

FINANCIAL STATEMENT FOR YEAR SEP 30, 2017 TO SEPTEMBER 1, 2018

ENDING BALANCE AT SEP 30, 2017 7382.23

EXPENSES:	AMT	TOTALS	EXPLANATION
NOAA:	--		NOAA 2018 Annual Meeting Expenses - PENDING
	230.00		NOAA Membership fees for MFAA - 23 members x \$10 = \$230 - PENDING
	93.34		Mailing NOAA bulletins to members
	200.00		Entry Fees for NOAA Juried Exhibition
	100.00		Photographing Entries for NOAA Juried Exhibition - PENDING
	283.74		Reimbursing Shipping Costs for NOAA Juried Exhibition for 2017 not paid in 201
Advertising	78.87		NOAA Annual Juried Exhibition
		985.95	
ART TOUR:			
Advertising	98.60		Art Tour Registration Adv Expositor
Advertising	80.00		NOAA Bulletin Adv re. Art Tour
Advertising	175.15		Rack Cards for Art Tour
Advertising	73.45		Mosaic Magazine Advertising
Advertising	209.05		Mosaic Magazine Advertising
Advertising	96.05		The Art Map
Advertising	197.19		Call For Entry Expositor
Advertising	139.33		Call For Entry Recorder
Advertising	2270.17		Printing Art Tour Brochures - OJ Graphix
Advertising	508.50		Art Tour Adv Expositor
Advertising	291.63		Art Tour Adv Recorder
Signs	200.58		Purchasing Art Tour Signs
Expenses	50.00		Expenses P& & Del Brochures re Art Tour
		4389.7	
STUDENT AID FUND	150.00	150.00	Annual bursary donation MSS
ANNUAL MEETING 2018	40.00	40.00	Fees for meeting at Sheguiandah Museum
MFAA EXHIBITION	100.00		Visitors' Choice Award
	118.31		Advertising Members Show Expositor
	47.37		Advertising Members Show Recorder
	554.82		Purchase of Signs for Exhibitions
		820.50	
MFAA WEBSITE:	360.00		Website TechMaster 2018 Fees Dylan Whyte
	340.00		Web Hosting Fees Dylan Whyte
		700.00	
WORKSHOPS	1000.00		Instructor Fee Ivan Wheale Workshop
	46.45		Advertising Ivan Wheale Workshop in Recorder
	115.99		Advertising Ivan Wheale Workshop in Expositor
		1162.44	
MISC	100.42		Reimbursing Treasurer for Office Expenses
	200.00		Auditing 2 years financial statements - Jills Bookkeeping
	36.00		Bank Fees
		336.42	
TOTAL EXPENSES:		8585.01	

INCOME:	AMT	AMT	
ARTISTS MEMBERSHIP FEES		1390.00	36 ARTISTS X \$40 plus 1 member paid last year = 37 artists
ARTISANS MEMBERSHIP FEES		570.00	19 ARTISANS X \$30
ART TOUR FEES MEMBERS		1380.00	46x\$30 (plus 1 member paid last year - 47)
ART TOUR FEES NON MEMBERS		330.00	5 NON MEMBERS X \$75
ART TOUR HOST FEES		300.00	5 HOSTS X \$60
NOAA ENTRY FEES		225.00	9 MEMBERS X \$25
MFAA WORKSHOP FEES		1020.00	IVAN WHEALE PAINTING WORKSHOP
ART TOUR DONATIONS		450.00	
ART TOUR SIGNS		125.00	
TOTAL INCOME:		5790.00	

BANK BALANCE AT SEP 30, 2017	7382.23
INCOME	5790.00
EXPENSES	8585.01
ENDING BALANCE AT AUG 30, 2018	4587.22

MFAA WORKSHOP April 2018

Our workshop was held April 28th and 29th at the Sheguinda Meseum.

The workshop was Ivan Wheale's approach to painting.

Lisa Hallaert at the Centennial Museum in Sheguiandah offered the room at no cost if we advertised it in conjunction with the Museum. She also generously supplied Tea and Coffee.

We had eleven participants. We placed advertising in the Expositor and the Recorder for a total cost of \$140 which was covered by the workshop fees. Financial sheet attached.

I advertised via email and facebook to the MFAA, Sudbury art Club, Walden Art Club, the NOCA and the Sudbury Art Council. Lisa advertised through the town.

There was a financial sheet on the NOAA website that is used for the visiting artist program. The program offers \$200.00 annually to help with a workshop. Unfortunately, website is no help other than the form. After the workshop I spoke with Brigitte Bere, who manages the program. I am to ask for the \$200 at the beginning, not after, and send the form in as a follow up. We will know for next time.

Ivan was generous and just charged his fee. He waived the extras that he would usually charge, transportation costs, accommodation, expenses of meals etc. He did a great job and I got lots of positive feedback. It was a fun weekend the the weather cooperated.

North Channel Gallery 2018 Report

Artisan Incubator, Little Current

This was MFAA's second year using the Artisan Incubator room in Little Current. I put out an invitation via MFAA's email to our members in the spring. We had a few people who were unable to return this year and others who were interested in joining. There was a total of eleven again this year. Our Artists were Judy Boyd, Marcie Breit, Susan Cairns, Cliff Jewell, Linda Jack, Gail Meehan, Karen Nesbitt, Fay Reid, Paulette Soganich, Paulette Stewart, Petra Wall. A fee of 10 percent commission applies, payable to the town. Participants were required to help organize and volunteer to host the show.

Our open house was well attended with 33 people including the Mayor, and two councillors. Mayor McNiven gave a short speech on how the Artisan Incubator came to be.

This year we held the show continuously for 29 days from July 8 to Aug 6. It was open daily from 11am to 4pm. There were some hiccups with getting the door opened, sometimes too early and sometimes late. We will need better communication with the town.

Last year we had a total of 625 people sign our guest book. This year we had 833. For every ten who did sign there were probably one or two who did not. The guest book comments were all positive. The Captains and some of the ships' crew even ventured in for a look. Sales were decent, better than last year.

The previous year, the main complaint we heard from people was that they had trouble finding the gallery. This year signage was not an issue. Paulette Stewart made up some bright eye-catching signs. Cliff Jewell found a way to hook one onto the railing pointing to the door. Plus, our MFAA signage from Beacon signs was ready for the opening. Petra Wall made a detour on set up morning to pick up the signs for us. The MFAA logo was prominently displayed in Little Current throughout the show. We had another discussion about more wall space with hangers. The response from Heidi Ferguson was positive. They may provide more for next year.

On the negative side, we found it long and a big commitment when so much else is going on in the summer. We will request two weeks next year. Starting July 5 to July 21, closing on Sundays except Art Tour Weekend. Our open house will be scheduled for July 6. We have at least one person who will not be involved next year. But we already have 3 people who have expressed interest, one is currently an MFAA member.

Sue Cairns

NOAA Report
September 08, 2018

Congratulations to Artist Richard Edwards for his work of art "Evening Light" being selected in the Northern Ontario Art Association's 62nd Annual Juried Exhibition. Richard has had 10 works of art selected in this event over the years. This year the Exhibition is being held at Gallerie Art Moonbeam Gallery 93 St. Aubin Avenue Moonbeam, Ontario P0L 1V0. The Manitoulin Fine Arts Association had 8 artists enter this year. There are currently 15 Art Clubs from across Northern Ontario that participate in the Northern Ontario Art Association's Juried Exhibition. The rules of entry and Exhibition Tour Schedule can be found in the NOAA 2018 Bulletin.

The Sheguiandah Centennial Museum has graciously offered to remain part of the NOAA Exhibition Tour. The 62nd Annual Exhibition dates are May 30, 2019 to June 24, 2019. The 63rd (2019/20) Annual Juried Exhibition will be hosted by the Cochrane Art Club and Moonbeam Art Association.

I will not be attending the NOAA 62nd Annual Juried Exhibition Annual General Meeting. Barry Bowerman from the Walden Art Association has offered to sit in the meeting on my behalf. He is not an MFAA member this year (missed a year) though will become a MFAA member again next year. He will ensure that I receive all of the documents presented at the NOAA AGM. I will forward an updated NOAA report via e-mail once I receive the information.

MFAA Rep.
Linda Williamson

For Discussion

1. Registrations Forms
 - we need to simplify and re-do the registration form
 - too long, too confusing
 - take out student fee, no charge for hosts, highlight art tour sign purchase option
2. Spend more time recruiting/asking for sponsorships.
3. Map
 - take out rural route areas - if possible
 - some are still confused about 911 number
4. Develop better system for delivery of brochures
5. Review advertising
 - Mosaic magazine – Art Map booklet – continue or not?
 - Large colour Recorder ad – change to smaller and black and white
 - call for artists ads generated registrations
6. Purchase ads on Facebook – maybe one in June for Sudbury area and one in July for Manitoulin area - \$35 each
7. Purchase radio ads - \$200-\$500

Manitoulin Art Tour 2018

Expenses

Date		Amount
January 29	NOAA Bulletin	80.00
January 24	Expositor	98.60
March 7	The Art Map	96.05
March 7	Mosaic	282.50
March 26	Expositor	197.19
April 2	Recorder	139.33
July 17	Recorder	291.63
July 18	Expositor	508.50
	TOTAL	\$ 1693.80

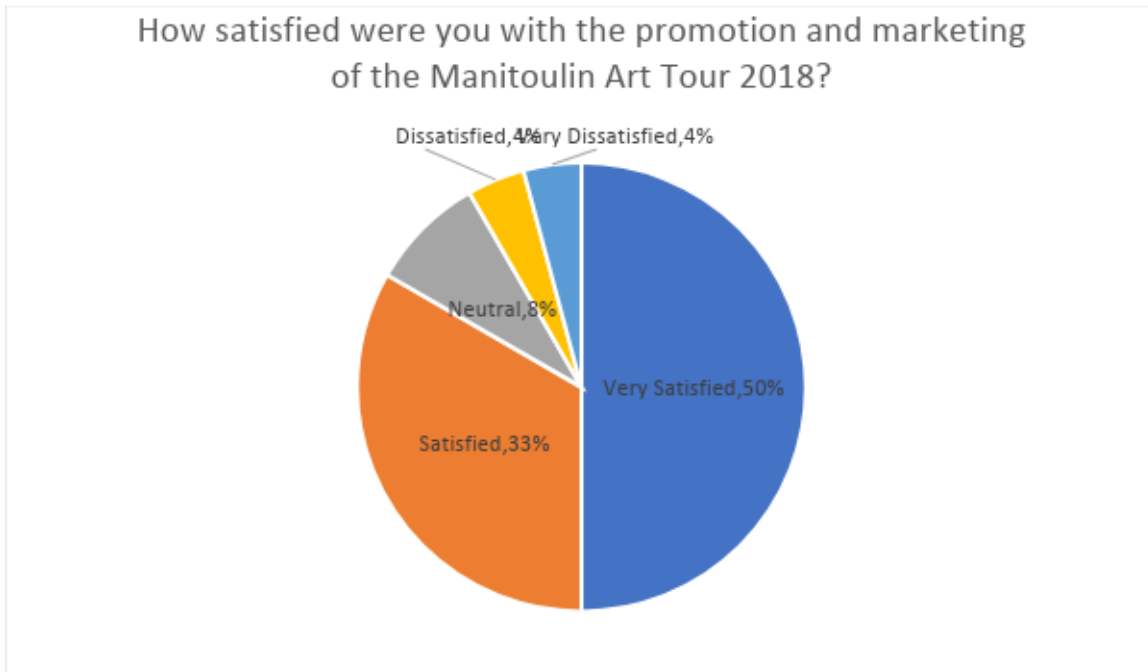
January 29 Coroplast Signs 50 signs \$200.37 (11 sold, 29 left)

February 23 Rack Cards 1000 \$175.15 (approximately 500 used, 500 left)

June 4 Brochures 5000 \$2270.17

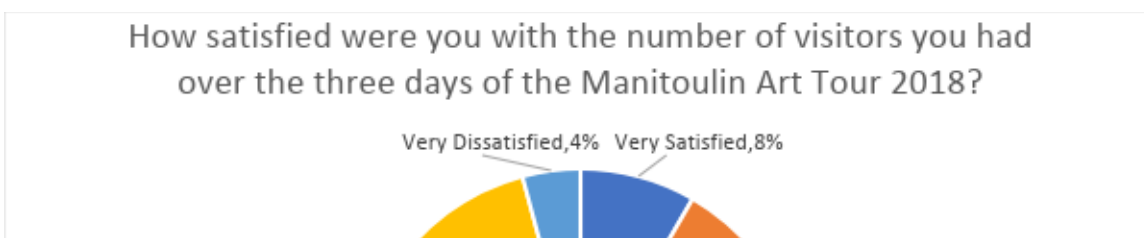
Manitoulin Art Tour 2018

Registrants Survey Responses



Comments

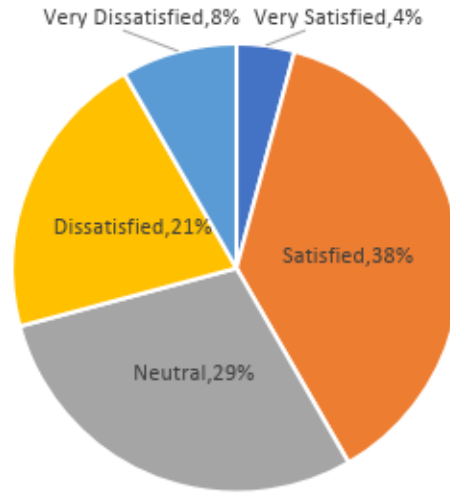
- Brochure was very professionally done and I liked the synopsis of the artists and the map.
- Brochures were out early. This made all the difference. Having two locations in our village brought more people. Great job.
- Great brochure, available in plenty of time for the tour. However, radio, newspaper etc advertising of the event on-island and particularly off island was totally inadequate. We need to take lessons from the Powassan maple syrup day that is held yearly in early to mid April. Everyone in NE Ontario and south to Barrie and Owen Sound knew about that event. Our Art Tour needs the same profile. We have great Art - we need to improve advertising/selling it.
- Map was the best ever. I was the only one at the MHCC, and I only had few visitors from the Art Tour. The people who stopped by and talked to me were the guests of the hotel or from the marina - Number of attendance and sales was the same as last year. Was hoping for more traffic as promotion and organizations was greatly improved this year. apparently there was a bus from LC ... came to visit Gore Bay but didn't make it out to Barrie Island .. :(- This was very well promoted. Everyone loved the bus tour thanks to the library. They didn't buy but it was lovely to see such enthusiasm from the Seniors. Your art committee did a first rate job. Thank you for such a great tour.
- Yet again the map is a problem. Cold Spring is neither a present-day location nor a road. It's Bidwell Rd, in reality. Many concerns with the map, that will be raised at the AGM. Have artists put the Art Tour sign on their property instead of relying on only highway numbers, especially if they don't have their own studio sign. Use posters (as well as brochures) which catch the eye. Apparently ok use of facebook, for those who use it. Not everyone does. What about sites like The Mutchmor in Prov who aren't on the map, paid no fee to support MFAA and appropriate our advertising?



Comments

- Had over 100 on Friday alone.
- I was the only one at the MHCC, and I only had few visitors from the Art Tour. The people who stopped by and talked to me were the guests of the hotel or from the marina.
- Not the volume this year.
- They seem to have trouble finding the Artisan Incubator because it is on the other side of the street. I am not sure how to correct that. Our signage at the location is overkill.
- What media - ie radio - was used? In the past I've heard mention on CBC. Our local station? In the Manitoulin tourist paper? Map in Expositor for few weeks not only one so people can plan ahead. Heard better reports of brochure availability timewise.
- apparently there was a bus from LC ... came to visit Gore Bay but didn't make it out to Barrie Island .. :(

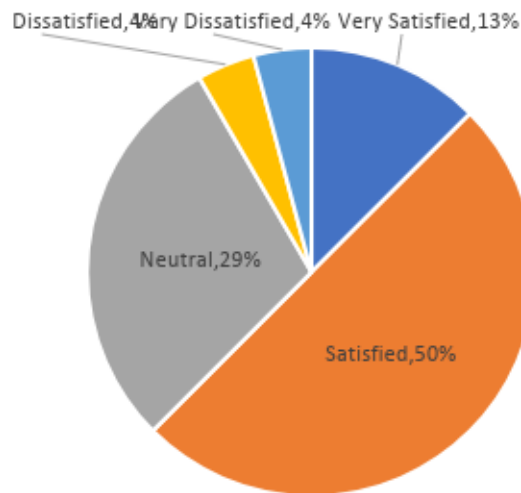
How satisfied were you with the amount of sales you had with this year's Manitoulin Art Tour?



Comments

- Did not compare favorably with previous years.
- I only sold \$5.00 items. My art work cost an average of \$150.00 just to frame ... so I was actually selling the art for less than the frames .. but people weren't spending.
- Not many people so not many sales.
- Sold two on my first time participating. Had no real expectation so that was great.
- Lower price point items - \$20-\$25 sold well.

Please rate your overall satisfaction with the Manitoulin Art Tour 2018.

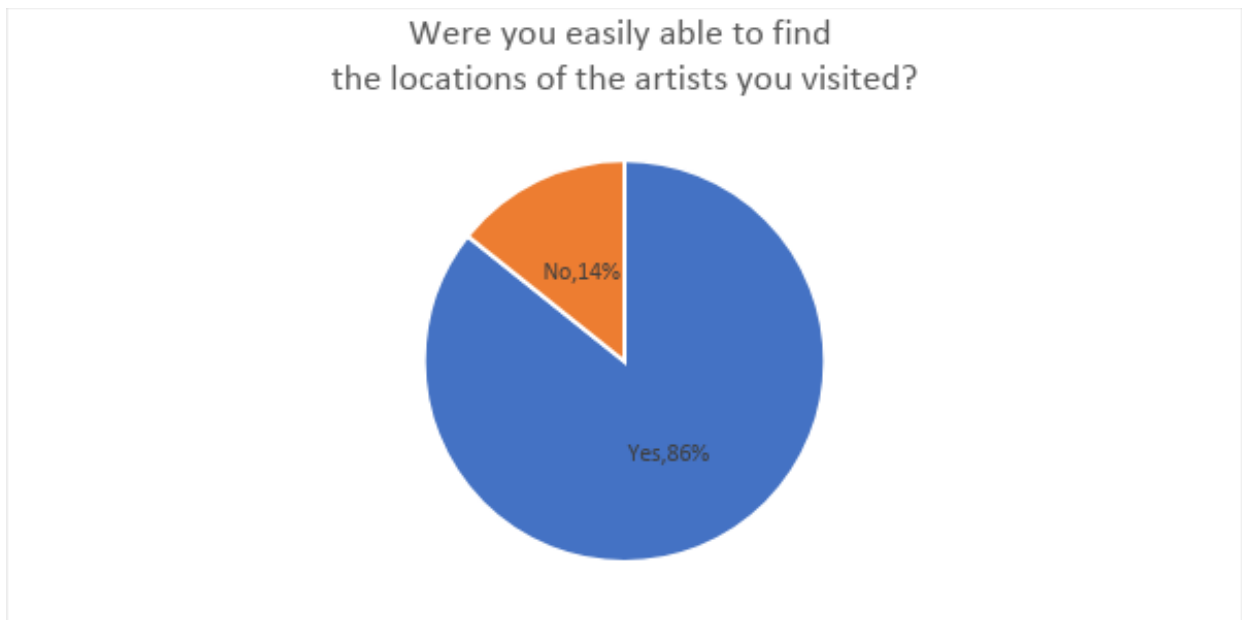
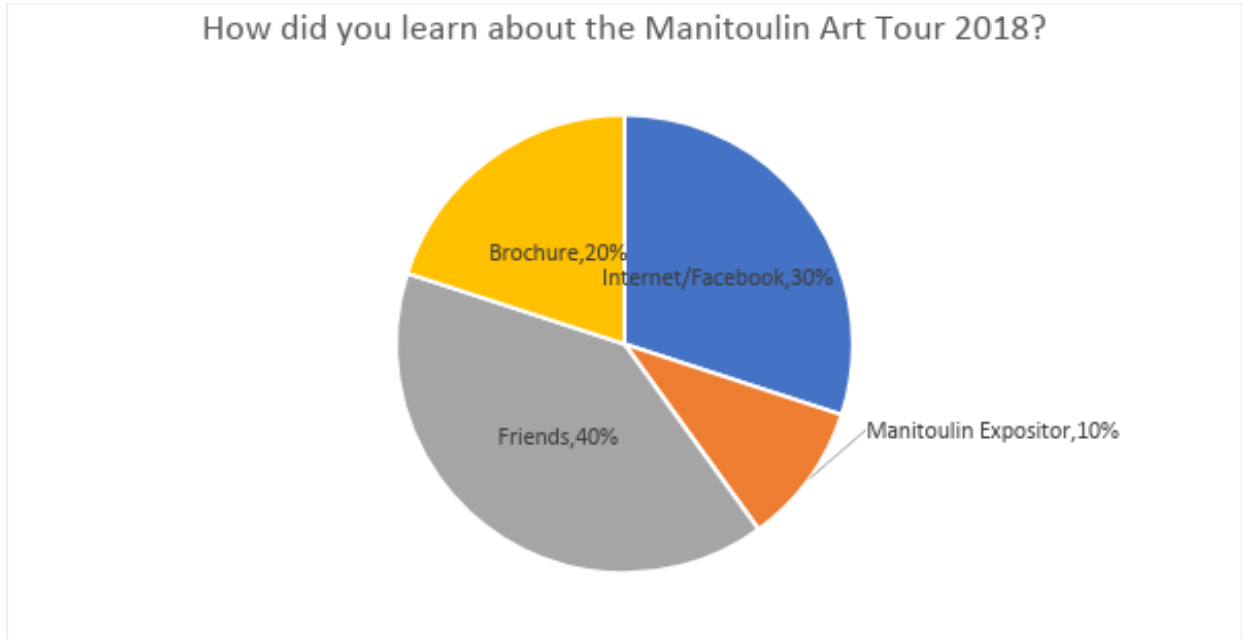


Other comments, suggestions, complaints, constructive criticisms, praises, thoughts, and ideas on this year's tour OR ideas for next year's 25th Annual Manitoulin Art Tour. – Also includes received emails.

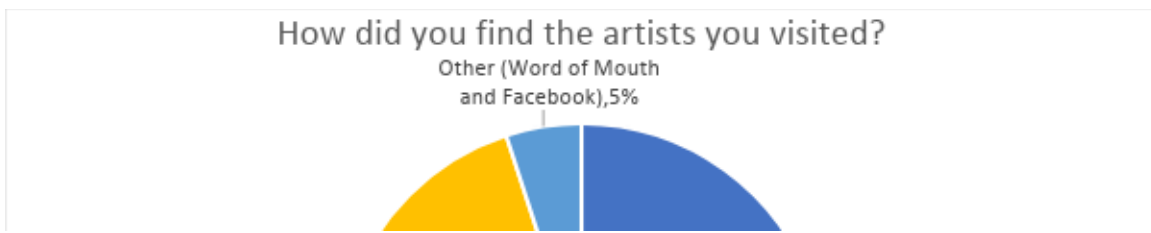
- It would be great to have at least two or three other artists at a location so that visitors feel that it is worth it to come to one place because of variety.
- Keep up the good work.
- Over all great job on organization but would love to improve attendance.
- Pair it with something to promote a special members' show at a new location, ie debaj who will do advertising and promotion especially with their new staff, and connect with First Nations. Better to have the members' show at different locations rather than a stale one that few people go to.
- Nobody is at fault for low attendance. Just low traffic for us. Partially due to the bridge closure just off Hwy #6, the great weather for two days (which meant people stayed home).
- I could have had better signage to the direct location.....make more art tour signs available. I do not think the construction on the bridge helped for my location.
- Marian, great job. It is a lot of work. FYI The Town Office of NEMI beside the post office in Little Current has a rack for brochures and will be happy to take some next year. Thank you so much for doing this.
- Great job done all round with tour.
- Right now I don't know what to suggest. I found it a lot of work, met many nice people, many of whom are artists, but did not have many buyers, compared to previous years. I'll have to think about a while.
- One visitor comments: found directions to some locations difficult. #8 -Cold Springs Rd marked as Bidwell Rd. #24 16 Rainbow trail nothing there.#15 couldn't find. Need more signs. He stated that our location was easy to find due to signs and we put up balloons.
- I did it 2 years ago and made twice as much money. Again, Peoples price point seemed to be right around \$25.00.
- Attendance and sales were down from last year, I don't think it was any fault of the organization. Tourism and business is down generally from last year. I really love the Art Tour and it brings a lot of people to the Island. It is also a great way for the many artists to showcase their amazing works.
Generally people show up from around noon to about 4 p.m. - very quiet in the morning and no one came after 4 p.m. on any of the days.
- We had 25 Friday, 29 Saturday, 19 Sunday for a total of 73 which is less than other years. We tried hands on workshops this year and they went well.
- I had a good weekend, most visitors were on Friday.

Manitoulin Art Tour 2018

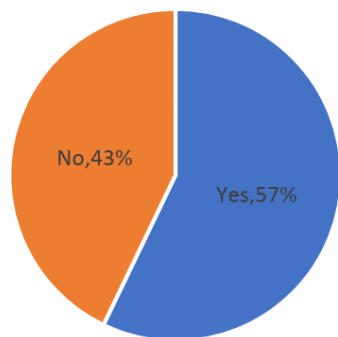
Visitor Survey Responses



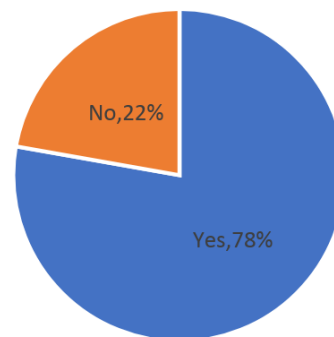
- Yes, very well signed.
- It was often a guessing game after we saw the first sign. Long driveways or a fork in the road with no further signage was confusing.
- In most cases yes, but we would like to make a suggestion that the number assigned to the location be added to the signs. There were a few times that you could get to a location a couple of different ways and we wasted time following signs to the one we already visited. We are not from the island so did not know the roads. The other thing that was confusing was the detour on hwy 542 from the hwy 6 side. There was no detour sign and no Tour sign pointing down the side road that took us around the construction. We did finally stop and ask directions.



Did you make any purchases from artists on the Manitoulin Art Tour 2018?



Would you recommend participating in the Manitoulin Art Tour to others?



Other Comments

- So very delightful and inspirational!
- It's a great island-wide free event. Visitors plan to spend the day going around the island so workshops or demos and artist lead talks or gallery tours would also be a bonus.
- We (two couples) managed to get to about 24 stops in 2 days. We enjoyed visiting all the artists and seeing their works and in some cases their workshops and properties. My husband and myself were inspired by all the wonderful art!

NOAA Visiting Artist Programme

VAP Form #2: Host Club Information and Application for Subsidy

Host Club's Name: Manitoulin Fine Arts Association

Contact Person: Susan Cairns

Contact Person's telephone number: 705-869-1772

Email address: sue.cairns@outlook.com

Mailing Address: Christie Pearson Anderson, 357 Campbell Road, Evansville, ON
P0P 1E0 (acting Treasurer)

Workshop Topic: Wheale's Approach to Painting. Explore the creative process, how we see what is and what may be.

Date of Workshop: April 28, 2018 and April 29, 2018

Artist Leader: Ivan Wheale

Expenses	Projected [<i>prior to workshop</i>]	Actual [<i>after workshop</i>]
Instructor's fee	\$1000	\$1000
Travel	n/a	n/a
Food	donated	donated
Lodging	n/a	n/a
Hall	donated	donated
Supplies	none required	none required
Other	\$142.75 advertising	\$142.75 advertising
Total	\$1142.75	\$1142.75
Income		
#attending x fee	14 x \$100	
Members \$100 x 5		\$500.00
Non members \$110 x 6		\$660.00
Supply fee		n/a
Total	\$ _____	\$1160.00
Surplus/deficit	\$ _____	\$17.25
