

# Fredericton Arts Alliance Annual Report

# 2023



Fredericton  
**Arts**  
Alliance

# Annual Report 2023

© Fredericton Arts Alliance 2024

On the cover:

**George Strunz (1938-2022)**

*Untitled (Crocuses)*

pastel

Gift of the Strunz Estate

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## Our mandate

The Fredericton Arts Alliance is a nonprofit organization and registered charity that has been supporting and promoting the arts in the Fredericton region through advocacy and programming since 1999.

We respectfully acknowledge that our meetings and activities take place on the traditional, unceded territory of the Wolastoqiyik peoples.



# Board of Directors

The Fredericton Arts Alliance is operated by a volunteer working Board.

## executive committee

Katie FitzRandolph, President  
Monica Smart, Vice President  
Kitty Maurey, Treasurer  
Joe Nocera, Secretary

## board members

Sabine Campbell  
Rachel Forrestall  
Russ Hunt  
Nuzhat Khan  
Roberte Melanson  
Ahmed Taha  
Gary Weekes  
Laura-Beth Bird\*  
William Forrestall\*  
Duncan Ireland\*  
Ramneet Kalra\*

\*former 2023 Board Members



## ArtsNEWS editor

Bridget Spence

## summer events coordinator

Gabrielle Theriault

## content strategist during October

Jules Keenan

## President's Message

In 2023 we finally climbed out of the COVID-19 hole. So long to virtual programs, and hello daylight. I've organized this message along the lines of our major activities rather than chronologically.

Thanks to our very efficient editor, Bridget Spence, *ArtsNEWS* runs smoothly on auto-pilot. We are very fortunate to have Bridget working on this, because as a staff-free organization, it is great to have a program that doesn't need constant tinkering, supervision, and monitoring. *ArtsNEWS* has benefitted from a substantial City grant for many years, and we appreciate this support greatly.

In 2019 the City increased our grant to \$7,000 from \$6,000, reflecting the increased costs when we gave our editor a small raise. The sustaining \$7,000 continues. I should also mention we have been fortunate to have Charlotte Simmons—our summer student of several years back—able to fill in for Bridget for the occasional well-deserved holiday.

Finally, the Artists in Residence program broke free of virtual residencies caused by the pandemic and returned, in-person, to the Casemates. Three years of disuse left our space looking pretty dishevelled, so we spent some money on paint and freshened up the space and the furniture. Our summer student Gabrielle Theriault was a quick study and did a terrific job of keeping the AiR program running smoothly. We appreciate the consistent support we have had from Downtown Fredericton and from the City of Fredericton for this endeavour. I am optimistic that this support will be renewed in 2024.

Our programs Art in the Schools and Art Off the Streets were still in abeyance, but we are working to revive these programs in 2024.

Our signature fundraiser returned to the Charlotte Street Arts Centre's Jim Myles Auditorium again in October. The Gala Committee pulled together an enjoyable event that raised about \$9,500, which enables us to continue our work in a variety of areas. Thanks to the artists who made contributions to the event and to all who participated.

None of this would have been possible without the work of our board members.

Monica Smart, our vice-president, has shouldered a lot of the load, particularly in the digital area. Kitty Maurey as treasurer has kept our finances straightforward, while Joe Nocera as secretary has taken on the role with enthusiasm.

Continuing board members Sabine Campbell, Gary Weekes, and Russ Hunt were joined by Roberte Melanson. We had several resignations during the year, as members Will Forrestall, Laura Beth Bird and Ramneet Kalra had to deal with other priorities in their lives. Their positions have been filled by Ahmed Taha, Rachel Forrestall, and Nuzhat Khan.

As an organization with no staff, apart from Bridget's contract for *Arts*NEWS, all of this was accomplished by a keen and very pleasant group of volunteers.



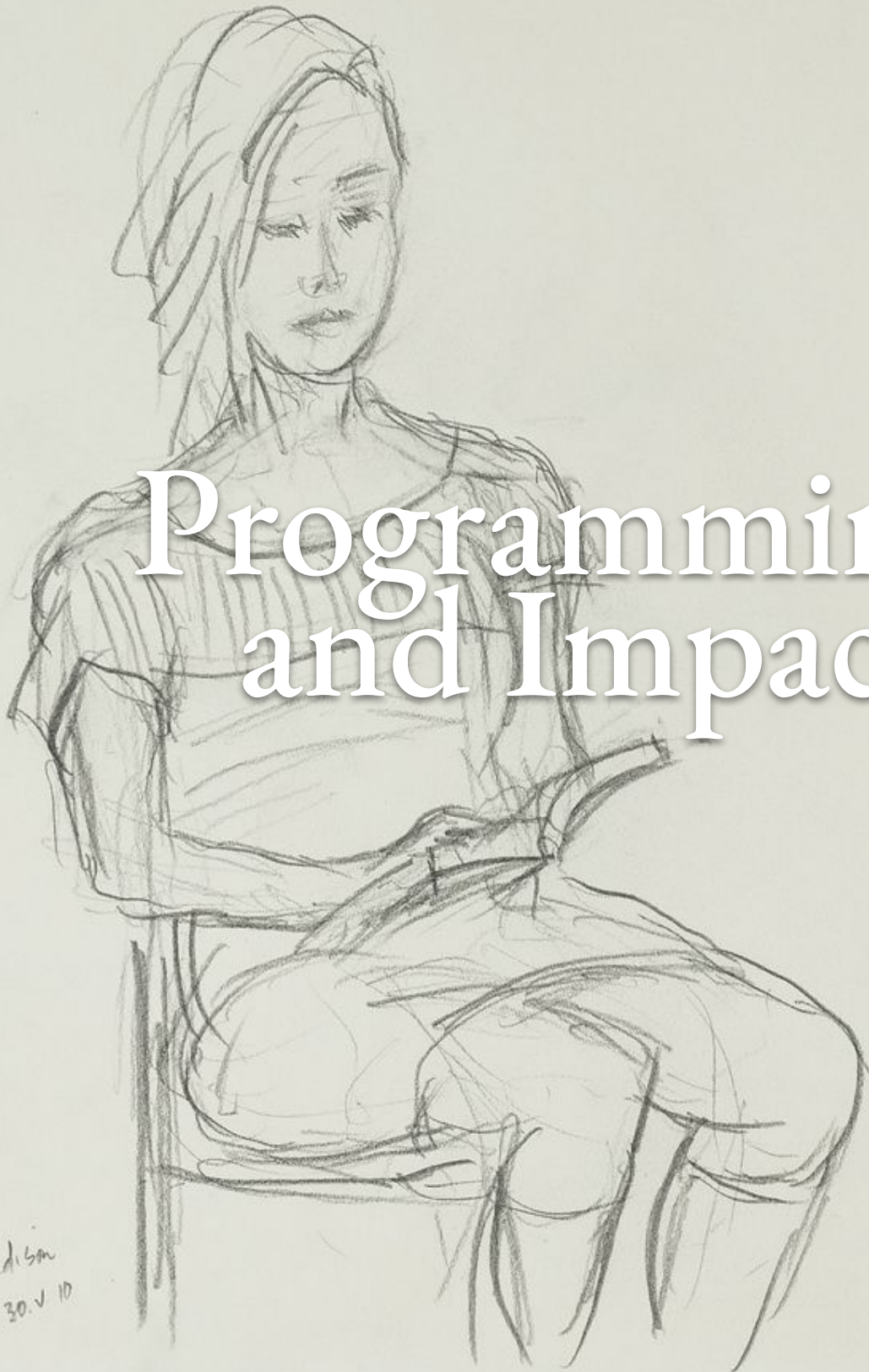
**Katie FitzRandolph**  
President

George Strunz (1938-2022)

*Madison seated*

pencil

Gift of the Strunz Estate



Madison  
30.V.10



# 50 Issues of ArtsNEWS

For over two decades, the Fredericton Arts Alliance has provided a free weekly electronic newsletter to individuals and groups interested in arts-related news and events—from exhibitions and workshops to performances and gallery hops—in the area. The FAA greatly appreciates the continuing support of the City of Fredericton, which enables us to keep promoting the city's art events, workshops, and important deadlines, keeping subscribers in the know.



events  
promoted  
1K  
times

auditions, calls,  
awards promoted  
650  
times

workshops,  
classes, art camps  
promoted  
400  
times

# *Strunz Award* for Excellence in Arts Education

**\$200**

for materials  
and supplies

**1**

original piece  
by George Strunz

**1**

annual FAA  
membership

**2**

complimentary  
Gala tickets

In 2022, the Fredericton Arts Alliance established the Strunz Award for Excellence in Arts Education in honour of the late George and Annette Strunz. This award will be awarded annually to a K-12 teacher who goes above and beyond to incorporate the arts in their classes in a Fredericton-area public school.

Devon Middle School music teacher David Steeves became the first-ever recipient in 2023, selecting a watercolour titled *Palmer's Creek* as his original George Strunz. The FAA would like to thank Tony's Music Box Ltd. for sponsoring part of this award.



**George Strunz (1938-2022)**  
*Palmer's Creek*  
watercolour

# *Artists in Residence*

**June 26 - September 4, 2023**

## **Historic Garrison District**

After three years of COVID-restricted solo virtual residencies, the Fredericton Arts Alliance's Artists in Residence program returned to the casemate in Fredericton's Historic Garrison District for 10 weeks.

### **THEME: COLLABORATION**

The resident artists, two at a time, worked out of a refurbished space. Artists in a wide range of media—music, drawing, poetry, mosaic, clay, illustration, fibre art, dance, and more—explored the theme “Collaboration” while sharing the space, their time, and their ideas.

Working together in the casemate studio offered the opportunity to bounce ideas off each other, share insights, learn new approaches, broaden horizons, and expand art

practices. This year, the FAA's casemate was open during the Thursday evening Garrison Night Markets, upping interactions with visitors.

**September 21 - November 13, 2023**

## **Charlotte Street Arts Centre**

In September, the Charlotte Street Arts Centre hosted a joint exhibition showcasing artwork created over the summer by the artists in residence programs of the Fredericton Arts Alliance and the City of Fredericton.

The FAA greatly appreciates the continuing support of the City of Fredericton in running this program which provides opportunities for established and emerging artists and makes their art accessible to the visiting public.

## THE ARTISTS IN RESIDENCE

Darcy Hunter, Olivia Thomson, Leone Pippard, Alex Cogswell, Alison Veino, Robin Ross, Ramneet Kalra, Ysabelle Vautour, Bailey Hanson, Melanie Buyting, Cat Candow, Karen LeBlanc, Laura Forrester, Jessica Kenney, Craig Schneider, Nicholas Walsh, Meghan Callaghan, and Julia Bannister

10  
weeks

18  
participants

\$500  
stipends

~5K  
visitors



# Fundraising



**Kath Kornelsen Rutherford (19?-)**

*Ceilidh (evening)*

mezzotint print (24/40)

Gift of the Donaldson Estate

This piece was one of the artworks  
on offer at our Gala, *For Arts' Sake*.



# *For Arts' Sake* Gala and Art Auction

**October 19, 2023**

**Charlotte Street Arts Centre**

Every year, this major fundraiser brings together an excellent selection of fine art and fine craft contributions by well-known and emerging artists and artisans from the Fredericton region. Gala 2023 featured live music by Don Bossé Jazz, hors d'oeuvres by Edwina's Catering, and auctioneering by John Leroux.

## **FEATURING PIECES BY**

Amy Ash, Chris Colwell, Marjory Donaldson, David Eastwood, Deb Ferris Bates, Tom Forrestall, Margaux Khoury, Stephen May, Sarah Petite, Joseph Plaskett, Roméo Savoie, Gordon Sparks, Peter Thomas, Brigid Toole Grant, and Guy Vézina, among many others.

## **SPECIAL THANKS TO**

The FAA greatly appreciates the support we received from the Beaverbrook Art Gallery, Fredericton Playhouse, Theatre New Brunswick, CSAC and its staff, Gallery on Queen, Tony's Music Box, Goose Lane Editions, Leone Pippard Designworks, our servers and volunteers, and, of course, the individual artists and others who have contributed generously to these auctions and the program;

## **AND TO VOLUNTEERS**

Julia Bannister, Jules Keenan, Kate MacEwen, Andrew MacLean, Marie Maltais, Tony Merzetti, and Andrew Theriault.

We couldn't have  
done it without you!

# *For Arts' Sake*

## Gala and Art Auction

**\$9,8K**  
raised

**65**  
tickets sold

**75**  
items to  
bid on

**60**  
makers  
represented



WE REQUEST THE PLEASURE  
OF YOUR COMPANY

*For Arts' Sake*  
FREDERICTON ARTS ALLIANCE'S  
*2023 Gala Fundraiser*



OCTOBER 19, 2023  
CHARLOTTE STREET  
ARTS CENTRE

FROM 7 PM TO 11 PM  
LIVE & SILENT AUCTIONS  
**MUSIC: DON BOSSÉ JAZZ**

Tickets \$50. Available online at [www.frederictonartsalliance.ca](http://www.frederictonartsalliance.ca)

*Eat, Drink, and Buy Art*

Contributing Artists Include:

Amy Ash, Chris Colwell, Marjorie Donaldson, David Eastwood,  
Deb Ferris Bates, Tom Forrestall, Margaux Khoury,  
Stephen May, Sarah Petite, Joseph Plaskett, Romeo Savoie,  
Gordon Sparks, Peter Thomas, Brigid Toole Grant, Guy Vézina

Further Event Information: [www.frederictonartsalliance.ca](http://www.frederictonartsalliance.ca)

Graphic design by Leone Pippard Designworks



# Online Engagement



Joseph Plaskett (1918-2014)

*St. Pantaleone the Vaucluse*

pastel

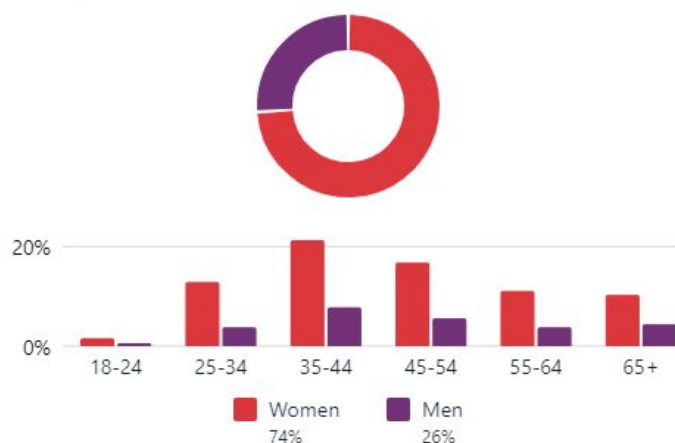
Gift of the Donaldson Estate

# Audience

## Facebook followers ⓘ

1,698

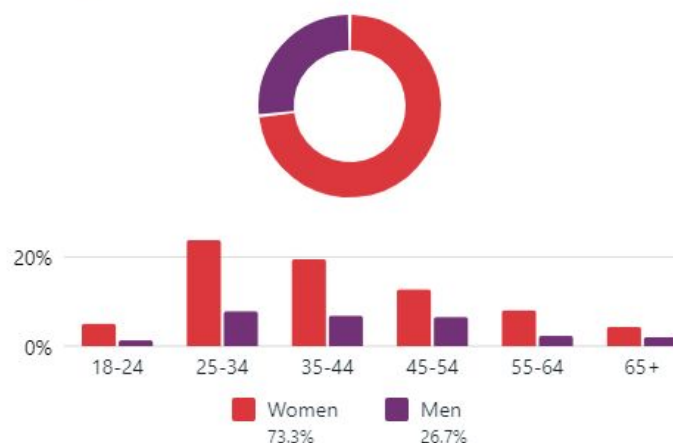
## Age &amp; gender ⓘ



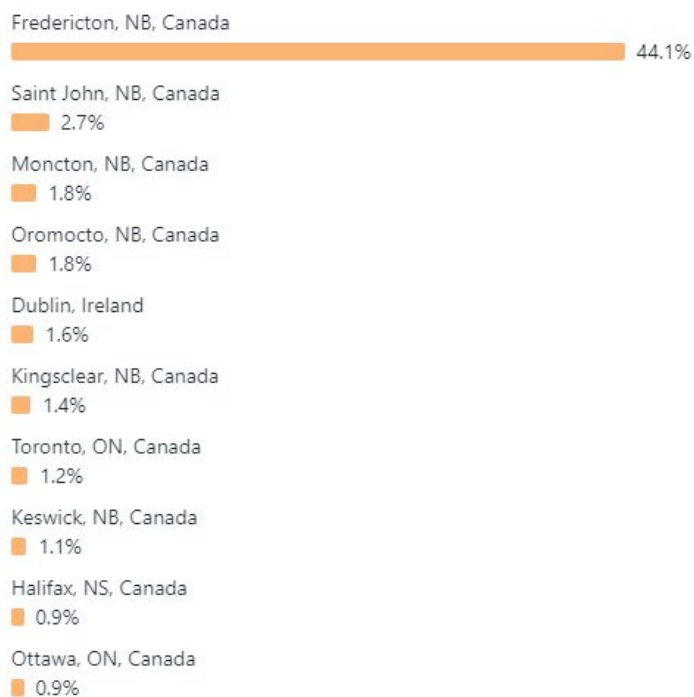
## Instagram followers ⓘ

1,281

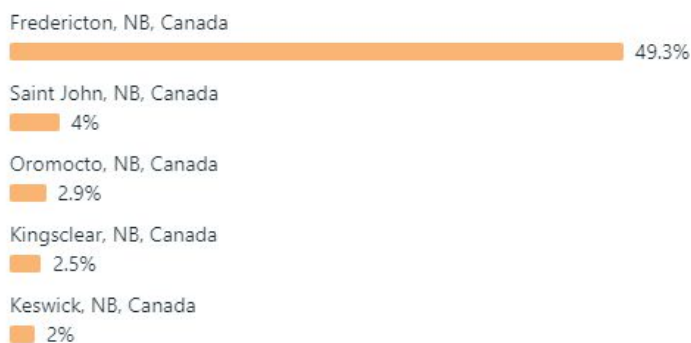
## Age &amp; gender ⓘ



## Top towns/cities

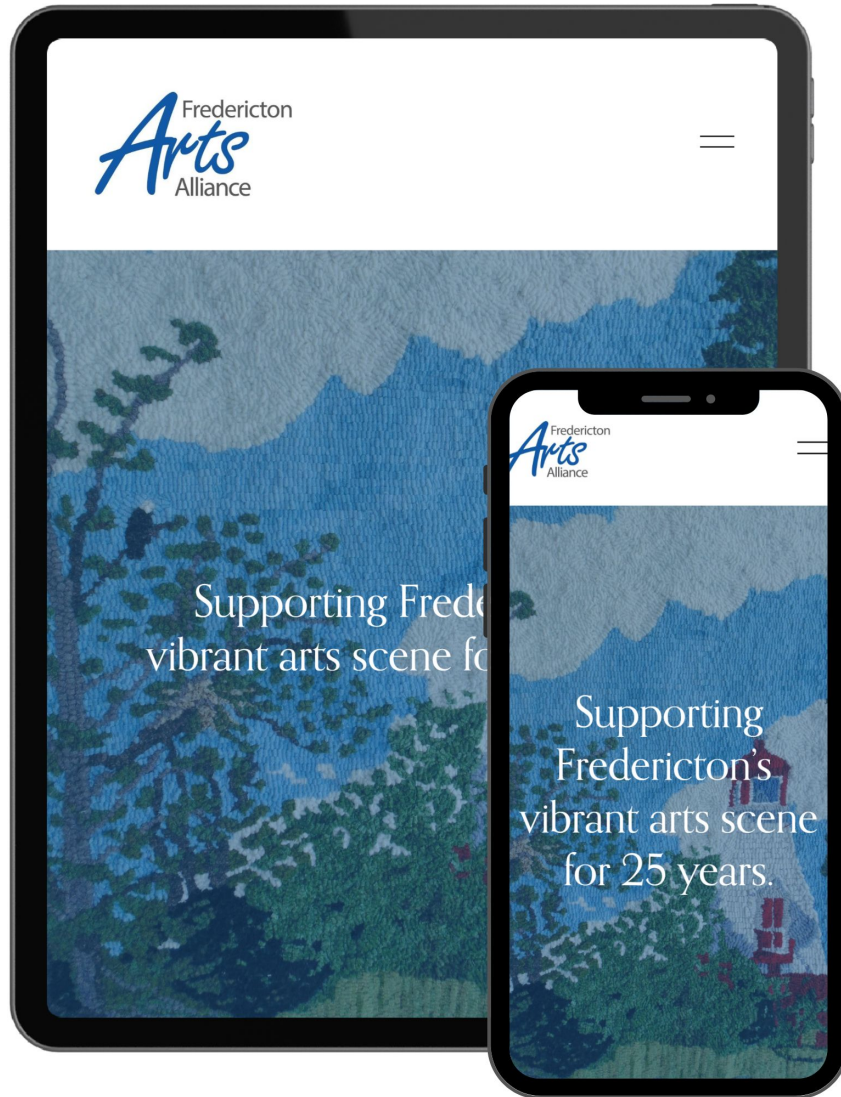


## Top towns/cities





# Website



In 2022, the Fredericton Arts Alliance hired graphic designer Kerry Lawlor to redesign and launch our new website, a platform and a “home” on the internet that allows us to showcase the work of our organization.

We are grateful for support from the Sheila Hugh Mackay Foundation for helping to make this digital transformation possible.

## Traffic

2023

\$ CAD

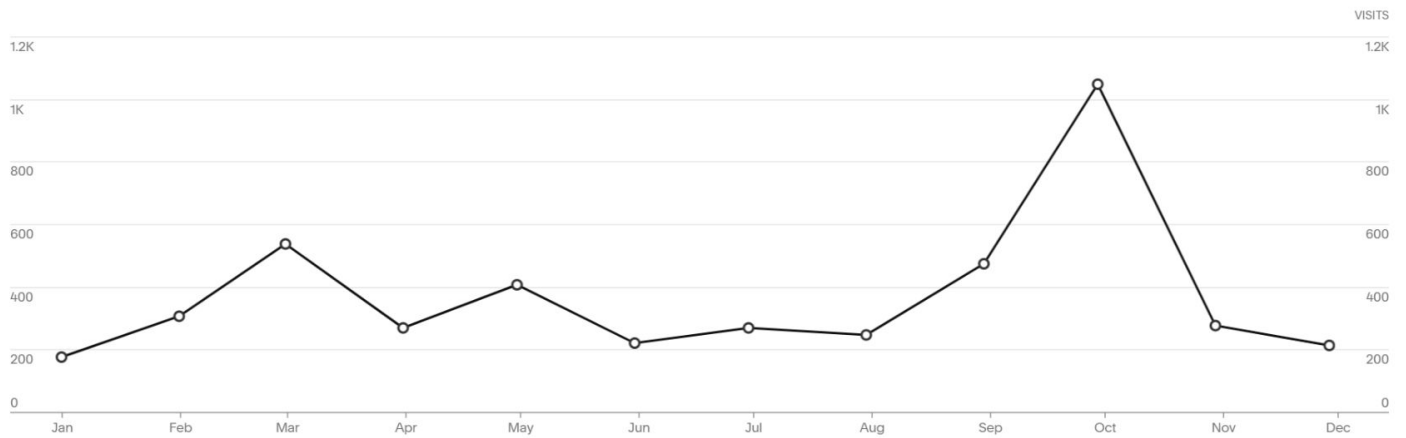
Traffic Traffic Sources Search Keywords Geography

VISITS	BOUNCE RATE	UNIQUE VISITORS	PAGEVIEWS
4.4K	62.39%	3.2K	8.2K
+71% yr/yr	-8% yr/yr	+61% yr/yr	+71% yr/yr

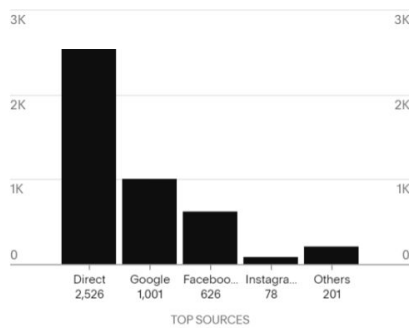
## Visits

Jan 1–Dec 31, 2023 • 4,432 Total +71% yr/yr

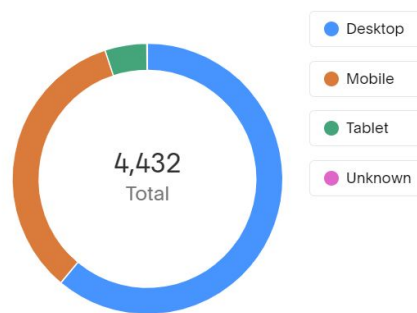
Monthly



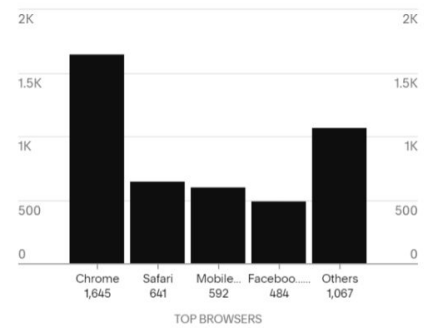
## Top Sources by Visits



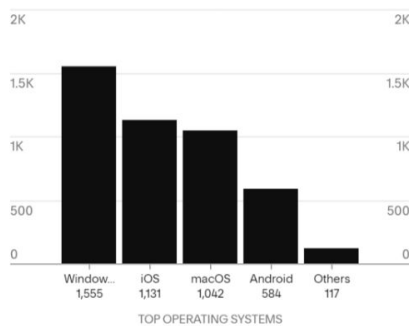
## Top Devices by Visits



## Top Browsers by Visits



## Top Operating Systems by Visits





# Gifts to the FAA

Works by Marjory Donaldson



# Marjory Donaldson Collection



Marjory Eileen Donaldson (née Rogers) (1926-2023) was born in Woodstock, New Brunswick. She was perhaps most well-known as Director of the UNB Art Centre, where she spent most of her working life. She was a talented artist, too, and was commissioned for many portraits, while her personal art can be found in collections across Atlantic Canada.

This collection of 15 artworks, comprised of pastels, watercolours, acrylics, prints, and linocuts by Marjory Donaldson, Joe Plaskett, Brigid Toole Grant, and Kath Kornelsen Rutherford, was gifted to us by Marjory's son.

Marjory Donaldson (1926-2023)

*Portrait*

watercolour

Gift of the Donaldson Estate

15

artworks

*MDonaldson*

# George Strunz Collection

George Martin Strunz (1938-2022) was born in Vienna, Austria. Passionate about the Arts, George was a member of the Fredericton Choral Society and a talented painter, often exhibiting his paintings in local galleries. He was also a long-time member of the Fredericton Arts Alliance and served one term as the organization's president.

Annette Pietronella Strunz (née Knoppers) (1930-2022) was born in Groningen, the Netherlands. A talented weaver, Annette practiced several fiber arts and was a long-time member of the Fredericton Guild of Fiber Artists, serving one term as president and exhibiting her work regularly in group exhibitions at Government House.

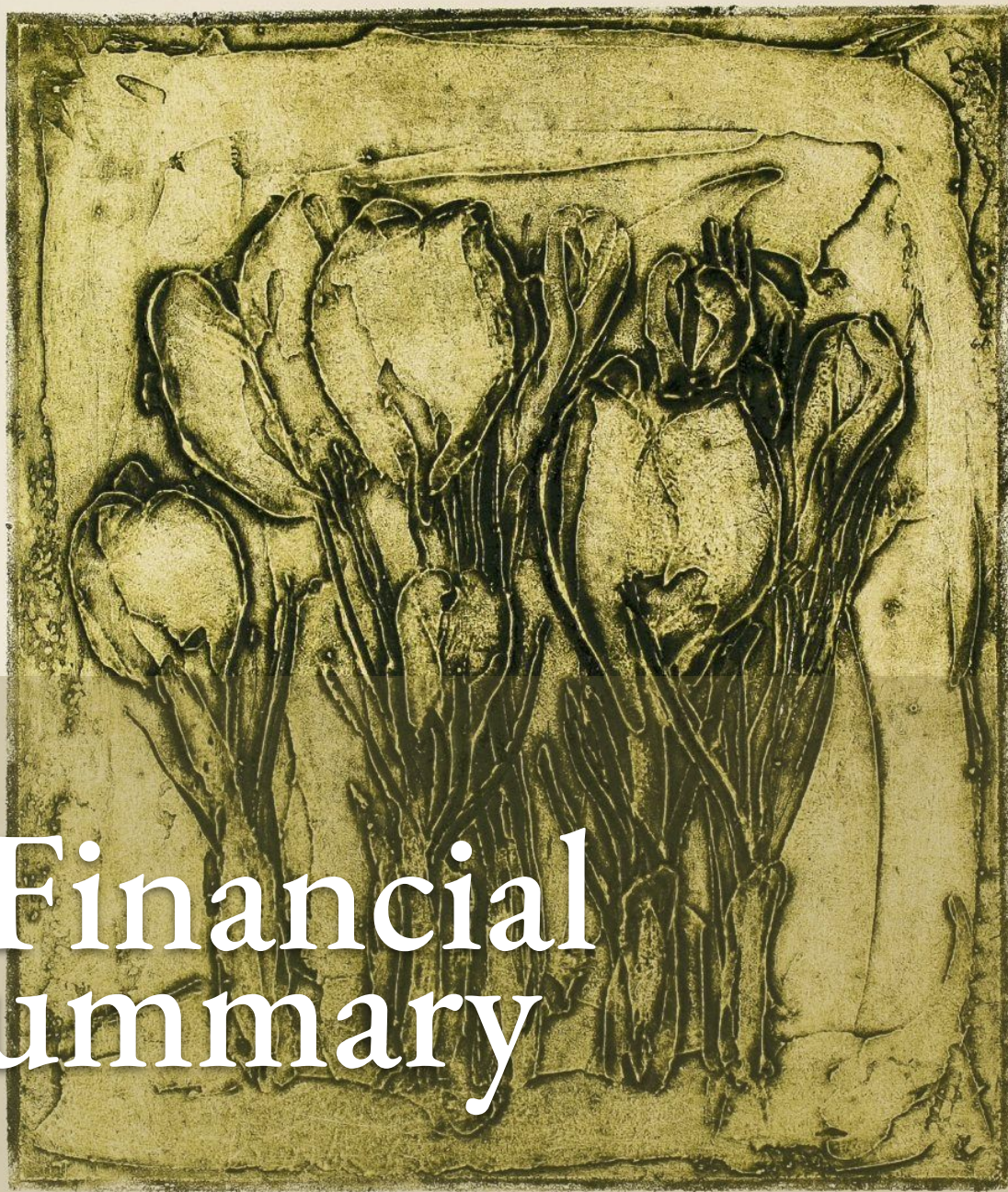
In 2022, after Annette's passing followed by George's, their daughters gifted us a collection of George's art comprising 57 oil, acrylic, watercolour, pastel, pencil, and mixed media works.

George Strunz (1938-2022)  
*Early Morning, Wolastoq River  
near Fredericton*  
watercolour  
Gift of the Strunz Estate

57  
artworks



# Financial Summary



18/20

"White Crocus"

Marjory Donaldson

Marjory Donaldson (1926-2023)

*White Crocus*

print (18/20)

Gift of the Donaldson Estate

<b>INCOME</b>	<b>2023</b>	<b>2022</b>
Memberships	840.00	1,192.86
Donations	220.00	1,372.08
Gala tickets and auction sales	11,250.95	14,275.73
City of Fredericton	12,000.00	12,000.00
Student Employment Experience Development program (SEED)	6,925.80	5,964.00
Downtown Fredericton Inc.	--	1,200.00
Sheila Hugh Mackay Foundation	--	3,000.00
Bank Interest	38.84	12.14
	<b>\$31,275.59</b>	<b>\$39,016.81</b>
<b>EXPENSES</b>		
Phone, stamps	502.64	179.92
PO Box rental	209.30	203.55
Annual General Meeting	155.93	--
Bank fees	201.92	186.88
Summer student (SEED)	7,043.28	6,552.96
Website	523.79	3,400.37
Gala (music, food, venue, graphic design, etc.)	3,640.25	4,861.00
<i>Arts</i> NEWS	8,350.00	7,920.00
Artists in Residence	10,455.84	5,400.00
Art in the Schools	--	--
Art Off the Streets	--	--
Election forum	--	--
	<b>\$31,082.95</b>	<b>28,704.68</b>
<b>SURPLUS / DEFICIT</b>	<b>\$192.64</b>	<b>\$10,312.13</b>
<b>ASSETS</b>		
Strunz collection	\$10,565.00	\$10,715.00
Donaldson collection	\$3,700.00	--
	<b>\$14,265.00</b>	<b>\$10,715.00</b>

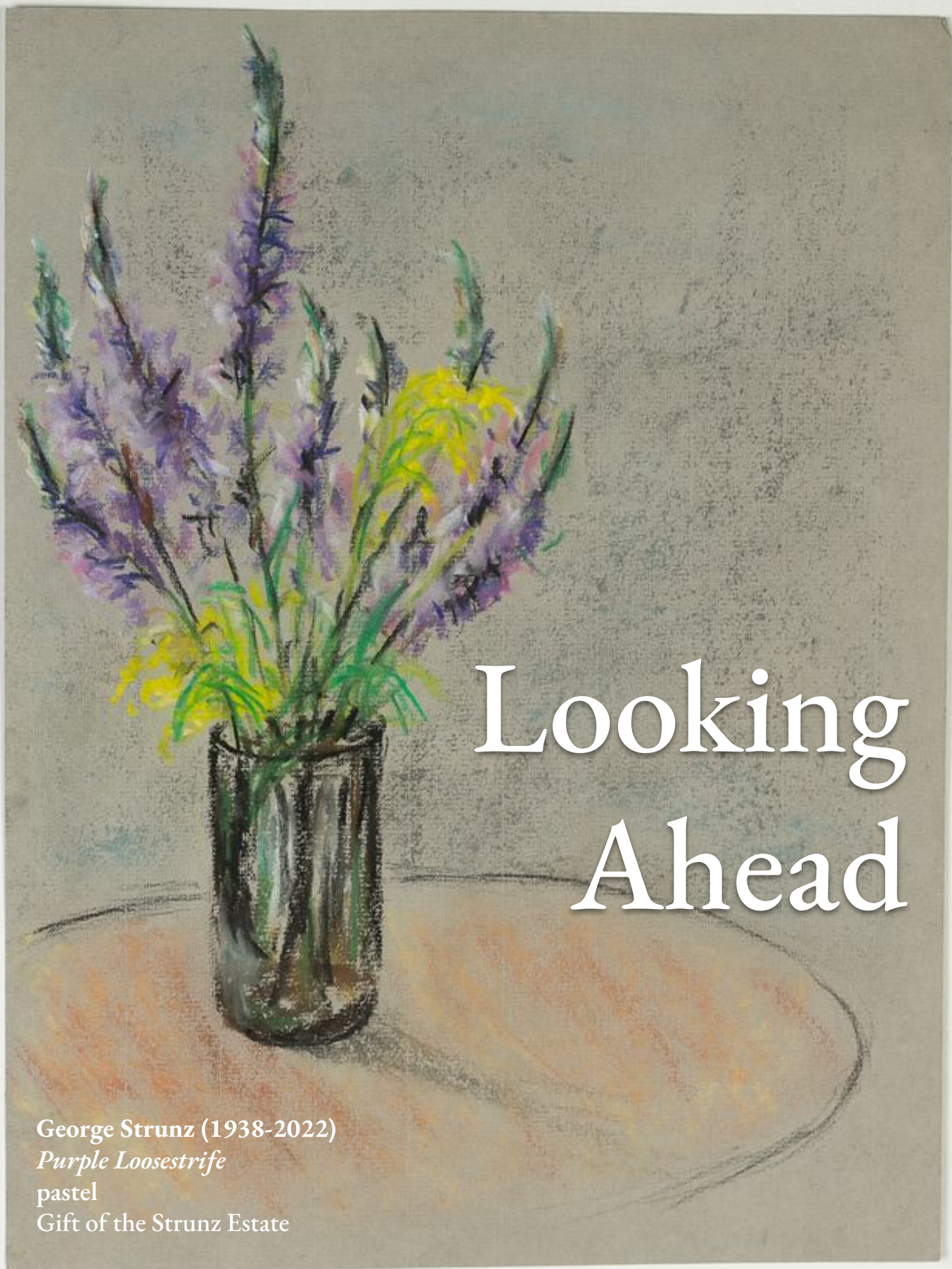


# *Thank you,* members, donors, and partners

On behalf of the Fredericton Arts Alliance, I extend my gratitude to our members, partners, and generous donors for their assistance in our mission to create meaningful change by supporting, promoting, and advocating for the arts.

**Kitty Maurey**

Treasurer



# Looking Ahead

George Strunz (1938-2022)

*Purple Loosestrife*

pastel

Gift of the Strunz Estate

# *Strategic Goals*

## **For 2024:**

1. Establish a succession planning framework that fosters leadership development at all levels and ensures seamless transitions for key roles within the organization.
2. Develop and implement benefits for the Fredericton Arts Alliance's various membership levels and keep members informed about the organization's efforts to remain engaged and foster transparency.
3. Revive and revamp the Art in the Schools and Art off the Streets programs.
4. Implement a documentation strategy, encompassing photography, videography, and written content, to effectively capture and showcase the organization's activities, events, and community impact.
5. Host roundtables, workshops, exhibitions, and events that encourage active participation and dialogue around advocacy issues in order to strengthen connections with the local arts community.



# *Strategic Goals*

## Over the near future:

1. Raise awareness about the Fredericton Arts Alliance's cause and advocacy focus and effect heightened online engagement.
2. Develop a long-term sustainability plan that includes diversifying revenue streams, building a strong supporter base, and establishing partnerships to ensure continued impact and growth.
3. Implement records management practices and ensure better use of, and accessibility to, organizational records by Board members.
4. Establish evaluation frameworks to assess programming's impact and efforts, and gather data to demonstrate the Fredericton Arts Alliance's effectiveness to stakeholders and supporters.

# Celebrating 25 Years

**1999-2024**

## credits

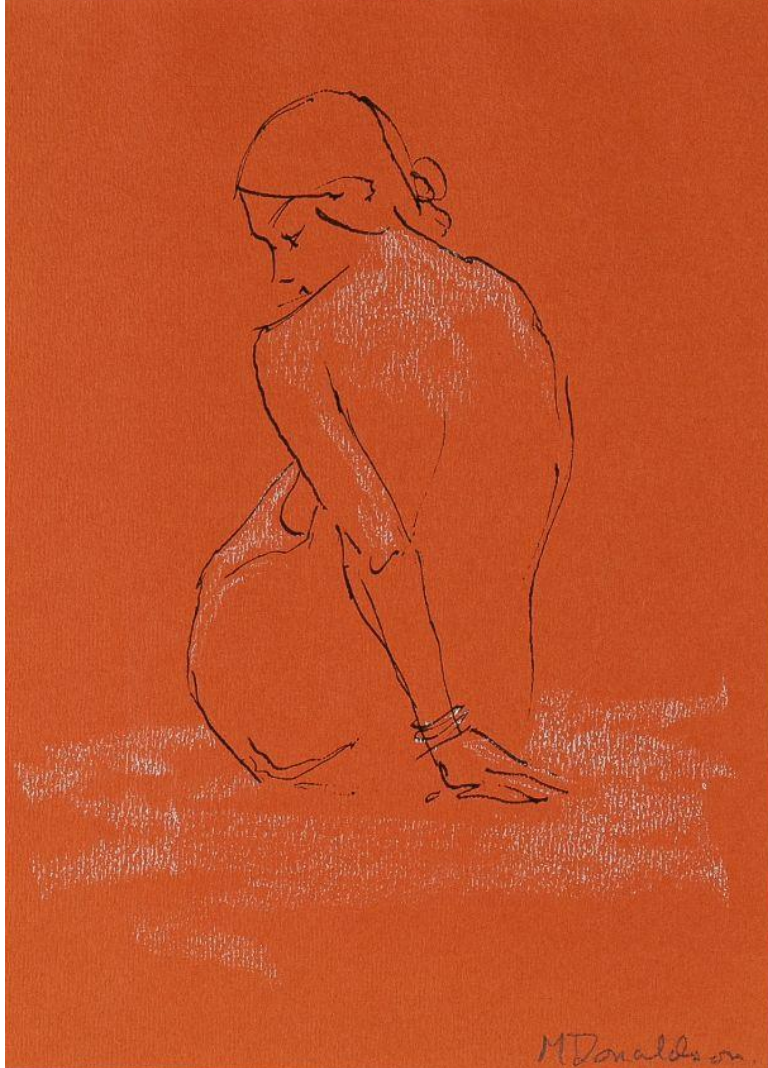
### coordination and layout

Monica Smart

### photographs

Gary Weekes

Jules Keenan



### **Fredericton Arts Alliance**

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E3B 5C8

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[frederictonartsalliance.ca](http://frederictonartsalliance.ca)

506-450-5518

**Marjory Donaldson (1926-2023)**

*Seated Nude*

ink and pastel

Gift of the Donaldson Estate



