



Conseil des arts Prescott-Russell Arts Council (CAPRAC): ANNUAL ACTIVITY REPORT 2022

Presented by Margo Malboeuf, Lead Coordinator

BOARD OF DIRECTORS

1. Members of the Board of Directors

Name	Position	Sector / Township	Mandate (end)
Éric Charlebois	President	A – L'Original	Ended July 2022
Line Labrecque	Interim President	B – Curran	September 24 2023
Gilles Chartrand	Vice President	B – Clarence-Rockland	May 29 2023
Tina Petrovicz	Treasurer	B – Alfred	May 31 2024
Nathalie Ladouceur	Secretary	A – Hawkesbury	Septembre 24 2023
Agata Michalska	Director	B – Alfred	September 24 2023

* As of December 31, 2022

2. Activities of the Board of Directors

Board of Directors Meetings	Extra-ordinary Meetings
<ul style="list-style-type: none"> February 24, 2022 April 13, 2022 May 24, 2021 July 19, 2022 August 25, 2022 September 26, 2022 	<p><i>Hiring Sub-committee :</i></p> <ul style="list-style-type: none"> August 25 2022 <p><i>Finance sub-committee :</i></p> <ul style="list-style-type: none"> November 9, 2022 November 18, 2022 December 3, 2022 December 7, 2022
<ul style="list-style-type: none"> 8th Annual General Meeting: June 8, 2022 <p>Amendment to the By-Laws: accepted by the Board: Motion to amend Article 42.2 contained in SECTION 4 - THE BOARD OF DIRECTORS of the CAPRAC Bylaws adopted on May 12, 2016. The section reads as follows: -42.2 A director will be eligible to serve a maximum of three consecutive terms. Such person shall be eligible to serve as a director again after serving a minimum of 12 months (one fiscal year) off the Board. The proposed amendment is to include the following addition:</p>	

-In exceptional circumstances, members may exceed the maximum of three consecutive terms.
Gilles Chartrand was reappointed to the CAPRAC Board.

ACTIVITIES BY CATEGORY

1. SERVICE TO THE MEMBERSHIP AND COMMUNITY SUPPORT

A. Membership: 82 members for the 2022-2023 membership period. 74 individuals, 8 organizations/associations/companies; represent an increase over 2021, but the numbers are still lower than before the pandemic.

- **Member benefits and exclusive opportunities:**

- Subscription to our monthly newsletter, and to the members' bulletin (calls, resources, toolbox).
- Voting rights at our Annual General Meeting (AGM) *Must be a member at least 30 days prior to the AGM.
- Representation by CAPRAC: advocacy efforts with local governments and businesses.
- Member profile in the directory on our website.
- Invitation to special events, exposure, visibility, and networking opportunities.
- Access to the CAPRAC Gallery: integrated e-commerce platform, virtual gallery.
- Promotion of artistic, cultural and heritage activities in our network.
- Gold card at Scrap en Masse (Plantagenet, ON).
- 10% discount at DeSerres art stores (Ottawa, ON).
- 10% discount on products and services offered by KB Media (Casselman) *excluding third party services.
- Promotional exhibits at the Tuque de Broue Brewery (potential to add other exhibit sites).

- **Membership Campaign 2022:** "pay what you can" model allows members to determine the cost of membership that is affordable to them, while retaining all the benefits of CAPRAC membership.

- Membership campaign launched in late June/early July 2022: \$20 / or "pay what you can"

*Annual membership: July 1, 2022 to June 30, 2023

# Memberships	\$ Amount
9	\$0 - \$19
69	\$20 - \$39
3	\$40- \$59
1	\$60 - \$79
0	\$80 +

- The "pay-what-you-can" campaign proved beneficial to the organization and its members for the second consecutive year (82 members, total of \$1,716 in membership fees, average value: \$20.93 per member).

- **CAPRAC AGM (virtual), June 8, 2022:** 10 registrations/ 10 members in attendance via Zoom + 6 board members.

- Logistics/Set-up zoom, registration links, drafting/sending invitations to municipalities (mayors/management), media advisories, distribution in newsletter and networks, invitation/reminders to CAPRAC members, community partners, board members.
 - Presentation of annual report, 2021 financial statements, board appointments.
 - **Announcements:** Ontario Trillium Foundation Grant Recipient Announcement, CAPRAC Student Fund Scholarships, Executive Director's departure, welcome to new coordinator, pay-what-you-can 2022 membership format, launch of new website.
- B. Recruitment/renewal, networking and communication** with past and potential members, promotion of CAPRAC membership.
- C. Dissemination** of resources for artists and cultural workers, promotion of arts and cultural events, industry news and artist profiles on social media (monthly message board, calls to artists, notices and invitations).
- D. Exclusive access to the CAPRAC Gallery** for the exhibition of works - support with gallery submission requests, contact with current members, drafting of contracts; receipt and/or delivery of works.
- E. Digital TOOLBOX:** Resources for Artists (*informative articles available on the CAPRAC Gallery platform*)
- HOW TO | [Artwork Photography 101](#)
 - HOW TO | [Write an engaging artist biography and statement](#)
 - HOW TO | [Social Media & Self-Promotion for Artists](#)
 - HOW TO | [Google Drive & Sheets for Artists](#)
 - HOW TO | [Creating a Virtual Exhibition](#)
 - *Upcoming: HOW TO | Price Your Artwork*
- F. Community BLOG:** To support our efforts to facilitate conversations within the community, we have launched a community blog to provide a platform to showcase community members' perspectives: ideas, opinions, thoughts, creative work, inspirations, and more. Articles can be thought-provoking or informative on any topic related to art, culture and heritage.
- [“Are you a blogger? Call for Contributors”](#) Line Labrecque (February 2022)
 - [“In Honour of our Elders”](#) Manon Doran (March 2022)
 - [“Thick Forest and Mineral Waters”](#) Line Labrecque (April 2022)
 - [“‘COMPO-zi-tion?’ What is it?”](#) Christine Lenoir (May 2022)
 - [“Stepping out of your comfort zone”](#) Maxime Legault (June 2022)
 - [“Find your Miracles Where They Are”](#) Line Labrecque (July 2022)
 - [“Decay Creates! De-compoZition*? = Abstract in thought, Abstract in act”](#) Christine Lenoir (November 2022)
- G. Member promotion:** member activities and events on Facebook and monthly newsletter; member promotion at local and regional representation events; gallery spotlight promotions for participants.
- Facebook & Instagram member's spotlight
 - Facebook: Reach 50,548; Page Followers 1,701; Posts 218; Page Visits 1,265
 - Instagram: Reach 4,061; Followers 418; Profile visits 361
 - Post-sharing/ promoting member activities/ news: posts and stories on Instagram
 - CAPRAC newsletter: Promotion of members and CAPRAC Gallery.
 - Regional news and activities related to arts, culture and heritage of Prescott-Russell (including non-members).

- Prescott-Russell regional news relating to arts, culture and heritage activities (non-members).

H. COMMUNITY SUPPORT :

- **Community connection:** sharing of information, resources and activities related to art, culture and heritage in the region - promotion of regional initiatives in our networks, newsletters, awareness and outreach activities. Mentoring, consultation and support to organizations and individuals, responding to individual requests e.g., promotion, job offers, calls for tenders etc.
- **Promotion of the pillars of arts, culture and heritage in the region:** cultural centers, art galleries, museums, heritage sites and libraries in Prescott-Russell, as well as municipal activities.

I. **New CAPRAC.CA website!** Website redesign project (completed in Jan. 2023) is to adapt to digital means of operation, ensuring virtual engagement in support of economic recovery and regional cultural outreach. The digital shift and the impacts of the pandemic require us to implement a framework that will support virtual engagement in support of economic recovery.

- To showcase all facets of the organization, including the CAPRAC Gallery (integrated e-commerce), the dissemination and archiving of all digital content (blog, resource guide) and virtual events, and most importantly, the showcasing of local artists, organizations, art circuits and venues. The new website acts to inform, gather and support individuals and communities to ensure the survival and sustainability of CAPRAC's mission.
- **Digital Interactive Map:** this searchable feature showcases cultural and performance centers, creative spaces, municipal libraries, businesses and artistic and cultural initiatives in order to unite and promote all the cultural activities and attractions available within the region of Prescott-Russell.
- **Digital Resource Guide:** a collection of blog posts from our Artists Toolkit, as well as a resource page that includes useful links, educational content and other resources to provide concrete support in equipping members of the region's creative community.
- **Calendar of events/activities:** to support and promote the activities and events of members and partners, a regional hub for all things relating to arts, culture and heritage.

2. OUTREACH PROJECTS & AWARENESS INITIATIVES

A. **Awareness initiative for francophone immigrants at Le Chenail Cultural Centre – « *Nathalie nous raconte* », February 20, 2022.**

- Speaker Nathalie Ladouceur, a resident of Hawkesbury, explains her experiences and encounters through her friendships from around the world. She tells us about the positive experiences of friends from abroad through her friends. The project is organized and managed by Le Chenail cultural center and we are proud to offer promotional support.
- In collaboration with: CFA (*Communauté Francophone Accueillante de Hawkesbury*) and IRCC (*Immigration, Réfugiés et Citoyenneté Canada*).

B. **Vankleek Hill – Engaged Art Project/ Collaboration:** Partnership/Support for Prescott-Russell Community Innovation Grant Application.

- Collaboration: CAPRAC, Arbor Gallery, Creativity Centre & Excellent Events.

- Available space on 2nd floor of Arbor Gallery, opportunities for artist-in-residence program for community engaged art.
- Project proposal for grant: 1st phase of project - community consultations with artists and community groups/members to gauge interest and include community in project development. \$9670 grant awarded.
- **1st phase (COMPLETE):** community consultations – in French on Nov. 3 & 6, in English on Nov. 8 & 10, 2021. Survey/report complete.
- **Next step:** research financing for 2nd phase. Grant application is forthcoming.

C. “Cultivé Ici / Homegrown Art” Series: vignettes/video capsules produced in Summer 2021, released in Spring 2022.

- Vignettes that feature an artist and a region or location in Prescott Russell, created to showcase the artists, as well as the region. The artists and/or works chosen to represent the Prescott-Russell region:
 - Jon Dion (Clarence-Creek): song/video "[Prescott & Russell](#)" (released March 16, 2022).
 - Crystal Beshara (L'Original) / painting "[Remains to be Seen](#)" (released April 13, 2022).

D. POP-UP Summer Markets 2022:

- **Tuque de Broue Brewery (Embrun) – April 23, 2022:** activity for all ages, exhibition booths with demonstrative component.
 - 5 artists participated (5 booths), 4 artists made sales.
 - Approx. 40 visitors to the event throughout the day.
 - CAPRAC Galerie point of sale and showcase featuring literary works, jewelry, sculpture, and the in-house painting exhibition), membership recruitment information, creativity station (CAPRAC coloring books).
- **Expo Clarence-Rockland - May 14 & 15, 2022:** located inside Clarence-Rockland arena, exhibition for all media-types.
 - Sponsorship received from Municipality of Clarence-Rockland for the space rental, including display ladders.
 - 10 artists participated (10 booths), 5 artists made sales.
 - Approx. 500 visitors throughout the 2 day event.
 - CAPRAC Gallery booth, information for member recruitment.
 - Recruitment of 7 new CAPRAC members.
- **Old Jail L'Original - July 23, 2022:** exhibition for all media-types.
 - 5 artists participated (5 booths).
 - Approx. 10n visitors throughout the day.
 - CAPRAC Gallery booth with information for member recruitment, and creativity station (CAPRAC coloring books, button making station).

E. Russel Township Community /Public Art Project: Embrun & Russell, June 2022.

- 2 x "parklets" with benches, tables, low walls and planters to become placemaking artworks, collaboratively created by artists and community members, with the support of community partners.
- Virtual community consultations, in-person event with community participation in early June

- Support for community art project management, artist search, and promotion.
- 2 artist-facilitators selected (1 per parklet), compensation \$5000 + hst/ each artist.
- [Successful production and unveiling of 2 parklets in Embrun and Russell.](#)

F. Art Sur La Rive Artist Symposium: Le Chenail Cultural Center: Hawkesbury July 1, 2022.

- 9 artists participants: creation/painting on the riverbank.
- Registration fee of \$20 per CAPRAC member / \$40 per non-member; 50% of fees went to Le Chenail, 50% retained by CAPRAC for program development.
- Approx. 100 visitors throughout the day, several from outside the region.
- Networking between artists themselves, and between artists and visitors.
- Paid promotion through Facebook, media coverage by The Review.

G. Exhibit Celebrating our Region's Artists: "Expressions of our municipalities 2022": May 2022 - ongoing to 2023.

- In collaboration with the Prescott-Russell Economic Development and Tourism Office, exhibition at the CUPR Council Chamber, with the development of digital content by CAPRAC to increase the visibility of the project and participating artists (virtual exhibition, artist profiles, possibility of collaboration with TVC 22).
- 8 works/artists - ambassadors from each municipality of Prescott-Russell.
- Call for artists issued - submissions from all eight municipalities.
- Announcement of the ambassadors (selection committee), planning of the vernissage, installation of the works, press release and promotion in the networks.
- Beginning in July, the CUPR Council Chambers is open to the public on the second Friday of each month, between 1pm and 4pm, to view the works in person and free of charge.

H. Ontario Culture Days – Prescott-Russell Regional Hub 2022: September-October 2022.

- CAPRAC was selected as one of the regional hubs for the provincial festival in 2022.
- The [2022 Ontario Culture Days festival](#) included 10 regional hubs across the province. Local partners worked with Culture Days staff to shape each regional hub and act as community stewards for the festival. The hubs anchor communications, marketing and artistic programming, and serve to attract local and regional tourists to festival events.
- The national celebration of Culture Days took place from September 23 to October 16, 2022, for three glorious weeks of color, creativity, and community.
- <https://onculturedays.ca/regional-hub-program-2022/>
- CAPRAC hosted 2 events during this festival: 2x \$1000 grants received for activity development.
- **Events:**
 1. **"Let's Get Creative!" September 25, 2022** (\$1,000 grant received from ONCD for program development) in collaboration with Tuque de Broue Brewery (Embrun).
 - Arts market style, outdoor event with interactive component to each booth, open to the public, free admission.
 - 5 artists participated (5 booths), each with opportunity to sell their work.
 - CAPRAC welcome and info booth (featuring member recruitment information, CAPRAC Gallery promotion, and Community Engagement station with coloring books and button making station).

- Live music on site by CAPRAC member 'Louis Racine et les pourquoi pas'.
 - *Sponsorship: promotional items received from ONCD festival organizers, DeSerres Ottawa sponsorship of \$50 per participating artist, Optimiste Club of Embrun donated the tables for the booths, hosts (Tuque de Broue) provided the chairs for artists and participant stations.*
2. **"Expressions of our Municipalities 2022" Open House – October 14, 2022** in collaboration with the UCPR (L'Original).
- Open House style event, open to the public, free admission.
 - Promotion on social media, additional visibility on official Culture Days website.
 - Promotion for CAPRAC Gallery, possibility of sales.
 - Coffee, tea, water sponsored by UCPR.
 - Approx. 5 visitors (artists and members of the public) + CAPRAC team.
3. **"Heritage Day at Tucker House" – October 16, 2022** *Official Regional Closing Ceremony of the Ontario Culture Days Festival (provincial festival)* (\$1,000 grant received from ONCD for program development), in collaboration with Tucker House (Rockland) and Ontario Culture Days.
- Arts market style event, open to the public, free admission.
 - 5 artists' booths (inside the House) with interactive component at each booth (hosted by Tucker House).
 - CAPRAC welcome and information booth outside at event entrance, promotion of CAPRAC Galerie, membership recruitment, and Community Engagement station including coloring books, button making.
 - Artistic Workshop given by CAPRAC member Shanna Steals:
 - Registration required: free to participate, 1hr in length.
 - "Eco-Art" themed-project to integrated the natural environment into art-making
 - Live music by CAPRAC member Héloïse Yelle:
 - Vocals and keyboardist, approx. 1hr in length
 - Closing Ceremony of the provincial festival:
 - Speeches given by Ontario Culture Days Festival organizers, local MPP Mr. Sarazin.
 - Approx. 40 visitors throughout the day.
 - Promotion on social media and visibility on ONCD festival website.
- I. **Prescott-Russell Culture Days coloring book 2022:** CAPRAC's Culture Days activity.
- Community art project / promotion of local artists. The book is in downloadable, print-at-home format, available for free on the CAPRAC Gallery platform.
 - 5 artists submitted 8 images for the new edition: Désirée Perras, Line Labrecque, Lucie Lavallée, Jen Ashfield, Yanik Gosselin.
 - Representation from various counties – Russell, Clarence-Rockland, Alfred/ Plantagenet, Champlain.
 - Book downloads: 339 /140 orders.
 - Link to document shared to libraries and schools (unable to calculate downloads).
- J. **Website Launch Event: New Website! November 24, 2022** at Le Chenail Cultural Center (Hawkesbury).
- Media release announcing launch, approved by Ontario Trillium Foundation, shared mid-November 2022.

- Official invitation sent out to municipalities, council members of UCPR, OTF representatives, CAPRAC members and board of directors, members of local media, etc.
 - Presentation of new features, offered in hybrid model (in person and via Zoom, moderated by CAPRAC team), followed by question period and networking.
 - Open to the public, free admission, CAPRAC offered free transportation to any members experiencing mobility issues.
 - Promotion of event on social media.
 - Coffee, specialty coffee, tea, water, and light snacks offered to guests, paid for by CAPRAC.
 - Approx. 20 guests in attendance, including CAPRAC members and cultural partners, OTF representative Louis Beland, municipality of Russell mayor Pierre Leroux, UCPR representative Annie Grenier (via Zoom), media presence Antoine Messier of Le Reflet.
 - *New member benefit announced:* new partnership agreement with KB Media who will offer CAPRAC members a 10% discount on their products and services (excluding third party services).
- K. Student Bursary Fund: (May/June 2022):** Scholarships awarded to graduate students who live and/or attend school in the United Counties of Prescott and Russell and who will be pursuing a post-secondary program that reflects art, culture or heritage.
- **Two scholarships were awarded (\$750 each).**
 - Announcements through press release, CAPRAC newsletter, website and social media network.
 - Free membership offered to candidates, and opportunity to join the CAPRAC board of directors.
 - Recipients:
 - **Talitha Katalayi** - L'Académie de la Seigneurie (Casselman), *Bachelor Degree (Major) in Interior Design.*
 - **Alexi Chayer** - École Secondaire Catholique L'Escale (Rockland), *Bachelor Degree in French Literature.*
- L. Buy Local Campaign: Prescott-Russell**
- Buy Local Campaign - support for arts markets, artists and organizations in the Prescott-Russell area.
 - Paid advertisements in newspapers (the **Vision**, **Le Reflet**, **Le Régional** and **the Review**), on Facebook and Instagram.
- M. Community building: Prescott-Russell Creative Community Group**
- Brings together artists and creatives of the region on a platform that allows them to share, exchange, discuss and network. It is a tool that allows us to survey the creative community, discover potential members and have an active presence in the community through social networks.
 - Higher level of visibility, commitment to support artists and the development of the arts and culture sector in Prescott-Russell.
 - Attracts members and followers on the organizational page, platform to promote activities, the gallery and membership.

- Opportunity for community members to participate in the cultural dialogue of the region; engagement with a diversity of artists.
→ In 2022: 246 members, 669 posts, 700 comments, 1,872 reactions

N. CAPRAC Gallery / Virtual Arts Market / Promotional Exhibitions

- **1st Exhibition Session 2022 (winter/ spring): January 21 to April 21, 2022**
 - 20 artist collections (15 visual arts, 5 literary arts), 127 works
 - 2 sales (2 artists): \$555 (\$360.75 to artists, \$194.25 commission to CAPRAC)
- **2nd Exhibition Session 2022 (spring/ summer): April 21 to July 21, 2022**
 - 18 artist collections, 99 works.
- **3rd Exhibition Session 2021 (summer/fall): July 21 to October 29, 2022**
 - 17 artist collections, 124 works
 - 1 sale: \$65 (\$42.25 to artist, \$22.75 commission to CAPRAC)
- **4th Exhibition Session 2022 (winter): October 29, 2022 to February 28, 2023**
 - 8 artist collections, 42 works
 - 1 sale: \$145 (\$94.25 to artist, \$50.75 commission to CAPRAC)
- **Total Gallery Sales** (not including arts market sales) : \$765 (+ HST) / \$267.75 in total commission to CAPRAC.
- **Promotional exhibition at Tuque de Broue Brewery (Embrun):**
 - Winter / Spring: 5 artists / 7 works in exhibition
 - Summer: 6 artists / 7 works in exhibition
 - Fall: 6 artists / 8 works in exhibition
 - Winter: 6 artists / 11 works in exhibition
- **Virtual Art Market: CAPRAC Gallery - December 1, 2022 to January 15, 2023**
 - 15 artist collections, 45 works
 - *1 new artist member joined to participate
 - Promotion on social media: "SPOTLIGHT" featured story and post for each participating artist.
 - Promotion through contest (Facebook and Instagram): chance to win (x3) a \$50 gift card for the CAPRAC Gallery.
- **CAPRAC Gallery Stats: 2022**
 - Total visitors 5 768 / 6 138 sessions
 - Homepage visitors 4 626 / 5 867 sessions
 - Popular Pages:
 - Prescott-Russell Colouring book – 741 / 794 (free to 'purchase')
 - Gift Cards – 215 / 218
 - Artist Toolbox: HOW TO: Create a virtual exhibit – 264 / 292 (member resource)
 - Artist Toolbox: HOW TO: Google Drive and Sheets for Artists – 186 / 208 (member resource)

3. COMMUNICATIONS AND PROMOTION OF REGIONAL ARTS, CULTURE & HERITAGE (ACH)

A. Social Media: organic reach / paid publications

- Facebook page – Reach 50,548; Page Followers 1,701; Posts 218; Page Visits 1,265
- Instagram – Reach 4,061; Followers 418; Profile visits 361

B. Shop local Campaign (December 2022): support for the region's arts markets, artists and organizations, paid newspaper ads (the Vision, the Reflet and the Review), list of markets and promotions (with paid Facebook ad).

C. CAPRAC Gallery ad (promo code 15%) on social media and in Newsletter (Jan 2023).

D. Press / Media: Publication in Le Reflet : « *Le Conseil des arts de Prescott-Russell dévoile son nouveau site web* » ; Report in **The Review** « [Artists invited to contribute to 2022 Prescott-Russell Colouring Book](#) »; Report in **The Review** : « [Ontario Culture Days coming to Prescott and Russell](#) » on our 2 events.

E. Member Newsletters/Bulletins and other mailing list communications: 404 subscribed to the general list/newsletter, with 82 on the member list.

- Dissemination of resources and opportunities, newsletters to the broader community for the outreach of Prescott-Russell arts, culture and heritage (upcoming events with our cultural presenters, member profiles, sharing of regional news).
- 12 bilingual newsletters to promote activities and events related to arts, culture and heritage in Prescott-Russell, featuring our members and the region's cultural presenters.
- 11 bilingual member bulletins, for sharing information, calls and resources dedicated to members - including the "Toolbox" section where we share our blog articles, useful links and resources offered in the region and elsewhere.

REPRESENTATION, PARTNERSHIPS AND COLLABORATIONS

- **AACO (Alliance of Arts Councils of Ontario):** monthly meetings for the group representing organizations in south-eastern Ontario.
- **POPSILOS:** promotion of the Popsilos tour and activities in our networks.
- **Tuque de Broue Brewery:** promotional exhibitions in the CAPRAC gallery.
- **Prescott-Russell Economic Development Office** – renewal of gallery in the UCPR council chambers: “Expressions of our Municipalities” 2022.
- **Township Libraries** (promotion of library hours and activities in newsletter).
- **Le Chenail Cultural Centre, Arbor Gallery, Maison des arts, Clarence-Rockland Museum, Tucker Heritage House, L’Original Old Jail:** promotion of services and activities in our networks and newsletters, access to our new digital calendar and virtual map (www.caprac.ca).
- **Excellent Events / Centre de créativité / Arbor Gallery:** partnership for Prescott-Russell Community Innovation Grant application (approved); community engaged art initiative.
- **ACFO Prescott and Russell / Diversity Mural:** letter of support and consultation for Hawkesbury CFA grant application, support for design of call for tenders and outreach to our networks.

- **Russell Township:** Letter of support for community project/ application for Canada Community Revitalization Fund and administration of the Parklets project.
- **Municipality of Clarence-Rockland:** requested support for 2 upcoming projects for 2023:
 - Artist Facilitator for March Break Camp: Call for artists interested in facilitating a workshop for 3 days during a March Break camp (March 13- 17).
 - Opportunity(ies) for Community Engagement: Call for artists interested in facilitating a weekly workshop(s) or class in their area of interest, for a specific population (seniors, children, students, etc.). Registration and fees will be managed by the municipality.
- **Municipality of Casselman:** “Jardin de la poésie” public art installation project approved for financing. We are moving forward as full partners for creative content development. This is a paying opportunity for CAPRAC.
 - Call to literary artists, francophone authors in or from the Prescott-Russell region (10 finalists will be selected).
 - Research, concept, negotiations of authors rights (contract draw by specialty lawyer).
 - Preparation and creation of digital content, including audio and video components.
- **Municipalities of the UCPR:** CAPRAC visibility on municipal websites :
 1. [Alfred- Plantagenet](#)
 2. [La Nation](#)
 3. [Clarence-Rockland](#)
 4. [Champlain](#) (new!)
 5. [Hawkesbury](#) (new!)
 6. [Russell](#) (new!)
 7. [Hawkesbury Est](#) (new!)
 8. Casselman (to come...)

FUNDING AND OPERATIONS

FINANCIAL MANAGEMENT & DAILY OPERATIONS:

- **Day-to-day operations:** Executive Director (Karine Lévesque-Noyes from January-July) Lead Coordinator (Margo Malboeuf from September-December) is responsible for managing the daily operations.
 - Administration and office management - emails, reports, writing/translating promotional content, communications, records management.
 - Management of part-time employees and subcontracted work; occasional graphic/content design.
 - Membership and database management, payment reconciliation, sending invoices, receipts and membership cards.
 - Management of web pages and social media accounts, promotional activities, public newsletters and member bulletins - regular mailings, sharing of cultural events in the region and sending out calls and resources for artist-members; promotion of artistic, cultural events and venues that dot the United Counties of Prescott-Russell.
 - Management/supervision of the coordination of engaging/assembling activities and content.

- Management of CAPRAC team: Projects Coordinator and Digital Development Officer.
- **Financial operations:** The Executive Director handled financial operations; after her departure (July), Tina Petrovicz (Board Treasurer) took over until the Administrative Assistant came on board in September; payment of bills, salaries and taxes; review of financial documents needed for the monthly file with the accountant, handling membership payments; checklist.
 - **Transition (September 2022):** new Administrative Assistant in training with Tina to take over responsibilities related to financial operations, paying bills, salaries and taxes; reviewing financial documents needed for monthly file with accountant, managing membership payments.
- **CAPRAC Gallery Operations:** Lead Coordinator is responsible for overseeing the management of the operations of CAPRAC Gallery. In direct collaboration with the Projects Coordinator, responsibilities include: daily management of the digital e-commerce platform - content, inventory, promotions, sales, delivery/pick-up; launching calls to artists - exhibitors must be members of CAPRAC, allowing us to attract new members, build relationships and provide support for the visibility of artists and the development and enrichment of the region's artistic and cultural sector.

HUMAN RESSOURCES:

- **Karine Lévesque-Noyes, Executive Director** of CAPRAC resigns July 17, 2022, **Margo Malboeuf** is appointed to the position of **Lead Coordinator**, contract begins September 6, 2022.
- **Margo Malboeuf, Lead Coordinator** (part-time, 25-30h/week) – **Organizational management - daily operations / human resources / team management:**
 - **Team and project management** – Division of labour, team meetings, updates, mentoring, activity planning, work schedules, communications.
 - **Administrative Duties-** Facilitating Board of Directors meetings, planning and preparation of reports, reporting for Board of Directors and UCPR, management of grant files, membership and member services.
 - **Member/Community Engagement-** Networking and communication with the public, members, partners, sponsors, and funders.
 - **Management of CAPRAC Gallery** – Coordination with artists, inventory management, facilitating sales when necessary. Management of the e-commerce sales platform, management/supervision of activity coordination and engaging/rallying content.
- **Danika Gosselin, Administrative Assistant** (part-time, 30-40h/month) *begins September 12, 2022.*
 - **Administrative duties:** Data entry and database maintenance, maintaining membership databases, reconciling member payments and processing member receipts, tracking memberships and mailing list for renewals, payment reminders, event registrations and more.
 - **Financial operations:** processing payments, invoices, receipts and staff salaries, processing government rebates and other employment related expenses (HST, DAS, WSIB) prepared by the accountant, processing gallery sales and reporting to the treasurer and accountant. Financial tracking (sales, memberships, grant expenses, staff salaries, discounts, expenses and revenues, etc). Supported Tina (VP, CA) with checklists.
- **Yanik Gosselin, Projects Coordinator** (part-time, 10- 20h/week):

- Management of special projects and coordination of cultural promotion activities.
- Development of cultural promotion projects: the community blog, the "*Expressions of our Municipalities*" exhibition, management of the *Ontario Culture Days* file.
- Sending out calls for artists and press releases, as needed.
- Administrative support to the Gallery.
- **Zackari Gosselin, Digital Development and Communications Officer** (on grant-related contract, 30h/week): *contract end January 31, 2023.*
 - Digital content management and CAPRAC website redesign project: responsible for coordinating the transition to new web formats, as well as the development of innovative digital content to meet the changing needs of delivering activities and services to the community.
 - Responsible to produce digital metrics and analytics.
 - Management of web pages and social media accounts, promotional activities.
 - Responsible for monthly public newsletters, and member bulletins.
 - Sending resources for artist-members, promotion of artistic and cultural events and venues that dot the United Counties of Prescott-Russell.
- **Team management / work from home model:** extended to 2023. CAPRAC employees work under the work-from-home structure. The organization rents a secure storage space for inventory and necessary equipment only.

GRANTS & ADDITIONAL FUNDING 2022

1. **Application for funding under the Ontario Trillium Foundation "Community Development Fund": application approved in Nov. 2021, project to take place in 2022.**

- Grant Request: "Our organization, with a \$49,200 Community Development Fund - Source Operating grant over 12 months, will continue to manage facilities or provide experiences/programs to Ontarians by adapting to digital modes of operation, ensuring virtual engagement in support of regional economic recovery and cultural outreach."
- Details: 1 part-time employee, Digital Development Officer position, \$18/hr, 30h week, 52 weeks + mandatory employment costs; website construction (quote); hosting and maintenance (quote); promotion/introduction of new programs; computer (research), subscriptions (software solutions to support digital transition, Adobe Premier Suite), audio-visual equipment.
- Application approved, new employees under grant, Zackari Gosselin, contract hired in Dec. 2021.
- KB Media of Casselman was awarded the bid for the project. They work closely with the project's Digital Development Officer.
- Design, content development and data-transfer work is ongoing throughout 2022.
- Official launch event for the new site was held on November 24 at Le Chenail Cultural Centre in Hawkesbury, a press release regarding the launch, including quotes approved by the Ontario Trillium Foundation, issued mid-November 2022.
- Work continues on the project to finalize and refine the details.
- The project completion date has been extended to the end of January 2023. CAPRAC's new organizational website is online! As members become familiar with all the new features, the content will increase.
- The visibility, ease of use and improved accessibility will better serve our community.

- New characteristics:
 - **Interactive Map:** to highlight the artistic, cultural and heritage sites of the Prescott-Russell region, for example the Oh Cow I See You Now artistic circuit, the Popsilos, the galleries, museum, cultural centres and heritage sites.
 - **Community Events Calendar:** where members and partners can add their events and activities directly, this is the only calendar of this kind to include all activities in all of the Prescott-Russell region.
 - **Increased visibility for Cultural Partners:** each is featured prominently on the homepage with their logo and each have their own promotional profile page.
 - **Donate Button:** a new feature, makes donating to CAPRAC easy, with just a few clicks.

2. Application for funding under Employment Canada “Summer Jobs Program”:

- Grant request: one employee “Administrative Assistant” \$16/hr (\$14.35 subsidised, + mandatory employment costs), 30hr/week for 9 weeks.
- Hiring of Maxime Legault: contract from May 24 to July 15, 2022.
- CAPRAC provided a local student with position-specific training, necessary tools/technology, mentorship, career guidance, hands-on experience in the arts, culture and heritage field.

GRANT APPLICATIONS FOR 2023

1. Ontario Trillium Foundation Grant: Resilient Communities Fund: Application submitted for \$42,200.

- Grant request: *"Our organization, with a \$42,200 grant over 12 months, from the Resilient Communities Fund, will recover and increase its resiliency from the impacts of COVID19 by developing fundraising practices and initiatives to help adapt programming to the changing needs of the community, while providing in-depth support to staff and strategic recruitment and training for volunteers, including board members."*
- Details: 1 part-time employee, \$19/hr, 16hrs week, 51 weeks + mandatory employment costs; hire consulting agency for two areas of work: fundraising and volunteer recruitment/training; workshop: understanding leadership and the role of board governance; plus administrative costs.

2. Employment Canada Grant: Summer Student Program 2023: Application submitted for \$8,300.

- Grant request: *"In order to achieve our organizations goals related to the promotion of regional culture, arts and heritage, the participant will work closely with the Lead Coordinator and Projects Coordinator, as well as members, community partners and supporters... The participant will support tasks related to membership management, the CAPRAC online gallery and other administrative functions related to special projects and operations of the organization."*
- Details: 1 part-time employee “Administrative Assistant”, \$16.50/hr (\$15.50/hr subsidised, + mandatory employment costs), 30hr/week for 16 weeks.

3. United Way/ Red Cross/ Ottawa Community Foundation Grant: Community Services Recovery Fund: Application submitted for \$27,320.

- *The Community Services Recovery Fund (CSRF) is a one-time \$400 million investment by the Government of Canada to help charities and nonprofit organizations adapt to the post-pandemic recovery environment. More than ever, these organizations play a key role in providing solutions to the persistent and complex social issues affecting Canadians. The Fund will support community*

service organizations, including non-profit organizations, Aboriginal governing bodies and registered charities in Canada. It was created to address the needs of charitable and not-for-profit organizations and to support their adaptation to the long-term impacts of the pandemic.

- Partnering with our cultural non-profit partners (cultural centers and museums) to access a shared need for services and training related to volunteer recruitment and retention, to fortify our organizations after COVID lockdowns and build future resilience.
- Details: 1 employee on contract to administer the project: \$25/h, 5hrs/week, 52 weeks. For Board and Volunteer recruitment, training and retention, a series of workshops, training session and organization memberships for CAPRAC and partners (Le Chenail Cultural Center, Museum Clarence-Rockland, Ancienne prison de L'Original). Documentation of processes and policies for future onboarding practices.

RESPONSE TO THE COVID-19 PANDEMIC CRISIS

- In the face of the COVID-19 pandemic crisis, CAPRAC has focused its efforts on supporting its members and the region's arts and cultural community by disseminating recent news and relevant information, available grants and important messages from key players. We strive to develop concrete resources for our members to help meet their current needs.
- **Dissemination of relevant resources and information** to CARAC members and the arts and culture community in the region: social networks, CAPRAC website, newsletters.
- **Relevant resources and important links** to the latest government updates, federal and provincial action plans for financial recovery, important organizations and resource pages for artists and cultural workers.
- Latest news on the Artists and Entrepreneurs Relief Fund.
- Invitation to participate in the **survey on the impact of the COVID-19 pandemic on the arts**, culture, and heritage sector.
- **Dissemination of digital material** from members and the broader arts and culture community, sharing of creative ideas (mostly content from local members and actors), sharing of articles, available training, relevant resources such as emergency funds for creatives, sharing of local initiatives that address current community needs, contributing to the amplification of the regional creative community.
- **Monthly distribution of the Member Bulletin** as a resource sharing (funding, trainings, digital content development and relevant information) for CAPRAC members; continue to distribute the general newsletter to our mailing list (outreach to the arts, culture and heritage of the region).
- **Member Toolkit/Resources:** We are working on the development of a member resource guide to provide concrete support to members in times of uncertainty. The Artist's Toolbox blog has been established and now includes 5 resource articles, with the possibility of additions.
- **Promotion of the CAPRAC Gallery e-commerce site:** Members can take advantage of the CAPRAC Gallery site to diversify their income; they can now offer a range of products, as well as

downloadable digital content such as learning modules, or promotional offers. As vendors, we can now sell gift cards and point-of-sale options.

PROGRAMMING – Planned projects and activities for 2023

- **“Jardin de la poésie:** in collaboration with the Municipality of Casselman – public art installation, ongoing project (Jan-May 2023).
 - Project approved for funding. We are moving forward as partners in the artistic creation of this project. *Paying opportunity for CAPRAC.
 - Call to literary artists, francophone authors in or from the Prescott-Russell region (10 finalists will be selected).
 - Research, concept, negotiations of authors rights (contract draw by specialty lawyer).
 - Preparation and creation of digital content, including audio and video components.
- **May Festival:** in collaboration with Creating Center (Vankleek Hill), arts market style event with artist booths and demonstrations, new format for this event, returning after COVID-19. Event planned for May 2023 (TBC).
- **CAPRAC AGM:** annual general meeting, offered in hybrid format, to assemble all members, community and cultural partners, planned for June 2023 (TBC).
- **Artist Symposium:** in collaboration with Le Chenail Cultural Center (Hawkesbury), open-air painting and creating gathering of artists. Event planned for July 1, 2023.
- **CAPRAC Gallery Showcase:** in collaboration with MIFO (Orleans), promotional exhibition of selection of works from seasonal gallery. Exhibition planned for August 4 to 19, 2023.
- **Ontario Culture Days Festival:** in collaboration with Ontario Culture Days, CAPRAC to host Regional Hub program again in 2023. Festival runs provincially from September 22 to October 15, 2023.
 - Continued development and growth of the organizational website.
 - Series of workshops/presentations/demos on heritage arts (crafts, stories and legends, etc.) for Culture Days 2023.
- **CAPRAC Gallery Schedule 2023:**
 - Fall/ winter 22/23: November 1, 2022 to February 28, 2023
 - Spring 2023: March 1 to May 31, 2023
 - Summer 2023: June 1 to August 31, 2023
 - Fall 2023L September 1 to November 30, 2023
 - Winter 2023/24: December 1, 2023 to February 29, 2024

**The schedule has been modified to better follow the change in seasons.*