

Annual Report

Of



WHISTLE STOP GALLERY SOCIETY

2006

The Whistle Stop Gallery Society has been involved in a number of different projects this past year and continues to expand its mandate as an arts and cultural organization and as a key player in the Regional District arts and culture corridor.

With the establishment of the Regional District of Fraser Fort George Five Year Cultural Plan, the Gallery is funded for five years at a rate of 25, 28, 28, 32 and 32 thousand per annum starting in 2006 and ending in 2010. Our part of the contract stipulates senior management participation in the Cultural Services Advisory Committee, annual reports, submission of a five year operating plan with a more detailed annual plan, audited financial statements and a commitment to establish a 1/3 local Gov't, 1/3 Provincial/Federal, 1/3 Society funding contribution rate.

To date management has attended four Cultural Services Advisory Committee (CSAC) meetings and is on the marketing subcommittee – charged with coming up with a marketing strategy for cultural services in the area. The 2006/7 annual plan has been submitted and the annual report will be completed as soon as we receive the template from RDFFG.

Sales have remained steady throughout the year and we have come close to last years record sales. Our summer was less profitable than 2005, decreased tourism throughout the province took its toll on many retailers - our off season and Christmas sales were up however. Our expenses are down and we show a small surplus for 2006.

We made a successful grant application to Arts Now! Legacies 2010 for the painting of a series of wall murals depicting local historical scenes on various public and business buildings throughout town. On the strength of that success we were able to get a commitment from the Village of a further \$2500. This brings our total budget to \$12,000 for the project and further applications for money may allow us to expand the project. Stefi McLean is heading the mural team and we should see at least three murals completed by August 1st.

We received \$2000 from the CDP special project fund for the creation of two photo murals that depict the history of the station - to be placed on the two plywood end boards that enclose the loading dock. We have given this project to RVAC to complete.

The Art Walk proved to be a success with tourists and local people alike. There have been some glitches with display procedures that we will have to work out this coming summer.

Margaret Griffiths has been organizing crafting classes in the Library Annex for young people interested in some hands on learning. The classes are very well done and will continue through 2007.

The Whistle Stop Gallery participated with the Library, Chamber of Commerce and Village Council in the July 1st Celebrations – the celebrations were a big hit and the result of another successful partnership with the Library and CDP. Many thanks to Margaret Griffiths and Sue Demaine.

The Gallery held a well attended Station Celebration to honor the dedicated volunteers who have helped make this place the success that it has been. Certificates of appreciation were given out and an illegal potluck was enjoyed by all.

We received funds from Service Canada for one summer student. Cory Lamming was hired as Gallery Supervisor for the second year. Supplemental staffing for September through December came out of the RDFFG funds.

The gallery floors were refinished in February and the gallery display units were rearranged to create a new look. Our membership has increased to 70 members (from 34 in 2005) and there are many new items for shoppers to choose from.

The Whistle Stop website has been updated and will continue to be added to. If any artists have pictures, promotional material, etc. Please bring them in and we will put them on the site.

We look forward to 2007 – the following is our 2007 strategic plan for review.

STRATEGIC PLAN

Of



WHISTLE STOP GALLERY SOCIETY

FOR 2007

STRATEGIC PLAN OF:Whistle Stop Gallery Society

MISSION

The mission of this organization is to:

- To encourage lifelong learning through the arts.
- To create an environment for vigorous artistic and cultural expression.
- To provide opportunities for diverse experiences through participation and exhibition.

PURPOSE

The purpose of this organization is to:

- To promote and encourage the creation of arts and crafts in the Robson Valley
- To provide technical, administrative, logistical and design support to artists and crafters
- To engage the community in the appreciation of the value of art and culture
- To provide a venue for the display and sale of arts and crafts

PRIORITIES

In order to accomplish it purpose and mandate, the following priorities have been set for 2007:

1. Create a public art display engaging the community in the creative process
2. Market the Robson Valley as an Art and Culture hub
3. Provide art/craft education to community at large
4. Continue to encourage membership in the Whistle Stop Gallery Society
5. Develop resources to provide ongoing support to artists and crafters

Priority No. 1:

STRATEGIC DIRECTION	ACTION REQUIRED	NOTES	KEY DATES
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Public Art Display Ongoing creation of Historical Murals Working in partnership with Robson Valley Secondary School, artists and the community of McBride the WSG Society is going to help in the creation of a series of murals to be applied to public and private buildings.	Apply for funding Seek out partnerships Engage artists/community leaders	BC Gaming Commission/Arts Now – Legacies 2010/Village of McBride funded initiative – more funding sought	April 01 - 06 Ongoing
	Develop Lesson plan – hire teachers/artists – engage students	Work with Rick Thompson (RVSS)	Nov. 01
	Create designs – map out plan/ business partnering/targeted advertising	Ongoing throughout winter – priority given to businesses willing to contribute to project	Nov 01 07 March 01 07
	Mural application Community engagement exercises – dinners/dances encourage community support.	Canada Day Celebrations to coincide with opening	May 01 07 June 30 07 Grand unveiling July 01 07

STRATEGIC PLAN OF: Whistle Stop Gallery Society

Priority No. 2:

STRATEGIC DIRECTION	ACTION REQUIRED	NOTES	KEY DATES
Market the Robson Valley as an Art and Culture hub	Create studio tours – Brochure outlining same	Engage artists and crafters to open studios for planned events	Jan 01 07 Sept 30 07 ongoing
	Artwalk in production – find better methods of display – add to brochure	Work with businesses and artists – funding required	March 2007 - ongoing
	Create and access marketing opportunities and partnerships with Northern BC Tourism/RDFFG/CSAC and CBT in order to increase cultural visibility	Matching funding	ongoing

Priority No. 3:

STRATEGIC DIRECTION	ACTION REQUIRED	NOTES	KEY DATES
Provide art/craft education to community at large	Engage artists to provide art/craft instruction	Paid through course fees	Oct 01 06 ongoing
	Market to community at large	Partner with McBride Library	ongoing

	Continue Summer Fun Program partnering with McBride Public Library		Jul 01 07 Sept 01 07

Priority No.4:

STRATEGIC DIRECTION	ACTION REQUIRED	NOTES	KEY DATES
Continue to encourage membership the Whistle Stop Gallery Society	Continue to provide warm supportive atmosphere	Happy artists are Gallery artists	ongoing
	Keep membership fees low and value high – advertise locally – WOM	Happy artists are Gallery artists	ongoing
	Ongoing display and production support	Happy artists are Gallery artists	ongoing
	Communication via newsletters etc Actively seek out new artists via WOM	Happy artists are Gallery artists	ongoing

STRATEGIC PLAN OF: Whistle Stop Gallery Society

Priority No. 5:

STRATEGIC DIRECTION	ACTION REQUIRED	NOTES	KEY DATES
Develop resources to provide ongoing support to artists and crafters	Encourage communication and sharing of information among artists and staff.		Ongoing
	Hold courses, seminars re taxes, business strategies, marketing, media etc		Ongoing
	Provide staff education and training to better assist Society members in marketing/producing/pricing		Ongoing
	Provide free tech support to Society members re brochure design, product pricing, supplies/ web design and support etc		Ongoing