

26 May 1983

Dear Board Member:

Enclosed please find back-ground information for the upcoming Board Meeting. Your consideration of this information will help in the decision making process. Decisions vital to the meeting will be:

1. Consolidation of Fall schedule.
2. Allocation of surplus funds
3. Summer renovations

It is necessary to shape and consolidate our Fall '83 calendar soon so as to respond to the backlog of proposals and to prepare advance publicity etc. I feel that it is of utmost to develop the nature and direction of the program since it identifies the Gallery. The Gallery need not passively choose from submitted proposals exclusively but actively curate exhibitions when it is felt necessary.

SURPLUS FUNDS: The surplus funds should definitely be re-invested back into the Gallery. Presently E.L.G.'s facility is pathetically underequipped, poorly laid-out and shabby. The floor space has to be reconsidered to deal with the problem of office and meeting space, storage, workshop and display. We need tools, display equipment, shelving and seating, and especially audio/visual equipment. I recommend purchasing a low cost cassette tape system immediately and feel that we should investigate the possibility of purchasing a 2nd hand video cassette player and monitor. At this time also E.L.G. can consider investing in a computer. Doug Back of Trinity Square Video can assemble a low cost Apple imitation computer featuring a keyboard, disk drive and monitor for approximately \$1200.00 We could perhaps invest some of our surplus funds in this area. Additional fund-raising will be necessary for complete renovation and equipment goals to be reached.

FUND-RAISING: It is necessary to raise the ugly spectre of fund-raising. It is the responsibility of the Board to raise funds for the Gallery. Currently the Gallery is not near its potential fund-raising capacity. Is this due to a lack of will in the organization? This not only hurts Lye Level but the artistic community Lye Level supposedly serves. A short list of grant possibilities now being investigated are:

1. Dept. of Communications - Program of Special Cultural Initiatives.
2. Canada Community Development Projects
3. Canada Council Special Exhibitions Assistance (competitive)
4. Explorations (for newsletter)
5. Provincial Funding
6. Funding in kind } (free services such as printing etc.)
7. Utilizing charitable tax number (donations, direct solicitation)
8. Foundations such as the Bronfman foundation
9. other fund-raising ideas such as benefits, bake sales , any thing.

Fund-raising requires a lot of administration. It also requires a lot of creative thinking. Money is made available for special projects, programmes, etc. not just for being an organization. A discussion should take place to evaluate the Board's commitment to fund-raising. It would be unrealistic to take up fund-raising without back-up.