



PONTIAC ARTISTS' ASSOCIATION 2020-2021





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ABOUT THE PAA

The Pontiac Artists' Association (PAA) is a registered not-for-profit association established in 2004 whose goal is to promote arts and culture and to contribute to the cultural life of the Pontiac region through direct action. All monies received through grants, donations, memberships and activities are used for this purpose. The Board of Directors is made up of volunteer members of the Association elected at the Annual General Meeting.

Anyone can become a member of the Association. Members include professional artists, emerging artists, community members and patrons. The membership fee allows the artist member to submit their request to participate in any of the activities mentioned above. A separate committee organizes each activity. The committee establishes the criteria surrounding the participation and organization of their event.

All work is done on a volunteer basis and we are grateful to those who offer their time and talent to make this Association a success.



NOLZZIM

To promote, defend and develop the social, artistic and professional interests of its members and to contribute to the cultural development of the Pontiac.

VISION

To make the Pontiac Artists' Association a driving force for the development of arts and culture in the Pontiac region.

SIAUS

- support the dissemination of its members' art;
- provide opportunities for the professional development if its members;
- foster relationships and promote collaboration between artists and local and regional cultural organizations;
- develop the cultural environment of the region through diverse activities and engagements; and
- contribute to the development of new audiences for the arts



OUR MEMBERS

Aungier, Jacinta Barkley, Anne Beardsley, Leah Beillard, Cheryl Ann Bretzloff, Sylvia Jobb Bridgeman, Valerie Buechler, Nikki Caldwell, Jo-anne Campbell, Lynne Cartwright, Susan Cherry, Frances Crawford, Venetia De Bie, Myriam Dineen, Phillip Murray Dolan, Cathy Dolan, Cheryl Driscoll, Rosemary Hynes Dupuis, Gabrielle Evans, Larry Evans, Martina Ewen, Ruby Finet, Laurence Foreman, Cindi Frenière, Nathalie Gagnon, Michelle

Gareau, Margaret Gaudet, Élaine Girard, Linda Godin, Linda Gosselin-Taylor, Dale Gray, Colleen Guay, Louise Hall, Marion Jean Has, Geneviève Hjartarson, Freida Hobbs, Brian Hoeck, Clément Howard Donati, Carol Howard-Killoran, Carol Hum, Maya Jacques, Céline Jephcott, Susan Lamarche, France Lavery, Lynne Lavigne, Denise Lavigne, Nicole Lemieux, Christina Leroux, Béatrice McKennirey, Anne McTiernan, Marie-Jeanne

McTiernan, Marie-Jeanne Melançon, Michel Morissette, Louis Mulligan, Jennifer Olson, Lucie Parent, Michele Petrovicz, Tina Powers, Sheila Ranger, Kathleen Renaud, Constance Renaud, Marcel Robbins, Taunyee Ryan, Fred Schaly, Marlene Seifried, Chris Shea, Frances Shutt, Dale Sutcliffe, Roger Taillefer, Claire Tullock, Janet Walpole, Amber Warburton, Anne Wilson, Maureen



BOARD OF DIRECTORS' REPORT

A look at 2020-2021

2020-2021, a busy year, to say the least! Our enthusiasm to pursue the activities of the Association and our passion for arts and culture have given us the boost we needed to brave the many challenges facing us. It is with this in mind that we have submitted numerous funding requests in order to overcome the constraints imposed by the COVID-19 pandemic on fundraising activities. We were thus able to take advantage of special government assistance to maintain our achievements and continue our programming while offering some new features.

Thanks to the hard work of our volunteers, the gallery committee organized 3 vernissages and exhibitions that charmed and inspired us. Special thanks to Dale Shutt, Valerie Bridgeman, Linda Girard, Cheryl Dolan, and France Lamarche for their work and insight. Thanks to a grant from the MRC Pontiac, we were able to add a musical touch to the vernissage evenings. Thanks to artists Greg Macintosh (from Shawville) and Maxime de Wilde (from Fort-Coulonge) for their memorable performance. In addition, we presented three artist talks at the Gallery and one video conference on Zoom.



Thank you to artists Laurence Finet, Michael Peterson, Trish Murphy, Catherine Garcia Cournoyer and Roger Sutcliffe for sharing your knowledge and art with us.

For the art classes, the pandemic added quite a challenge for the volunteer team as some classes had to be cancelled or rescheduled due to lack of registrations. With the adjustments to the public health and safety protocols, the "Art with the Family" workshops, as well as several courses, were able to resume or be held during the Fall to the great pleasure of participants. Special thanks to France Lamarche and Élaine Gaudet for establishing partnerships with other municipalities through this project; it is a great initiative that must be maintained.

One of the important projects this year was, without a doubt, the launch of the online store. Thanks to a grant from the SODEC, initiated by Louise Guay, it was possible to hire a young Pontiac woman to coordinate the project and the exchanges with the artists. Thank you to Lila Galipeau for her audaciousness and her excellent work. We would also like to thank Marcel Renaud who is taking over and will accompany the artists in the presentation of their works on this new platform.

After the success of last year's interconneXion project, coordinated by Louise Guay, seven printmakers and a videographer completed phase 2 of the project. The activity continued with an exhibition of their work at the Stone School Gallery in Portage-du-Fort this summer. The 8 participating artists presented the results of their woodcutting work and a video that shows the creative process behind this work. Congratulations to all of you!



A big thank you to Valerie Bridgeman for successfully coordinating the "Works on Paper" initiative. This fundraiser not only raised a significant amount of money, but also brought together more than 28 artists and provided a great opportunity to network during the exhibition at the Stone School Gallery. We want to thank the participating artists, without them this would not have happened.

Finally, we hired two local videographers (Tys Pashak Burger and Joshua Murphy) to film and reproduce two short promotional videos depicting the activities that took place at the gallery and the art school. These videos will be useful for the promotion of our activities.

Once again, we would like to extend our warmest thanks to all the committee members, the volunteers who accompanied them and our summer student, Reagan Essiambre, for taking on these challenges and offering Pontiac residents and visitors a great cultural season.

A period of change

To continue our activities under these particular conditions, the Pontiac Artists' Association was able to count on the support and collaboration of several funding partners.



Thanks to a grant from the COVID Regional Emergency Fund and an emergency grant from the Government of Canada for two months of rent (related to the pandemic), we were able to breathe a little easier. Thanks to our local and regional sponsors who have followed us over the years, to our partner Culture Outaouais and especially to the MRC Pontiac for their financial support.

After many years of dedicated service, we are losing two important pioneers in the promotion of the arts in the Pontiac: France Lamarche and Valerie Bridgeman. The Pontiac has been blessed to have had volunteers as passionate as you. You have contributed greatly to the cultural development of the region, and we know that it will be difficult to replace you. Thank you for your years of dedication, you deserve all our admiration.

Looking to the future

For a variety of reasons, the main one being the lack of human resources needed to keep the work going, we have been exploring avenues of support with the Corporation de développement communautaire du Pontiac (CDC). Recruiting volunteers and securing financial stability is a challenge for many non-profit organizations. The search for mid- and long-term solutions will necessitate the development of partnerships.



Michel Vallières, Director of the CDC Pontiac, has guided us in our evaluation and we invite you to join us in initiating a restructuring process that will allow the organization to rebuild itself from the needs identified in the community and artistic milieu of our beautiful region. A restructuring plan would allow us to establish our priorities, to identify targets for partnerships, to pursue our mission to be a key player in the development of cultural life and the arts, and to offer support to professional and emerging artists in the Pontiac region.

The recent partnership we have established with the Maison des Jeunes du Pontiac and the testimony of a young student from Shawville who decided to pursue her studies in art, inspired by the exhibitions she saw in her youth at the Stone School Gallery, convinced us of the relevance of a community-based approach. In conclusion, the Board of Directors thanks you all for infusing life into an association that deserves to proper and thrive. Given the changes that the association will undergo over the next 12 months, the board will need the encouragement and support of all members to sustain this transition. Specifically, we will need the input of long-time members offering their knowledge and expertise.



While there is much uncertainty at this time, one thing is sure, the Pontiac Artists' Association deserves a bright future, we need you to help bring new colour and vibrancy to the cultural landscape of the Pontiac.

The Board of Directors

Claire Taillefer, President

Michèle Gagnon, Vice-President

Linda Girard, Secretary

Nicole Lavigne, Treasurer

Geneviève Has, Lead for Communications



STONE SCHOOL GALLERY

2021 marked the 14th year of exhibitions at the Stone School Gallery. The schedule began on June 11 and ended on September 19 and featured 6 exhibitions. June 12-July 11 the gallery featured the first showing of the interconneXion woodblock prints created in 2020 during the public steamroller printing event in Shawville.

The artists involved were Rob Hinchley, Valerie Bridgeman, Dale Shutt, Louise Guay, Glen Hartle, Laurence Finet, Susan Cartwright and Tina Petrovicz. In the downstairs gallery Anne Warburton displayed her mixed media works.

July 17-August 15 Nathalie Frenière and Lise B. Goulet

presented an exhibition of paintings and ceramics while Roger Sutcliffe presented collagraph prints.

August 21 – September 19 featured 3 shows: the annual Works on Paper fundraiser, a mixed media show with Taunyee Robbins, Linda Girard, Dale Shutt, Valerie Bridgeman, and Cheryl Dolan and printed works by the participants in the 2020 on-line printmaking course with Rob Hinchley, Fran Cherry, Sylvia Bretzloff, Dale Shutt, Valerie Bridgeman, Louise Guay and Freida Hjartarson. Considering the restrictions of the pandemic, attendance was better than expected with people expressing their pleasure at finding the gallery open for business.

The Gallery Committee (Valerie Bridgeman, France Lamarche, Dale Shutt, Cheryl Dolan, and Linda Girard)



PONTIAC SCHOOL OF THE ARTS

A new era has begun with online training at the PSOTA as we launched online training with all the possibilities it has opened up. In terms of delivery, 12 courses total were offered in 2021 including two live on-line, one using video, and 9 courses in person at the School in Portage, at the Patro in Fort Coulonge and at the Quyon Community Center. Participants came from across the Pontiac, Montreal, St. Jerome, Ottawa, Pembroke, etc.

Although online was popular we continue to hear how much people want to be together in the same space. Our school is so beautiful as everyone remarks, it is a work of hearts, all created by volunteers.

Thanks to grants from MRC Pontiac and new partnerships with Municipality of Pontiac, Maison de la famille in Quyon, the Maison des jeunes du Pontiac, and the Patro in Fort Coulonge, we organized 3 family art workshops, two of which have been delivered at the time of printing. Our new partners are enthusiastic about getting involved with artPontiac.

Our Challenges:

COVID, of course, was a nuisance for the organizing of courses throughout the year. Last year we had numerous cancellations by teachers reluctant because of COVID, yet the work had all been done and we were ready to deliver.



2021 was more encouraging as we innovated with types of delivery and venues, and as teachers relaxed and became creative about how to deliver safely in person. Our biggest challenge was with participant numbers in some courses that we had to cancel or reschedule. We are not sure of why in-class courses had low registrations and suspect the pandemic continues to wreak havoc around in person attendance. Complacency may be a factor as people have gotten used to changing plans just as health regulations change. In the case of the family classes, it was disappointing with low attendance in two of the family workshops. They were free as requested by the grant. The teachers were flexible, willing to change dates and/or manage with what was.

Changes the Committee has made:

In our commitment to responding to language needs in the community, we have declared and market courses as being bilingual. To support any teacher not feeling comfortable in either French or English we provided them with someone who can translate any time it's requested. We reaffirm this at the start the class and are pleased with feedback from both teachers, who are often shy not knowing a language well enough to teach, and participants who hear our intention. We are very happy that one of our courses, now offered two years in a row, is delivered by a Metis woman, who, during her course, speaks some Algonquin, smudges and chants while drumming. The committee is proud of this little step that contributes to reconciliation in our country.



As the members of the committee are retiring this year and to facilitate the transition to a new committee, we have revised and documented the course organization process. All the templates used throughout the course planning cycles, which begins in November of each year, have been refreshed and are well documented available for use.

Recommendations:

- Grow the online delivery. There is no limit in numbers, great revenues for PSOTA.
- Add e-transfers as a pay mechanism for courses.
- Nourish the partnerships recently built up and down the river. These partners could become directly involved as Board Members or Committee Volunteers.
- Continue to grow loyalty with teachers by paying attention to them, their course designs, the logistics and the marketing. We currently have teachers expressing a wish to come back to the Pontiac. They are a great source of marketing with their respective network.
- Continue to showcase our beautiful stone school, the pride and joy of artPontiac, the legacy of so many who contributed over the years.
- For subsidized free Family Classes, develop strategies to build commitment to attendance



Course	Date	Instructors	Comments	# of participants	
Drawing for beginners, part 1	Feb 9-March 16 6x2hr. courses	Maya Hum	On-line course Zoom	15	
Drawing for beginners, part 2	May 11 to June 15 6x2hr. courses	Maya Hum	Online course Zoom	12	
Hand made felt cards	August 9	Janet Tulloch		3	
Earth Spirits	October 16-17	Colleen Gray	Originally for August	15	
Exploring nontoxic Etching	July 20 to 23	Robert Hinchley		6	
Watercolour Birds	August 5	Marlene Schaly	Cancelled		
Collagraph printmaking	October 1, 8,15, 22	Robert Hinchley	Course with Culture Outaouais	6	
Drawing pen and ink and watercolour	September 4	Marlene Schaly	Family Workshop 3 h	22 registrations many no shows	
Felted Wall Hanging	Spring 2022	Janet Tulloch	Postponed for Spring 2022		
Autumn Wreath Creation	October 24	Victoria Mestres-Laurin	Family Workshop Patro- Fort-Coulonge	6	
Embroidered Christmas Tree and crayon dyeing techniques	November 27	Linda Laframboise	Family Workshop Quyon	22 to date	
Woodcut printing Course for 2020, finishes Spring 2021	Autumn 2020 video Spring 2021 in class	Robert Hinchley	6 h, video 18 h in class	6	

The School Committee (France Lamarche and Élaine Gaudet)



ARTISTS' TALKS

This year, artPontiac artists' talks developed an artist-centred approach to our lineup this year. In this new direction, we shone a spotlight on the artist featured in the current exhibition.

Our first exhibition in the upper gallery took place between June 12 to July 11th. interconneXion, curated by Louise Guay, featuring a collection of printmakers that led a collective art experience as you recall in the Pontiac last year. One of the artists of that collective, Laurence Finet was our first speaker on Saturday, June 12 where only a small number attended (5).

The second artist talk was presented by a local artisan basket weaver Michael Peterson and his partner botanist, Trish Murphy. On Saturday, June 26 they shared their wealth of knowledge of pioneering survival skills set in the local Pontiac region where they made their home. Trish presented the local plants and trees of this area with a focus on early settler life. This was held as a zoom meeting and once the speakers adapted to the technology, we were able to have a lively and interesting talk. This talk was the best attended (11).



Catherine Garcia Cournoyer and her team created a book on the Artists of the Outaouais 1955 to the present day with the support of the City of Gatineau and Patrimoine Québec. She and her historical researcher presented on Saturday, July 10 and shared her experience in gathering the resources and compiling this important work for our region. As the regions' restrictions were easing in July and pandemic numbers were lower, attendance for this event grew slightly (7).

From July 17 to August 25, our second exhibition in the upper gallery featured this time a solo artist, printmaker Roger Sutcliffe. On Saturday, July 24, he also presented his artists talk during his exhibition with an extensive presentation of the development of the personalized print series. Again, there were few in attendance (5).

Overall, the talks were of a good quality but situated in the middle of the heat of the summer during the pandemic, so it was a uniquely unfortunate circumstance. It may be useful to organize the talks in the Fall when cultural visitors would be likely to travel a distance to attend. Also, we would need speakers to be prepared to present on Zoom remotely or at the Gallery to improve numbers. We purchased headphones and exterior speakers to allow for better sound during presentations.

Linda Girard



INTERCONNEXION — PHASE 2

As part of the 2019–2020 Outaouais Territorial Partnership Agreement, the Pontiac Artists' Association (artPontiac) received a grant to carry out phase I of the interconneXion project. The project consisted of creating and printing a series of large-format prints through a collective production and printing event involving 8 Outaouais artists.

In August 2020, the artists printed large wooden plates on paper and on various fabrics in the streets of Shawville using a steamroller. They are Dale Shutt, Valerie Bridgeman, Robert Hinchley, Tina Petrovicz, Louise Guay, Susan Cartwright, Laurence Finet, and video artist Glen Hartle. All artists are professional members of the Pontiac Artists Association.

The result of the works, the artists' engraving work on the wood plates, and the video that demonstrates the entire creative process have now become a travelling exhibition thanks to the support of the Conseil des arts et des lettres du Québec and artPontiac.

This exhibition has successfully opened at the Stone School Gallery in Portage-du-Fort followed by the Maison des arts in Saint-Faustin (QC). In 2022, the exhibition will be shown in Deep River (ON), Montebello (QC) and Montreal.

Louise Guay



WORKS ON PAPER

Although the pandemic had been preventing artists from meeting and showing their work in person, many were thrilled to participate in the fifth Works on Paper Project offered by artPontiac.

Artists were to submit 11 works on 5×7 paper by the deadline. They would then receive 10 works in the mail by various other participants in the project, and the remaining work would be sold as a fundraiser at the final exhibition in the Upper Gallery at the Stone School.

It was as successful as a fundraiser as it was as a creative project. With 28 artists participating and 21 works sold at the exhibition, over \$1700. was raised, the only expense being postage and envelopes.

Valerie Bridgeman



ONLINE BOUTIOUE

The purpose of the store is to promote and assist members of the Pontiac Artists Association by simplifying the process of purchasing local creations.

Lila Galipeau, the project coordinator, helped artists use the site to sell their work, maintained the site and did the advertising for the store. We focused on social media to promote the store because of the pandemic, created posters and contacted local newspapers (the Pontiac Journal and The Equity) to write articles about the store.

All artwork uploaded to the website was reviewed by Louise Guay and Lila Galipeau to confirm that all participating artisans were members of the PAA. We recruited two new PAA members through the launch of the store.

The Covid-19 pandemic changed the advertising strategy of the store. We focused on social media rather than print ads because it was the best way to reach the most people during the pandemic. The strategy paid off and the number of views on Facebook and Instagram more than tripled over the summer.

This project was made possible with funding from SODEC.

PONTIAC ARTISTS' ASSOCIATION
Financial Statements
Year Ended August 31, 2021
(Unaudited - See Notice To Reader)

Fiscal Infini CPA Inc.

PONTIAC ARTISTS' ASSOCIATION Index to Financial Statements Year Ended August 31, 2021

(Unaudited - See Notice To Reader)

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Fiscal Infini CPA Inc.

Fiscal Infini CPA Inc. 389 Main Street, Box 869 Shawville, Québec, J0X 2Y0 Tel: 819-647-2403 | Fax: 819-647-3103

NOTICE TO READER

On the basis of information provided by management, I have compiled the statement of financial position of Pontiac Artists' Association as at August 31, 2021 and the statements of receipts and disbursements and changes in net assets for the year then ended.

I have not performed an audit or a review engagement in respect of these financial statements and, accordingly, I express no assurance thereon.

Readers are cautioned that these statements may not be appropriate for their purposes.

Shawville, Quebec October 28, 2021 Rachid Lassal, CPA, CMA Chartered Professional Accountant

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PONTIAC ARTISTS' ASSOCIATION Statement of Receipts and Disbursements Year Ended August 31, 2021

(Unaudited - See Notice To Reader)

RECEIPTS		Budget 2021		Actual 2021		Actual 2020	
Government grants	\$	32,280	\$	58,785	\$	43,377	
Donations		1,500		686		1,430	
Sponsors		4,000		2,720		4,660	
Membership fees		2,000		1,820		2,075	
Registrations		12,020		9,049		4,811	
Gallery commissions and sales		800		307		619	
Fundraising events		1,200		280			
Miscellaneous	_	500		537		-	
	_	54,300		74,184		56,972	
DISBURSEMENTS							
Printing		2,400		1,141		1,721	
Advertising		3,436		1,881		5,289	
Website		2,200		267		119	
Insurance		1,350		1,289		1,301	
Bank charges		250		471		274	
Memberships		350		110		170	
Office supplies		600		744		1,099	
Artists' fees		11,505		10,006		21,991	
Professional fees		3,960		2,122		2,123	
Reimbursement & cancellation fees		-		1,125		598	
Consulting fees		1,000		4,398		2,272	
Salaries and benefits		14,000		15,343		12,782	
Travel and hospitality		2,200		1		772	
Equipment and supplies		1,500		2,926		3,049	
Renovations and maintenance		319		100		768	
Postage		350		161		279	
Rent		7,800		8,662		6,225	
Telephone	_	1,080		937		1,69	
		54,300		51,684		62,523	
EXCESS (DEFICIENCY) OF RECEIPTS OVER DISBURSEMENTS	s		s	22,500	s	(5,551	

PONTIAC ARTISTS' ASSOCIATION Statement of Financial Position August 31, 2021

(Unaudited - See Notice To Reader)

		2021		2020	
ASSETS					
CURRENT					
Cash	\$	45,067	S	22,319	
Accounts receivable	12.	1,035		2,925	
Goods and services tax recoverable		310		707	
Provincial sales tax recoverable		405		1,199	
Prepaid expenses		378			
	\$	47,195	\$	27,150	
LIABILITIES AND NET ASSETS					
CURRENT					
Accounts payable	\$	4,030	S	4.737	
Wages payable		474		1,366	
Employee deductions payable		63		919	
		4,567		7,022	
NET ASSETS					
General fund	_	42,628		20,128	
	\$	47,195	S	27,150	

ON BEHALF OF THE BOARD

Directo

See notes to financial statements Fiscal Infini CPA Inc.

PONTIAC ARTISTS' ASSOCIATION Statement of Changes in Net Assets Year Ended August 31, 2021

(Unaudited - See Notice To Reader)

NET ASSETS - BEGINNING OF YEAR	General Fund		2021		2020	
	\$	20,128	\$	20,128	\$	25,679
Excess of receipts over disbursements	_	22,500		22,500		(5,550)
NET ASSETS - END OF YEAR	\$	42,628	\$	42,628	\$	20,129

PONTIAC ARTISTS' ASSOCIATION Notes to Financial Statements Year Ended August 31, 2021

(Unaudited - See Notice To Reader)

1. NATURE OF OPERATIONS

The Pontiac Artists' Association acts as an umbrella organization for the Pontiac Artists' Studio Tour, The Pontiac School of the Arts, the Stone School Gallery, and other events and exhibitions. It's mission is to promote, defend and develop the social, artistic and professional interests of its members and to contribute to the cultural development of the Pontiac region of Québec by: disseminating its members' art; providing professional development; fostering relationships and promoting collaboration between artists and local and regional cultural organizations; developing the cultural environment of the region through diverse activities and engagements; and contributing to the development of new audiences for the arts.

The Pontiac Artists' Association was formed under "Lettres Patentes" as a not for profit association on 29 January 2004 according to the "Loi sur les compagnies, Partie III" for the Province of Québec. The association is exempt for income tax purposes, and is a Registered Cultural Organization in the Province of Québec..

2. GRANT ASSISTANCE AND ECONOMIC DEPENDANCE

The association has received most of its funding from grant agencies in past years and therefore is economically dependant upon these agencies for continuous operations.

3. SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Receipts and Expenditures

- a) Receipts are recognized on an accrual basis.
- b) Expenditures are recognized on an accrual basis.

Capital assets

The purchases of capital assets by the general fund are recorded as expenses in the year. The association has never reported capital assets in a capital fund and as a net investment in capital assets. No amortization of capital assets is recorded in the financial statements.



PARTNERS

We would like to thank our partners and sponsors:















