



Manitoba Crafts Museum and Library

Year End Report 2016

President's Report

Our dream is a reality! The past year was extremely busy as staff and volunteers put into place the final pieces of the plan and now the construction has started on our new home. Years of planning and perseverance has paid off. This summer we will open the doors to **C2 Centre for Craft**; a beautiful place where Manitoba's Craft Heritage will be preserved and stories past and present will be shared through exhibits and programs.

We are so very happy to be sharing this space with our partners at Manitoba Craft Council (MCC) and look forward to an exciting future of collaboration.

It has been a great pleasure to serve on the Board of Directors of MCML for the past six years. Many thanks to our funders and donors and especially to you, our members, who are dedicated to the handmade.

Stephanie Cooper
President

Curator's Report

Exhibitions, Education, and Collection

Due to move preparations, MCML was unable to host exhibitions.

The library was accessible through the end of April for browsing and borrowing.

MCML presented at the Manitoba Prairie Quilters meeting in January.

MCML Participated in the 4th Annual *Manitoba Fibre Festival* in September.

MCML accepted a small number of donations to the museum collection, but for the most part

asked donors to wait until after we complete the move.

Finance & Fundraising

MCML hosted the *Spring Artisans Market* and *Festive Artisans Market* at the Manitoba Hydro building.

From January through March, MCML participated in the *Coach Access Program* offered through *Art and Cultural Industries* who assist organizations with daily accounting. This project helped MCML streamline bookkeeping processes.

In April, MCML held our first joint fundraiser with MCC. The *Manitoba Craft Social* raised over \$6,000 for the new space.

In August, MCML was very fortunate to be accepted into the *ArtSupport Manitoba Program*, an initiative to assist arts organizations to improve their fund raising capacity and overall financial health through mentorship, structured learning, and the development of internal tools and procedures. *ArtSupport* is funded through various sources and MCML does not pay for these very valuable learning experiences. MCML was paired with mentor, Pamela Simmons, who has worked with Curator, Andrea Reichert, on numerous fund development tasks, attended board meetings, and assisted greatly with the capital campaign. Funding should be in place for MCML to continue with the program through to March 2018.

The 7th Annual *Made By You* signature fundraiser was held at the Holy Cross Gym in October.

Marketing and Communications

On-line Communication: MCML continued to develop an on-line presence through our website, Facebook, Twitter, Instagram and Pinterest.

As part of the move project, MCML worked with MCC to develop a name, logo, on-line presence, and marketing plan for the new facility. The new facility will be called the **C2 Centre for Craft**. This name was selected by MCML and MCC board members, staff and. MCML continues to develop further marketing strategies.

Policy Development and Review

MCML prepared and approved policies for Exhibition, Public Programming and Social Media.

Facility – The Move Project

- Working together, MCML, MCC and Republic Architecture developed construction drawings.
- Tractus Projects was selected as contractor.
- MCML held discussions with our landlord, Hechtcorp Holdings, regarding the renovation process.
- Together with MCC, we have raised over \$184,000 for the new **C2 Centre for Craft**.
- December 2016, MCML moved to a temporary location in the concourse level of the Centennial Concert Hall. This relocation requires moving the collection twice, but it provides us with substantial savings in rent. The temporary space has a small office and secure storage for the museum collection and library.

Special Projects

Art and Cultural Industries Mentorships (ACI).

As part of MCML's commitment to the community, we provide mentorship in museum and art organization management. As such, MCML participated in two *ACI Youth Mentorships*. In April, Jenna Klassen completed a mentorship, assisting with artifact packing and events. In September, Alex Judge and Shauna MCML is poised to move to a new home at 329 Cumberland! 2016 was a year of fundraising and preparation for this move and now we look forward to even bigger things happening in 2017!

Matthews began a second mentorship working on various collections planning projects.

Winter/Spring Project: Public Programming.

Continuing from 2015, University of Winnipeg student Madison Connolly created an *Audience Development and Programming Initiatives* document that is now guiding our programming for the new facility.

Winter/Spring Project: Public Programming Planning.

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Winter/Spring Project: Collections Packing.

January through May, the museum collection and library were packed.

Summer Project: Exhibit Planning.

MCML worked toward streamlining policies, procedures, and planning documents for all types of exhibitions. Our focus on researching future exhibits resulted in the development of approximately ten exhibits that are about 80% planned and ready to install when the time comes. This project is on-going and will include installation of our inaugural exhibit in summer 2017, and the purchase of additional exhibition furniture and supplies.

Fall/Winter Project: Targeted Programming.

Programming will include an historic component as well as programming directed to residents of our new neighbourhood which includes a high population of Indigenous peoples and new immigrants.

Conclusion

Thank you to everyone who volunteered and/or contributed financially to MCML during this very exciting and busy time.

Andrea Reichert
Curator

2016 Board of Directors, Staff, Committees & Volunteers

Board Executive

Stephanie Cooper, President

Jo Ann Greisman, Secretary

Denise Yang, Treasurer

Staff

Andrea Reichert, Curator

Eric Napier Strong, Museum Assistant, Jan-May

Madison Connolly, Museum Exhibit Assistant, Jun-Dec

Mariana Munoz Gomez, Museum Programming Assistant, Nov-Dec

Members at Large

Margaret Bertulli (appointed Nov 2016)

Joanne Fontaine

Marieke Gruwel

Sandra Hardy

Heather Meiklejohn

Janet Napier (appointed Oct 2016)

Patty Sauder (appointed Sept 2016)

Committees

Committee structures were redeveloped to include:

Collections; Exhibits & Programming; Communications;

Membership; Volunteers; Artisans Market; *Made By You*;

and, Gallery Shop.

As preparations for the move took priority, only the *Artisans Market* and *Made by You* committees were active.

Artisans Market Committee:

Janet Carroll, Susanne Sulkers, Risé Thompson

Made By You Committee:

Connie Chappel, Stephanie Cooper, Amanda Harding, Susanne Sulkers

Volunteers

The following 46 volunteers contributed a total of 1,245 hours during 2016:

Nancy Anderson, Micah Barrow, Morgan Barrow, Rob Barrow, Margaret Bertulli, Janet Carroll, Francesca Carella Arfinengo, Jan Castillo, Connie Chappel, Madison Connolly, Stephanie Cooper, Viola Davidson, Lily Despic, Joanne Fontaine, Scott Gille, Marieke Gruwel, Amanda Harding, Sandra Hardy, Takashi Iwasaki, Carol James, Terry Jones, Alex Judge, Jenna Klassen, Jennine Krauchi, Len Krawchuk, Heather Leslie, Melanie Lewis, Karen Luckak, Shauna Matthews, Heather Meiklejohn, Janet Napier, Eric Napier Strong, Keith Oliver, Nicole Parent, Candace Prior, Ernie Reichert, Margot Rousset, Patty Sauder, Monica Smith, Susan Styrchak, Susanne Sulkers, Tammy Sutherland, Tanis Thomas, Risé Thompson, Judith Trefry, and Denise Yang. **MCML thanks you for your support!**

Hours of Operation, Visitation Statistics & Membership

Hours of Operation: Tues & Wed/10:00-4:00/Jan-April (library only).

Days open to public: 34 (204 hours)

Visitors: 838 (20 on-site/library; 125 *Made By You*; 683 off-site programs, exhibits, presentations)

Paid Membership: 88 members at the close of 2016. Thank you to our membership partners, Artists Emporium, McNally Robinson, Poco Inspired, Prairie Studio Glass, Sheena's Gallery, Cre8ive Supplies and Services, and Wolseley Wool who provide discounts to MCML members.

Social Media Followers: Facebook 1300, Pinterest 238, Twitter 188, Instagram 282, Mail Chimp 205, at the close of 2016.

Gratitude Report - MCML thanks all who contributed financially in 2016.

Regular Funders

Winnipeg Foundation; Province of Manitoba-Community Museums Grant

Special Project Funders

Province of Manitoba-Heritage Grants Program; Department of Canadian Heritage-Young Canada Works

MCML Donors

J. Matthams, B. Weshnowski, A. Reichert, N. Bergman, A. Tyre, J. Tabachek, S. Sulkers, L. Sloane, B. Turner, G. Strong, M. Stothers, S. Hardy, J. Panson, S. Styrchak, A. Schlatter, F. Cholakis, R. Thompson, M. Reichert, S. Tyderkie, M. Wilson, D. Earl and L. Van Buckenhout.

Move Funders

The Winnipeg Foundation, Province of Manitoba-Community Places Grant, City of Winnipeg-Community Incentives Grant, Thomas Sill Foundation, Canadian Heritage-Canada Cultural Spaces, Prairie Studio Glass, On the Edge Studio, Sheena's Gallery, Stoneware Gallery, South Beach Casino, Lowen Foundation, S. Sulkers, H. Meiklejohn, L. Despic, W. Carleton, T. Popp, M. Reichert, L. Gauld, J. Fontaine, Manitoba Weavers & Fibre Artists, J. Carroll, S. Richardson, B. Turner, P. Earl, J. Greisman, D. Earl, N. Anderson, C. Hibbert, S. Hardy, D. Cooper, S. Turner, P. and D. Bromley, J. Girard, H. Russell, A. Harding, C. James, P. Simmons and T. Sutherland.

Publicity

The Winnipeg Free Press featured an article prior to the *Manitoba Craft Social* fundraising event in April. MCML hosted a booth at the *Manitoba Fibre Festival*.

MCML Plans for 2017

Exhibitions, Education, and Collection

As we move into the new facility at 329 Cumberland Avenue our capacity for exhibitions, public programming and collections development will increase significantly. *The Best* exhibit with MCC and the *Red and White Craft: Canada 150* exhibit will be the first in our new space.

MCML will continue to develop targeted programming for existing and new audiences.

Plans are underway to actively develop the contemporary component of the MCML museum collection.

Finance & Fundraising

Through our continued involvement with *ArtSupport* we hope to improve our fundraising capacity, and continue to host the *Artisans Market* and *Made By You*.

Marketing and Communications

MCML will continue to increase marketing and communications through existing structures and through the development of a joint website for the new C2 Centre for Craft.

MCML will develop partnerships with organizations in our new neighbourhood and continue to participate in events such as the *Fibre Fest* and *Culture Days/Nuit Blanche*.

Facility – The Move Project

2016 was a year of fundraising and preparation for our move. In summer 2017, MCML will move into a new space at 329 Cumberland Avenue and begin in earnest our partnership with the Manitoba Craft Council.