by Paddy Lamb and Deborah Carruthers. Interviews with Sherwood Park artist Robin Smith Peck and Calgary artist Jes McCoy have been recorded for upcoming episodes.

We are working on continuing to diversify the interview candidates, seeking out members from across the province. The goal continues to be to cover a variety of artists, having a wide range of styles and media, ages, and backgrounds. The focus of the podcast is to bring awareness to the array of ways artists make money, be it from their artwork, skills sets or day jobs outside of the arts, as well how we as artists can create a productive environment for ourselves. Providing information on how artists can advocate on behalf of themselves, like Graeme’s interview with Brian Malkinson, will also continue to be pursued. Since Visual Arts Alberta –CARFAC is already producing unique programming through our PD talks, we want to continue to use the podcast to help use more widely distribute our one of talks or panel discussions. The podcast is a way for members to access the information we have to offer, despite where in the province they are, which is particularly helpful for reaching smaller communities of artists. The creation of original content has also been noticed by CARFAC members on a national level, and the online format as allowed for it to be listened to and shared

through social media nationally, which is an exciting promotion of the arts community we have here in Alberta. We are working on expanding upon initial success, working with Sydney and Chris to finding ways to improve the product that we are putting out. We are now bringing on a new volunteer committee member, Ryan Hemphill, who has a music and audio background and is working with us to improve the quality of recordings and to better handle postproduction.

On top of content creation, advocating for Status on the Artist in Alberta has also been an advocacy priority. Sydney Lancaster, Chris Carson, Paddy Lamb, and I had a meeting with our provincial Culture Minister, Ricardo Miranda, presenting on the history and benefits of gaining Status of the Artist would be for Alberta. The meeting was a good introduction to the idea, and we will continue to lobby for having it being a reality here in Alberta. Sydney and I have met with PACE's Advocacy Director. Status of the Artist is a cross disciplinary initiative, and there is interest from PACE from combining our efforts to push for having it become a reality for Alberta artists. This next year we will be working to create awareness of the contributions that artists make to across Alberta and how supporting artists not only creates diversity of revenue for the province, but more vibrant communities to live in.

6. Motion to accept all reports as presented.

Motion: Shane Golby

Seconded: Brittney Tough

All in favour.

7. 2016 / 2017 Visual Arts Alberta - CARFAC Board Slate of Nominees (by acclamation)

- Kenzie Housego: INDIVIDUAL (two year term)
- Paddy Lamb: INDIVIDUAL (two year term)
- Jean Lindsay: INDIVIDUAL (two year term)
- Ruby Mah: INDIVIDUAL (two year term)
- Agniezska Matejko: INDIVIDUAL (two year term)
- Sara McKarney: INDIVIDUAL (two year term)
- Troy Patenaude: INDIVIDUAL (two year term)

Introduction of New Board (Board Members with one year remaining: Heather Huston, Sydney Lancaster, Gisa Mayer, Heather Shillinglaw, Brittney Tough) + Thank you to retiring Board Members (Carli Castle, Jeff Rodier, Heiko Ryll).

8. Motion to accept and commend the Visual Arts Alberta – CARFAC Board for their work on behalf of the society since the last AGM.

Motioned: Sharon Moore Foster

Seconded: Shane Golby

All in Favour

9. Adjournment

Motioned: Sharon Moore Foster

Time: 1:50pm

Recording Secretary: Chris W. Carson for Heather Shillinglaw.