Niagara Pumphouse Strategic Plan—
Summary Report to the Board of Directors

Re: August 10, 2015 Workshop #3

Monday, August 17, 2015: Deedee Alexandre

General Summary:

It appears from the majority of worksheets submitted that there was a very positive, enthusiastic, and intelligent response from the group members who were present at the workshop—the first sub-committee workshop.

Specific Summary:

Some further guidance needs to be given to most of the sub-committees. The Timeline Outline and the Planning Outline need to be explained more. At the next workshop, Thursday, October 1, more hands-on guidance will be available.

Timeline Outline—one month projected initiatives--Thursday, October 1:

1. Communications and Marketing:
   - improve e-mail communication—no everyone is on the list
   - have Cogeco come to art shows and interview artist
   - have phone coverage—9-4 p.m.—volunteer or answering machine

2. Exhibits:
   - network with Ontario galleries for rotating show
   - draw up questions for artist organizations
   - get sponsorships for exhibits
3. **Professional Development and Memberships:**

- Open House Reception—as demo programs
- social occasion to encourage membership—i.e. lecture
- demo of a specific skill—i.e. encaustic

4. **Fundraising and Events:**

- continue to find grants applicable to projects and apply accordingly with proposal
- establish a committee of volunteers for this area to ensure success
- establish a system for donations/bequests

5. **Programs:**

    none submitted

6. **Volunteers:**

- to establish a break-down of volunteer positions available in one-hour blocks for all the volunteer-required positions
- to revisit the benefits of volunteering

7. **Facilities and Rentals:**

    none submitted

8. **Community:**

    --subcommittee not established

9. **Youth:**

    --subcommittee not established