

## **Director's Report to the Board of Trustees**

**April 2017**

**Judith H. O'Toole, The Richard M. Scaife Director/CEO**

*"Let me be clear: the best American art museum is not in NYC and it's not called The Whitney. It's in Greensburg, PA. Really."*

*--Survey respondent, March 2017*

Nothing against our colleagues at The Whitney ... but we were pleased to receive this and other great comments during a recent survey on our February "All About You, Free Sunday."

75 respondents represented 19% of our visitation that day. Members of The Committee for The Westmoreland conducted the survey which was designed by our Marketing and Advancement Teams. It turned out that none of the respondents were members and all rated their experience as good or excellent. 52% were first time visitors and 100% said they would return again. 44% heard about our Free Sundays on social media, 29% heard about it from a friend, and 19% saw it on our website.

### **Nice Attendance!**

The attendance count for our All About You! Free Sunday on March 5 was 392 -- a record for our All About You! Free Sundays. Attendance for the Spring Family Day on Sunday, March 25 was 422, which far surpasses last year's event that had an attendance count of 143 and all other past Spring Family Days. Attendance is generally up this quarter as compared to this time last year.

### **Honor Board**

We have decided to establish an Honor Board upon which past members of the board would sit. An annual dinner would be held for Board members, Honor Board members and their spouse/significant others to continue their participation. A "State of the Museum" would be presented at the annual meeting of this group. We are in progress getting the approval of all past board members to add their name to the Honor Board.

### **Strategic Plan**

Attached is a copy of our proposed mission statement, the preamble and the three goals for our new strategic plan. We would like Board approval of these documents.

### **Adoption of Diversity and Inclusion Statement**

Also attached is the above mentioned statement. It has been modeled after those recommended by the American Alliance of Museums and reviewed by our attorney.

### **The Westmoreland Society Gathering**

The Advisors of The Westmoreland Society, along with staff, are continuing to make changes in the way the Society operates. This year we are calling the May 6 event a "gathering" and it will be cocktail attire with a less formal and more playful atmosphere in the presentation of

acquisitions and voting. Also, the Advisors have suggested that the awarding of the Medal be staged at a different, more intimate and more formal event, and that the annual designation of an awardee was not a priority.

### **Membership**

We currently have 822 total members down from 836 last quarter, however May renewal notices are coming in. A Member Appreciation Month is planned for May, which will include a Behind the Scenes tour and special giveaways in the Museum Shop. We are offering a “Drop10” 10% discount promotion through social media. We will concentrate on increasing our Westmoreland Society memberships through the promotion of the May 6th Westmoreland Society Annual Gathering. We have also started soliciting memberships during

### **The following grants have been recently awarded:**

First Commonwealth Bank has agreed to sponsor free Wednesday evenings from May through October.

Highmark Blue Cross/Blue Shield has awarded us a \$5,000 grant to support programming for two free Family Days (March and November).

PNC Charitable Trusts \$21,204 for Children and Family Programming, PA Council on the Arts Operating Support \$22,137, Nat Hwilc Foundation \$10,000, Westmoreland County Tourism Grant \$25,000, Rivers of Steel \$18,000 exhibition support

### **The following grants are still pending:**

RACP application \$1.25 million (please contact your/our legislators—thank you to those who have already done so), Fine Foundation \$10,000 for exhibitions in the Robertshaw Gallery, Heinz Foundation \$48,530 for the Bridge Project, NEA \$75,000 and IMLS \$250k for exhibition support

### **Events**

Events for 2017 have increased this year between Museum functions and rentals, as every weekend from August 2017 to November is nearly booked. We are currently promoting holiday and corporate event rentals in our next newsletter. Please think about hosting a holiday party here.

### **Our next exhibition**

The Art of Movement: Alexander Calder, George Rickey & Tim Prentice, June 10, 2017 - September 17, 2017 with an opening Reception on Saturday, June 10.

This exhibition was inspired by the Museum’s acquisition of the kinetic sculpture Windframe by Tim Prentice in 2015. Commissioned specifically from the artist for the west wing niche, the artist assembled 440 individual stainless steel plates that move independently when propelled by the air. Prentice, now 86 years old, calls his work “toys for the wind to play with,” and refers to both Alexander Calder and George Rickey as his “heroes.”

### **Black and White and Art all Over**

Our third annual party/fundraiser will be held on October 21. You each received a sponsorship package and I hope you will consider being a sponsor or assisting us in securing a corporate sponsor.

### **Media coverage highlights are**

- Cassatt painting coming home to The Westmoreland Museum of American Art Tribune-Review – January 4, 2017
- Artists Damianos and Mulcahy shine at Westmoreland Post-Gazette – January 25, 2017
- Kathleen Mulcahy and Sylvester Damianos impress, if differently, at the Westmoreland Pittsburgh City Paper – January 25, 2017
- ‘Bridging The Gap’ Poem Being Written On Greensburg Bridge KDKA-TV News – January 30, 2017
- The Westmoreland Museum of American Art pays homage to American workers Tribune-Review – February 4, 2017
- Modern art show opens at Westmoreland Museum of American Art Tribune-Review – February 22, 2017
- The Westmoreland showcases modern masters Tribune-Review – March 4, 2017
- Trump’s Budget Would Have Dire Effects On Local And Regional Arts Programs Huffington Post – March 16, 2017
- A who’s who of early to mid-20th-century artists energizes Westmoreland exhibition Post-Gazette – March 26, 2017
- Out & About: Stage Right holds its annual Heart of the Arts Gala Tribune-Review – March 26, 2017
- Cultural tourism on the rise in Westmoreland County, Laurel Highlands Tribune-Review – April 1, 2017

Be sure to “friend” us on Facebook, Twitter, etc. Our numbers of followers at those sites are increasing each quarter.