

There has been such incredible progress at the Centre over the last 4 years. We'd like to share a few highlights.

- Establishing the monthly *runway plan* of 2016-17 where the Board committed to fundraising every month in order to grow the budget so that the Centre could reinvigorate its charitable mandate to provide opportunities for education in the arts.
- Rallying local artists and the community to be part of the *runway fundraising* and to celebrate at the Centre with events like Let There Be Art, the Earth Day Fashion Show, and Art in the Yard. Hosting the Elora Art Council's first Plein Air event.
- Renegotiating our mortgage with Libro Credit Union in order to consolidate debt.
- Celebrating the 15th anniversary of ECFTA during Canada 150 with the installation of the sculpture, *Sound of the Rain*, and a parking lot party!
- Reintroducing dynamic shows in the Minarovich Gallery.
- Establishing an Executive Director position and seeing our community focus strengthen - Supportive Arts for adults with challenges, and *See the Forest Through the Trees*, designed to support mental health among our children and teens.
- Establishing a satellite gallery at the Elora Mill.
- Building rapport with Centre Wellington culminating in two capital grants and two MacDonald Fund grants.

And that's just a narrow slice of the last 4 years! Given the enormous change that COVID has brought to our lives, the Board crafted an Interim Strategic Plan for the coming year. We'll give you a quick update on that plan, and then our dynamic Executive Director, Lianne Carter, will run through the fun stuff – programs and exhibitions!

The Interim Strategic Plan reinforces our vision and core values:

Vision: The Elora Centre for the Arts is a unique community resource that fosters creativity, a high level of artistic expression, and the belief that a vibrant arts centre is integral to the health of our community.

Values: The values that guide ECFTA are tied to the importance of community and how art brings us together.

Artistic Breadth - welcoming and supporting artists of all genres and abilities

Respect - respecting our history and understanding our community's culture while welcoming fresh thinking to move forward.

Accountability - ensuring we remain transparent and accountable to our supporters, funders, and our larger community.

Commitment - acting with integrity, we are committed to making a meaningful difference to our community through creative support

Sustainability - maintaining financial stability to ensure the organization remains viable and relevant to a broad audience

Our action plans and goals are informed by the experience, expertise and planning of our amazing staff. Highlights of these actions include:

- *PROGRAM - Supportive Arts anchors programming during COVID-19 (OTF GROW grant for 3 years)*
- *FUNDRAISING Emerge from pandemic with a diversified fundraising plan, including grants.*
- *PROMOTION & MEDIA Respond to media shifts determined by COVID.*
- *STAFFING Retain current staff and ensure workload is manageable, take advantage of CEWS program.*
- *BUDGET - Emerge from COVID-19 solvent. Prepare annual financial forecast for 2020-21 with mechanisms in place if rental income diminishes.*
- *BOARD DEVELOPMENT - Have succession plan in place for key Board positions. Co-chairs and Secretary have transitioned out of their position by end of pandemic with a strong Board leading the organization.*
- *CAPITAL PROJECTS - Confirm funding and a schedule for construction of accessible washrooms, replacement of basement heritage windows, and new entrance/atrium. Schedule repairs and funding to align with Fall 2020 Building Audit completed by Cion Coulter Corp. and funded by Centre Wellington. Request reallocation of MacDonal Fund \$100,000 (originally granted for feasibility study for performing arts centre) to the construction of an outside pavilion on ECFTA grounds.*

For those of you who are interested in more detail, we will post the full Interim Strategic Plan on our website.

The Elora Centre for the Arts is, and has always been, a volunteer community project. It has absorbed hours and hours of volunteer time, energy and labour, on the part of Board members and Staff, and the community. It is invigorating for our community to own and operate such a fantastic Centre. The Board is indebted to our wonderful staff who ensure that the ECFTA thrives. A huge thank you to each staff member, acknowledging their adaptability in difficult circumstances, and their tremendous creative energy and dedication.

Lianne Carter – Executive Director

Judy Anderson – Program Coordinator & Arts Educator

Sonia Cheng – Administrator

Molly Kleiker – Grant Writer

Thanks to all of you who are with us at this first-ever Zoom AGM. Now Lianne will give you the inside story!