

NVCAC AGM 2020 | COMMUNICATIONS
REPORT Stephanie Kiernan

November 15, 2020



Dear Board and Membership,

This has been an extraordinary year of experience working with the Board. I feel privileged to have had the opportunity to serve the creative community of the Nicola Valley in a small way. We've shown great resilience in the face of great adversity, rising to the challenges that included a global pandemic, lock-down, state of emergency status, personal losses and a location move. We have accomplished so much.

As we look to the future, the Arts Council we continue to **build community**, continue to **engage, educate, enrich, entertain** and **enliven** the Nicola Valley through strategic programming that critically attracts membership.

STRENGTHENING Membership, Communication and Visual Identity

How can we grow and retain membership of the Arts Council? Why does it matter?

Funding, outreach, innovation, education, diversity are just a few reasons, but how does our visual identity achieve this?

A strong visual identity attracts new membership, engage non-members and retain existing. A key facet of the membership growth potential and retention is our visual identity. It instills credibility and commitment to our purpose. From our onsite signage, newspaper advertising, website, to the email communications to social media, it all strengthens the awareness, integrity and strategic objectives of our arts council for years to come.

1) Digital Communication – Direct Email

The current subscribing number for our newsletter or email blasts stands at 230 individuals. To be most effective, this should really be over 500 people – made up of *members and non-members*. The idea is to spread the word, uplift the brand and build membership. **This newsletter is a marketing tool for outreach.** We are shifting from the idea that a newsletter is an exclusive benefit to membership. When organizations want to build their membership, getting their message out is key and a newsletter in digital form is one of those tools.

OUR EMAIL PLATFORM - MAILCHIMP:

- Is polished, professional looking, giving us a brand standard of excellence
- keeps track of each deployment
- provides reporting of engagement effectiveness
- is appreciated by the membership; every email deployment garners compliments and positive feedback

“What an amazing transformation this Council has taken. I’m proud to pay membership and support all of you.” Fondly, Suzy Ireland

“Thanks for the email newsletter. My compliments to those to put this together. It is very well done, with the intro picture and then the article. Nice format.” Regards, Richard Lepinsky

“Love the newsletter. Absolutely love it! Well done and thank you.” Jane Bartle, May 18, 2020

2) Monthly Insertion with The Merritt Herald

We committed to a monthly 3"x5" colour insertion with the Herald, \$54.86 From last year's advertisement to lock-down in March "Now more than ever, arts & culture", to revealing the new Arts Centre and location, we are starting to build a great brand.

2018-2019 Advert

the Arts Council
Nicola Valley

Year Round Activities!

Courthouse Arts Gallery and Shop
1840 Nicola Avenue • 250-378-6515

Open Mic Nights weekly at Kekuli Café

Art in the Park
Art Activities for children and families
June 21 & July 1 at Rotary Park
Sept 21/22 at Lower Nicola Park

Look for more summer arts activities!

Check our website for hours and upcoming events:
Art Shows & talks, live music, arts classes & workshops.
nicolavalleyartscouncil.com

Feb 2020 by Herald

HELP BUILD A CREATIVE FUTURE WITH NVCAC

Visit the old Courthouse Gallery & Shop: 12 - 6 pm Thurs-Sat

Original Art Programming + Exhibits
Handcrafted gifts + design-focused jewellery + homeware

“Children in Art-Art for Children”
on now through March 14

NICOLA VALLEY COMMUNITY ARTS COUNCIL
Building community through the arts

We have “Squares” for debit and credit. 1840 Nicola Ave., Merritt

Apr 2020 by SK

ART | MUSIC | PROGRAMMING
PLUS handcrafted Gifts + Jewellery + Homeware

Arts Gallery & Shop

Now more than ever, arts & culture.

VISIT THE GALLERY THURS-SAT | 12PM - 6PM
1840 NICOLA AVENUE, MERRITT
NICOLAVALLEYARTSCOUNCIL.COM

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Oct 2020 by SK

ART GALLERY | GIFT SHOP | MUSIC | PROGRAMMING | ARTISTS STUDIO

Nicola Valley Arts Centre

Welcoming you to the NEW Gallery & Artists Studio
NOW AT NICOLA HWY & VOGHT, MERRITT
OPENING OCTOBER 15, 2020
AND REGULARLY WED-SAT | 11 AM - 6 PM

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