

Director's Report to the Board of Trustees

July 2017

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

Hats off to the WMAA - I hadn't been there since they built the new wing and remodeled and expanded. They have done a great job. ... they have friendly guides hanging out in each room, ready to talk to anybody. There is a sign before you enter the galleries encouraging discussion, sketching, non-flash photography, questions... There are little chairs you can move around with you to sit and rest, or look longer. There was a bin full of YOGA MATS you could borrow if you wanted to really settle in and spend some time with the art. My mom was welcome to go thru it all with her rollator. Each painting and object has a short blurb written by the curators that tells you something about the work, or the artist, or something they just thought worth mentioning. There is an especially enticing bronze of a sleeping cat - they provide cloth gloves so you can touch it, because once you see it, that's all you want to do. There is also a fantastic interactive kids room where you can build bridges, reform a giant relief model of Western PA landscapes (very neat after looking at paintings of western pa landscapes from the 1800s to present day), draw still lifes on glass. I could have spent an hour in there alone. I'll be back!

Comment on Facebook (aka free marketing!)

FINANCIAL OUTLOOK: We got through the fiscal year in the black! (More about that at the meeting.) We are working on new endowment, increasing earned income and support from our wonderful donors along with identifying new sources of general operating support. All our teams do a great job in reducing expenses and running tight budgets. More on our financial picture is included in this packet.

STRATEGIC PLAN: We continue to work on this document and will discuss the mission statement and our 4 strategic goals (sent in a document previously).

CURRENT EXHIBITIONS:

The Art of Movement: Alexander Calder, George Rickey & Tim Prentice: June 10, 2017 - September 17, 2017

Inspired by the Museum's acquisition of the kinetic sculpture, *Windframe*, by Tim Prentice in 2015, this exhibition concentrates on Prentice's work but include pieces by his "heroes," Alexander Calder and George Rickey.

Handle with Care: June 06, 2017 - July 30, 2017

This exhibition of sculpture by members of the Society of Sculptors is comprised of approximately 15 works which invite visitor engagement, allowing them to, as the title suggests, handle the objects with care, thus interacting with artwork in a way that is generally

not allowed in an art museum. A Pittsburgh organization, the Society of Sculptors promotes creative design through the manipulation of all things 3-Dimensional.

UPCOMING EXHIBITION:

A Timeless Perfection: American Figurative Sculpture in the Classical Tradition: October 7-December 31, 2017

An extraordinary new generation of academically trained American sculptors emerged during the late nineteenth and early twentieth centuries. At the height of the Gilded Age, they achieved widespread critical and commercial success for works created on public commission as well as for private patrons. Working on both grand civic platforms and on a more intimate, domestic scale, they transformed the art of American sculpture. This exhibition highlights 57 recent gifts from collector Dr. Michael L. Nieland.

A fully illustrated, full color catalogue accompanies the exhibition with an essay by the well-known and respected art historian Bruce Weber in which new information and perspectives are brought to bear on the artists and their overall aesthetic interests and pursuits.

ART HAPPENS: This is a new public art project that uses details from works in our permanent collection printed large scale in public places (like the sides of buildings) to entice people to come see the entire work in our galleries. There is more to it that you will find out at the Board meeting on the 18th.

DEVELOPMENT COMMITTEE OF THE BOARD: On June 29th we had our first Development Committee meeting. Diana Jannetta will chair the group until another board member is appointed. The Committee's current focus is Westmoreland Society membership, the Big Art Party, and the EITC tax credit program. Committee members would also like to become more familiar with our foundation community and major donors/prospects. The Committee will encourage all board members to become members of the Museum at the Westmoreland Society level. WS members receive special perks, vote on artwork for the Museum's collection, and can choose to participate in special organized tours, such as the recent Crystal Bridges Museum tour. A new level at \$5,000 is being considered.

ART AS FASHION: This two-day event sponsored by The Committee for The Westmoreland raised over \$8,400. We had 154 attending the Friday evening event and 117 at the Sunday lecture. The members are gathering feedback about the possibility of organizing a similar event in the future.

BIG ART PARTY: Our Kick Off Party is scheduled for Thursday, July 13th from 6-8 pm. As of July 5, \$78,000 has been received or committed for event sponsorship with a goal of \$85,000. Several sponsorship requests are still outstanding. We are expecting to reach our goal by the end of July but we could use your help if you have not contributed already. Tickets for the event are currently on sale.

WESTMORELAND SOCIETY: This year's planned cocktail party was cancelled due to low attendance. It is possible that Art as Fashion being held the week prior may have had an influence. The Westmoreland Society Advisors decided to return to tradition and plan a black tie dinner for December 1, 2017. Save the dates were issued in letter/email form and invitations will be mailed in late October. The Advancement Team is working on initiatives to increase WS membership (new and renewing) and awareness.

THE WESTMORELAND JAZZ SOCIETY becomes THE GREAT AMERICAN MUSIC SERIES: Due to declining attendance and in an effort to attract a greater and more diverse audience, we are revamping The Jazz Society after 20 years. The new Great American Music Series will be moved to Wednesday evenings and the number of concerts will decrease from eleven per year to four showcasing a variety of music from bluegrass to jazz to hip-hop. The setup will be more casual and each concert will include a cash bar and possible special guests such as local breweries for tastings.