



## A Message from our Co-Chairs, April 2020

We trust this email finds you well and healthy amidst these challenging times

Good afternoon ECFTA Members & Friends -

In addition to sending you our well wishes, we wanted to provide you with a brief update on how the Centre is managing through the COVID-19 pandemic.

As you may be aware, like many charities and in the interest of public safety, we made the decision to close our programming and all ECFTA related courses and activities to the public on March 8th.

Unfortunately, this has a severe impact on our finances, so we also had to make the difficult decision to lay off our 3 wonderful employees until further notice. Our hope is that once government assistance programs kick in, we will be hiring them back again.

Over the course of the past 6 weeks our Executive Board Committee has met on multiple occasions to consider the best course of action for the Centre on a rolling 90-day look-forward basis. This has included a modified detailed financial forecast, reducing expenses where possible and looking for new sources of income where available. Thankfully a few of our granting agencies have generously allowed us to apply funds towards operational expenses during this time of crisis. We also received a wonderful donation from one of our community supporters, which has bolstered our ability to weather this storm in the short term.

Our building remains accessible to tenants and we are working with our community partners to try and find collaborative ways to help them through the challenges faced by all small businesses at this time.

We will continue to keep you informed as new information becomes available, but we wanted to reassure you that the Board of Directors remains committed to shepherding this wonderful community hub and arts centre through these challenging times. We are applying for applicable municipal, provincial and federal emergency funding where appropriate. In short, we are committed to ensuring the ECFTA remains an important part of the community's fabric whenever we emerge from this pandemic.

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We will provide updates as available. In the meantime, be well, hug your family, do your best to stay connected.

Sincerely,

Matt & Sheila

On behalf of the Board of Directors, ECFTA

### **Virtual Artist Chat: 'When Things Don't Go As Planned'**

The importance of making mistakes and adjusting when things don't go as planned

### **Watch Now**

Join us for a virtual artist chat with Niagara artist Jennifer Elliotson. Jennifer is best known for her iconic road trip images featuring vintage campers - who doesn't dream of hitting the open road in a VW camper, an AirStream or a vintage trailer? Or maybe you've already done that road trip and it's part of your cherished memories. Either way, her work seems to trigger nostalgia, or encourage us to add a roadtrip adventure to our future bucket list.

Her work is currently featured in our Artisan Gallery Shop. Since the shop is closed, we thought we could bring some of the spirit of her work and process to you at home. Ultimately, her story is about the importance of making mistakes and how art and the creative process helps us deal with life when the road takes an unexpected turn.

To view our virtual visit through Facebook, please click on the links below:

<https://www.facebook.com/eloracentre.arts/videos/1335479699976578/>

To view our virtual artist chat on YouTube please click on the link below:

[https://www.youtube.com/watch?v=HqV6\\_pAqEpw&t=25s](https://www.youtube.com/watch?v=HqV6_pAqEpw&t=25s)

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