The Markham Group of Artists

2022 Annual Report



Ray McNiece, Summer Kitchen,

TABLE OF CONTENTS

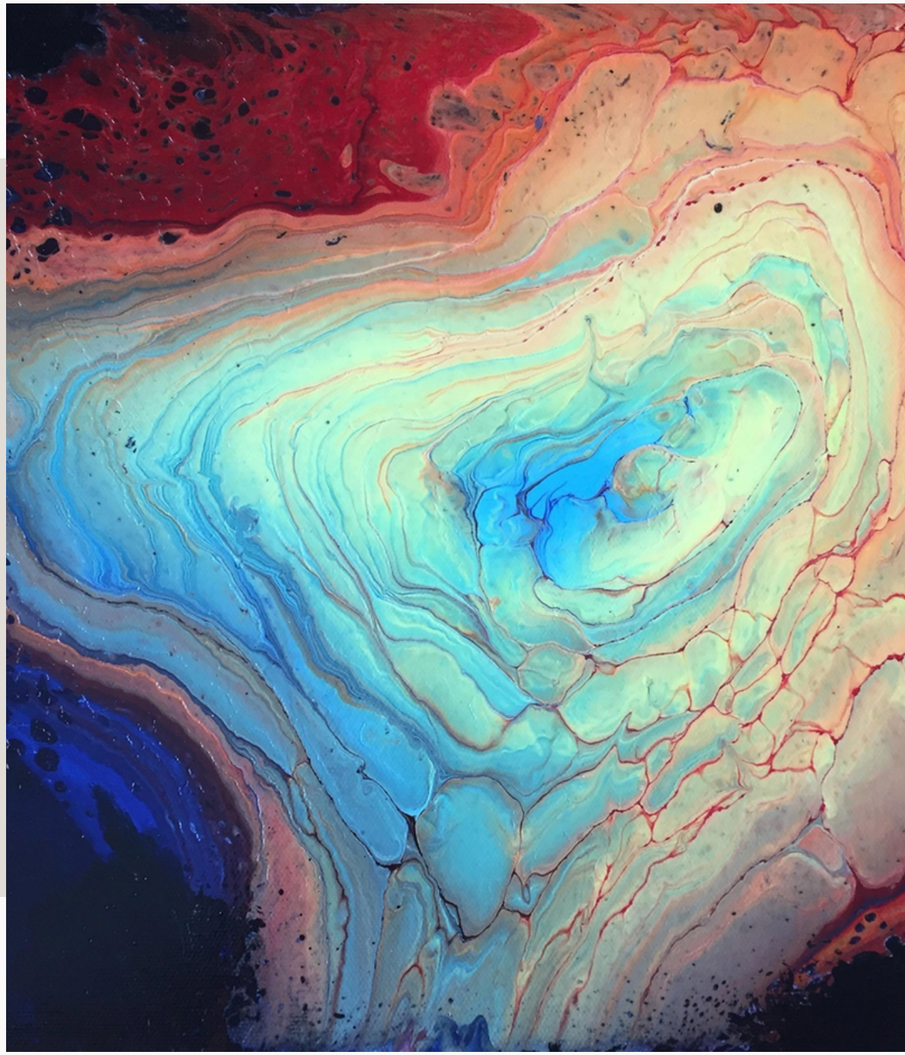
Introduction	1
MGA Activities	2
New Initiatives	3
New Roles	5
Monthly Challenges	6
Critiques	7
Exhibitions	8
The Painting Mosaic	10
Plein Air Art	12
Programming	13
Communication	14
On the Horizon	15
Treasurer's Report	16
OTF Goals	18
OTF Mid-Year Report	20
Good-bye/Hello	22
Our Team	23
Funding Acknowledgements	24
Contact	25



Feng Zhou, Hand in Hand, Head to Head

INTRODUCTION

2021-2022 was an exciting transitional year for The Markham Group of Artists (MGA) as we began to emerge from pandemic isolation through outdoor and hybrid programming. This past year also has given us opportunities to reflect on MGA's direction as we try to satisfy the various interests of our growing membership, be they relating to exhibitions, learning, collaborative projects, and support. As we grow, our group must keep evolving, and to evolve we must reflect on our achievements and set backs. Your leadership team is dedicated to the well-being of the group and sees a great future ahead of it.



Judith Livingston, Surfacing

MGA Activities 2022 at a Glance



5
Online Shows
2 In-person Shows

Painting Mosaic for The Larry Todd Place

10 Monthly Challenges



100s of Leadership Team & Member Emails



Critiques
10 Online
2 In-person





Meetings & Demos
4 Online
4 In-Person



12
Leadership Team Meetings



11
Monthly Newsletters



12
En Plein Air Painting Sessions

90
Members and Growing

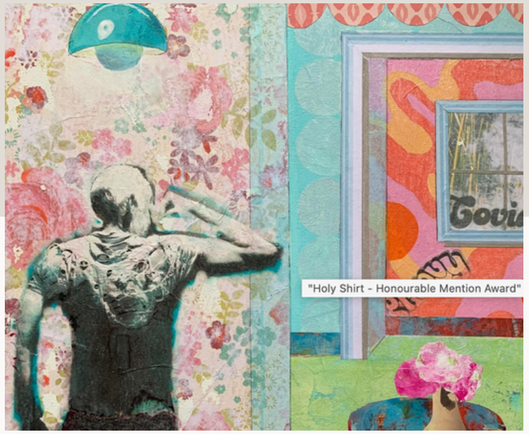






2 Markets

NEW INITIATIVES



Arlene Sedore, Holy Shirt

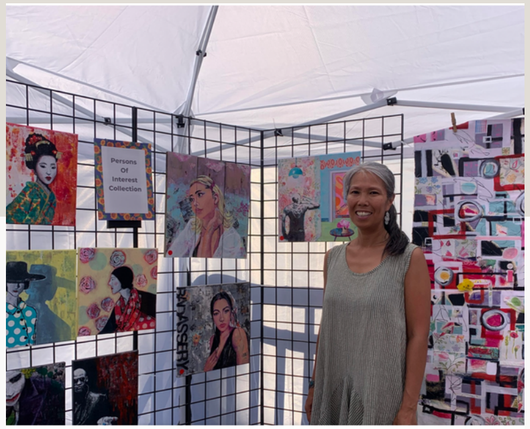
STRATEGIC PLANNING

With a growing membership pressing against our nomadic constraints, your leadership team has, with the aid of a strategic planning consultant, begun a strategic planning process so as to plan MGA's evolution into the next 3-5 years.



ART HISTORY TALKS

Ewa Chjokwo has been delivering engaging art talks that gives members a glimpse into the artistry, biographies, and aesthetics of notable artists through the centuries. Her talks have been offered online and now have transitioned to in-person mode.



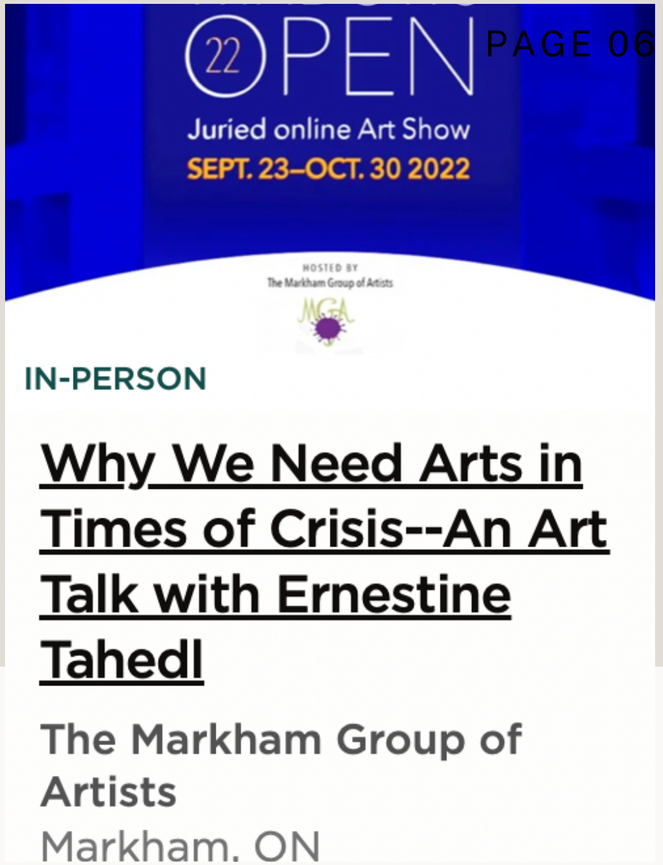
Arlene Sedore, Market Coordinator
Summer 2022

MARKETS

Connecting with the community is an important vehicle for reaching out to our community and exposing our members' artwork. Member artists may also rent the equipment for their own use.

NEW INITIATIVES





ONTARIO CULTURE DAYS

Combining our Windows Open 2022 online juried show with an art talk by Ernestine Tahedl, the juror for the show, brought some public attention to our artwork and engagement with the shifting currents of our times. We then publicized the event through the Ontario Culture Days, bringing more attention to our group.

NEW ROLES



Advertising Director--Kari Tran

With her wealth of advertising and marketing experience, Kari is developing MGA's strategy for increasing our visibility and appeal within our membership and the broader public.

.



Member Support Director--Arlene Sedore

With Arlene's efforts to reach out to members and facilitate conversations that move and inspire, our MGA family gets stronger and more focused on what's important for its evolution.

.



Social Media Coordinator--Erica Pinto

Erica's organization and sense of design makes for MGA social media posts that attract attention to our activities and initiatives. Erica's coordination of our high school volunteers leads to consistent postings of our artwork.

The Monthly Challenges

Pat Durst, Coordinator

The monthly challenges help keep that creative inspiration going and connect members through the display of artwork created.

Each month, topics are suggested by Pat, and artwork is posted by member artists to our website for display.



Vera Walton, Standing Strong

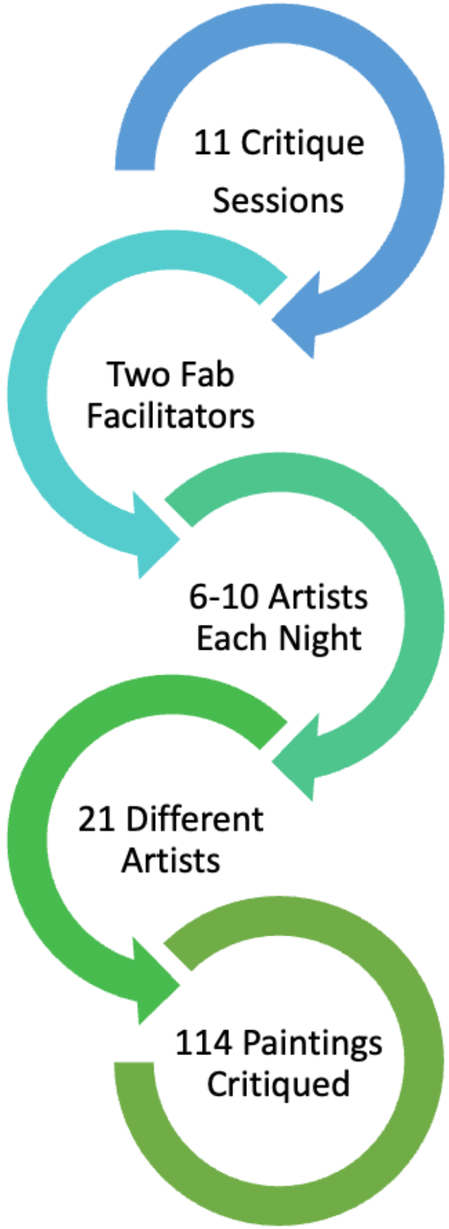
CRITIQUES

Lynn Ross and Susan Weisz, Facilitators

While the online “Peering In “ Critique nights were popular among our members in the winter and spring, participation significantly dropped this past fall possibly due to Zoom-fatigue.

We will be shifting our critique format to the now well-attended in-person sessions moderated by invited artists.

Very special thanks to Lynn Ross and Susan Weisz for their expert and sensitive moderation.



EXHIBITIONS

Carmela Casuccio,
Shows Director
Erica Pinto,
Social Media Director

Exhibitions Team

Mike Brodey
Sandra Crozier
Jeannie Gagnon
Kate Greenway
Linda Kalianteris
Marg Pereira
Georgia Szupperits
Susan Weisz
Debra Wyles
Sumera Yacoob
Nedda Zaharelos

	2021	2022
Shows	7	5
Submissions	182	401
Artwork Displayed	353	315

EXHIBITIONS--DETAILS

April 20 – June 30 Sunflower Project Open Virtual Art Show	**June 1 –12, 2022 Viewpoints 2022 Annual Juried Show**	**Sept. 23 – Oct. 30 Windows Open 2022 Juried Show**	**November 1 –27 In Living Colour - Plein Air Show & Sale**	**Nov. 30 – Dec. 4 Small Treasures Holiday Art and Gift Show & Sale**
(Open to non-members, non-juried) 92 paintings submissions 42 artists entered show	Juror: Anik Glaude (Members only) 94 submissions 36 artists entered show	Juror: Ernestine Tahedl (Open to non-members) Virtual Show 102 submissions from 41 artists	(Non-juried-open to Plein Air participants) 31 submissions 11 artists entered show	(Non-juried) 82 submissions from 27 artists
Donation to the Canada-Ukraine Foundation was over $1200.00	45 paintings accepted and displayed at McKay Art Centre	68 paintings accepted	Artwork displayed on social media and in our website gallery	Artwork displayed at the McKay Art Centre Online until Jan. 30
Paintings reported sold: approximately 10	8 prize winners	3 prize winners 5 honorable mentions		

The Painting Mosaic



The Larry Tod Place Painting Mosaic, 2022
A Place to Call Home

Linda Ruscio, Art Director
Debra Wyles, Assistant

The Larry Tod Place mosaic reflects the heritage and current residents of this 18 Water Street building.

Created by 30 MGA artists, this luminous collaborative artwork is comprised of 32 square foot panels assembled to evoke warmth and comfort.

The Painting Mosaic Credits



PLEIN AIR ART

Pat Durst, Coordinator
Ed Abela, Margaret Grandison, Ray McNeice, Assistants

Our Plein Air group organized adventures for our artists, who roved the hillsides and heritage streets of Markham and surrounding areas to paint the world around us. Since 2020, each week through spring, summer, and fall an email is sent giving the painting location. Landscape, botanical or even abstract approaches are welcome, along with all mediums of choice (oils, acrylics, watercolour, pastels or pen and ink).

This year plein air work was exhibited at the Whitevale Arts and Culture Centre, on MGA's social media, and on our MGA website.



Laurel Martin, Avid Plein Air Artist

PROGRAMMING

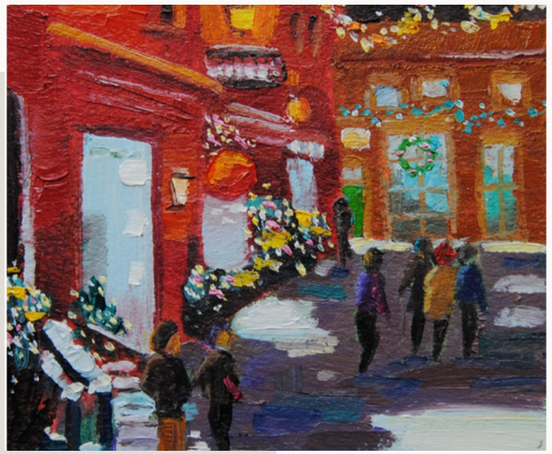
Vera Walton, Programs Director

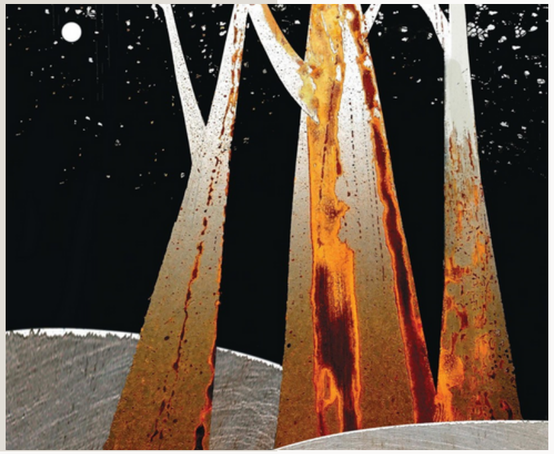
Lynn Ross, Susan Weisz, Critiques

Ewa Chjokwo, Art History Talks

Lots of coordination is required to plan, schedule, organize, and deliver MGA programming, which includes art talks, critiques, member meetings, and workshops. Thanks to the skillful work done by our Programming Director, your practice is supported with varied events.

	2021	2022
Art History Talks	0	12
Critiques	14	11
Demos	4	10
Workshops	1	2





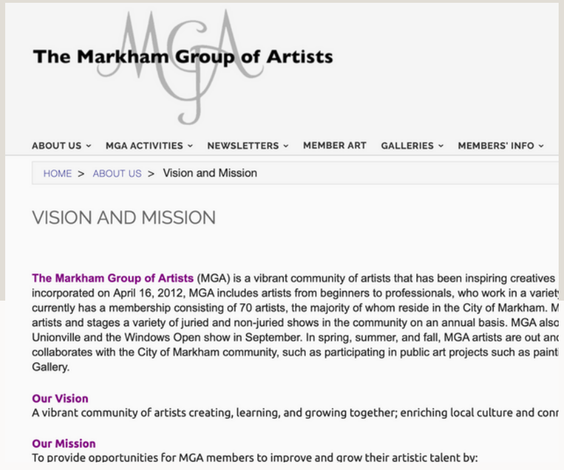
Artwork by Laurel Martin and Linda Ruscio

COMMUNICATIONS

Linda Ruscio, Director
Laurel Martin, Website Manager and Member Registrar
Erica Pinto, Social Media and Volunteers Coordinator
Kari Tran, Advertising Director

You would not have such a strong community arts group and successful programming without the reliable and frequent communication created by our Communications Team. Linda creates our newsletter and sends out our member email. Laurel chases the website gremlins and keeps it updated with current information. Erica coordinates our high school volunteers and manages our social media postings. Kari develops our advertising plans and reaches out to the media to publicize our achievements and events. Each brings a wealth of expertise and artistry to the work they do for our group, which in turn raises the profile of your art and MGA in the public eye.

ON THE HORIZON



MGA Aout Us Website Page

A NEW WEBSITE PLATFORM AND LOOK

Our website, created in 2009, needs an overhaul so as to enable customization and interfaces with recent applications. With a new platform, we hope for a more streamlined user and administrator experience making the website easy to navigate and update.



Margeret Buckworth, Thrive

CULTURE CAFE

Increasing our inclusivity is not only the right thing to do, but also will offer a rich source of inspiration. Watch for a new initiative that delivers insightful art talks and workshops focusing on cultural influences on the creative process.



The Barn, Unionville

A POTENTIAL PERMANENT LOCATION

Your leadership team is looking for a permanent location, which will include gallery, meeting, and workshop spaces. Such a location will enable us to evolve as an extraordinary community art group.

Treasurer's Report

Lynda Warne, our MGA Treasurer, and accomplished portrait artist, has prepared the financial statements. These were sent to all members for their review.

The following slide contains a summary of our financials for 2022.



Financials Summary

Financials for 2022

BALANCE SHEET		INCOME STATEMENT	
Assets-Cash & Investments	$28,189	Membership Dues, Fees, Grant Income (Celebrate Markham and OTF)	$20,298
Liabilities-Deferred Revenue (2022-2023 Grant Income)	$19,093	Revenue Rental, Program Fees, Insurance, Grant Expenses	$18,552
Equity	$9,096		
Total Liabilities & Equities	$28,189	Surplus	$1,746

OUR 2022-2023 OTF FUNDING COMMITMENTS--GOALS

1

Guided Strategic Planning

Having guided MGA through the pandemic and significant operational changes, your Leadership Team committed to plan ahead to increase MGA's capacity and sustainability.

2

Hybrid Programming

Wanting to transition from virtual to online programming in a gradual manner, we committed to providing hybrid programming and member engagement opportunities, which includes in-person, virtual, and recorded events.

3

Gallery Shows

With the reopening of city venues, we committed to offering our members two in-person gallery shows at the McKay Art Centre.

4

Larry Tod Place Painting Mosaic

Postponed to due the pandemic, this long awaited painting mosaic project was one of our most anticipated projects.

OUR 2022-2023 OTF FUNDING COMMITMENTS--GOALS

5

Connect with Other Art Groups

Connecting with leaders of other art groups in and around York Region allows us to share best practices and support.

6

Hybrid Strategy Intern

We planned to hire a university intern to assist us in developing a hybrid programming strategy.

7

Rent Meeting Spaces

With the reopening of city venues, we committed to renting a stable space for our group to meet on a regular basis.

8

Purchase of Equipment

We committed to purchase equipment to facilitate our work and hybrid delivery.

OUR OTF FUNDING COMMITMENTS-- MID-YEAR REPORT

1

Guided Strategic Planning

In July, your Leadership Team worked with Jerrold McGrath, a strategic planning consultant, on identifying MGA's broader vision and goals towards developing a strategy for the next 2-3 years.

2

Hybrid Programming

This year, with the reopening of city venues, we are successfully providing hybrid programming and member engagement opportunities, which includes in-person, virtual, and recorded events.

3

Gallery Shows

With the reopening of city venues, we have been able to offer two in-person gallery shows at the McKay Art Centre. One was a juried show held at the beginning of June and the other was the MGA non-juried Small is Beautiful Holiday Show and Sale.

4

Larry Tod Place Painting Mosaic

We launched the Larry Tod Paining Mosaic collaborative project at our first in-person members meeting in September 2022. It is now installed at the residence for public viewing.

OUR OTF FUNDING COMMITMENTS--MID-YEAR REPORT

5

Connect with Other Art Groups

Your President and Vice President continue to meet with leaders of other community art groups in and around York Region. The group has been named CALA--Community Art Leaders Association. It serves mainly to offer support and information sharing.

6

Hybrid Strategy Intern

Our efforts to hire an intern to assist us in developing a hybrid strategy and to assist with digital asset management have not been successful. We are currently seeking comparable assistance with audiovisual assets and management.

7

Rent Meeting Spaces

With the reopening of city venues, we have been able to rent the Markham Village Library meeting room for our group to meet on a regular basis.

8

Purchase of Equipment

We have purchased a laptop for the Treasurer so that she could use current accounting software, an iPad to facilitate gallery sales and event recordings, a Zoom subscription, a microphone, and iPad stand.

Goodbye~Hello: Our Secretaries

Since the new leadership team began in early 2020, Pat Durst was our faithful Secretary. She attended virtually every meeting and took reliable notes of our often exuberant discussions. Pat has decided to retire from the role. Thank you for your service to MGA, Pat.

MGA welcomes Sharon Kirsh as our new Secretary and valued member of your Leadership Team.



our team

Directors

- Robin L Potter, President
- Carmela Casuccio, Director
- Linda Ruscio, Director
- Lynda Warne, Director

Financials & Minutes

- Lynda Warne, Treasurer
- Sharon Kirsh, Secretary

Communication

- Linda Rusico, Communication Director
- Laurel Martin, Membership and Website Director
- Erica Pinto, Social Media Coordinator
- Kari Tran, Advertising Director

Programming

- Vera Walton, Programming Director
- Arlene Sedore, Members Outreach Director

Art Exhibitions

- Carmela Casuccio, Art Shows Director

Exhibitions Team

- Susan Weisz
- Debra Wyles
- Jeannie Gagnon
- Kate Greenway
- Georgia Szupperits
- Sumera Yacoob
- Mike Brodey
- Marg Pereira

Coordination

- Pat Durst, Monthly Challenges and Plein Air Coordination
- Linda Ruscio, Painting Mosaics Art Direction
- Social Media Crew: Volunteer students from Bill Hogarth Secondary School

GRATITUDE

The Markham Group of Artists gratefully acknowledges generous funding from the Celebrate Markham 2022 Cultural Fund and the Ontario Trillium Foundation’s 2021-2022 Resilient Communities Fund



Carmela Casuccio, The Leap

CONTACT

Robin L Potter, President
Carmela Casuccio, VP

E-mail markhamartists@gmail.com

Website https://markhamartists.org

Phone 416-606-1210

Address 9 Calafia Street, Markham, ON