

THE WESTMORELAND MUSEUM of AMERICAN ART

Director's Report, Suzanne Wright
April 25, 2023

ADMINISTRATION

Personnel: We have had one full-time separation on the Marketing Team (for personal reasons) and we hired a part-time Marketing and PR Coordinator and are currently looking for a part-time Digital Communications Specialist. Additionally, we have filled Ginnie Leiner's position for Membership and Development Coordinator. We are still in the market for the Individual Giving Manager position. During the short-term disability leave of the K-12 Manager, we hired a part-time staff member, Jason Santmyer to coordinate the busy spring tour schedule. We are also looking for a summer intern for the Learning, Engagement and Partnership Team. While we no longer have restricted funding to support this position, we have partnered with Experience Works Plus, Westmoreland-Fayette Workforce Investment Board (WFWIB) to help advertise and fund this internship for this year.

Training: Staff has participated in a lot of training in the 3rd Q to improve how we better serve our visitors and provide a positive experience with each interaction. We held our quarterly DEAI training with Dr. Mo Taylor, the topic was Implicit Bias (as suggested by the DEAI Committee). Additionally, all staff members were asked to participate in and become certified in "Stop the Bleed" first aid training, CPR and AED training, provided by Mutual Aid EMS. Event Staff were provided RAMP (PA Liquor Control Board) alcohol training. Our Facility Manager provided additional physical safety training at the All Staff meeting in advance of Active Shooter training (with local law enforcement in May, 2023.)

Visitors: Cantilever Conversations started in January, 2023 and are now part of the special exhibition schedules. These drop-in tours are provided on Saturdays at 1pm, offering visitors the opportunity to interact with our dedicated docents in the current exhibition in the cantilever. They have been well received by our visitors and continue to improve The Westmoreland visitor experience.

The Committee for The Westmoreland: The Committee for the Westmoreland has become quite active in planning for summer and fall events and a membership drive under the leadership of the newly elected President, Kitty Hricenek and various Committee chairpersons. The Committee is accepting memorial

THE WESTMORELAND MUSEUM of AMERICAN ART

contributions in honor of Anita Manoli until June 1st to honor the work done for many years by Anita in support of The Westmoreland. This group is a wonderful asset to the The Westmoreland.

COLLECTIONS/EXHIBITION

***Acquisitions:** (see Chief Curator, Jeremiah William McCarthy's report for full list of purchased and donated works added to the Collection in this quarter)*

Isabel Bishop "Gina", oil and egg tempera on Masonite (purchased with funds from Jamison/Lynch trust endowment) (\$17,220)

Charles Atlas, "Mrs. Peanut Visits New York", a video, purchased jointly with the Addison Gallery of American Art

Reinstallations:

The reinstallation of the 20th Century Gallery (being referred to as "Modern and Contemporary" was completed in January, 2023. Those galleries were painted and reinstalled with works from the vault, works on extended loans and visitor favorites.

The McKenna Gallery reinstallation and reinterpretation is underway with the assistance of the Terra Foundation Curatorial Fellow, Danny Volk. The gallery will close on Monday, June 15th and the Collections Team will de-install the works, remove the center walls and, paint and execute the re-installation of that gallery, opening on May 31st. Danny has held several convenings (and more to come) to gather input from our community and partners. This effort is funded via a Terra Foundation grant.

Exhibitions:

Gatecrashers: The Rise of the Self-Taught Artist in America – Closed 2-05-23

Stephen Towns: Declaration and Resistance, 2/18 – 5/14, 2023 at Reynolda House Museum of American Art in Winston-Salem, North Carolina

Action/Abstraction Redefined: Modern Native Art 1945-1975, 2-26 to 5-14-23
Action/Abstraction Redefined is the first major traveling exhibition drawn entirely

THE WESTMORELAND MUSEUM of AMERICAN ART

from the collection of IAIA's Museum of Contemporary Native Arts, the largest and most noteworthy collection of modern and contemporary Native art in the country. The exhibition analyzes modern Native American art from the mid-1940s through the 1970s that was inspired by Abstract Expressionism, Color Field, and Hard-edge painting and created by leading artists, including George Morrison, Fritz Scholder, and T.C. Cannon. We have seen positive response from the public on visiting this exhibition.

Block Party: Community and Celebration in American Art 6/25 to 9/17/23

Block Party: Community and Celebration in American Art, created and organized by our Chief Curator, is the Museum's way of honoring the past and gesturing toward possible futures. Jeremiah's vision for this exhibition includes a focus on the intersection of community and celebration. It includes loans from many important artists and collections from museums including Crystal Bridges, the Addison Museum of Art, and Columbia Museum of Art.

EDUCATION/PROGRAMS

School and Public Programs

We had 28 in-person tours and fieldtrips in the 3Q. The groups included the Excelsa Health Inclusion, Diversity, Equity Action Team, Penn State, New Kensington adult tour, many elementary, middle and high schools in the region and Saturday visitors who joined our cantilever conversations. We had 13 LEAP led (Learning, Engagement and Partnership Team) virtual and in-person programs and classes (6 sold out) in the quarter as well.

Program highlights include the virtual program, *The Thomas Indian School – Narrative Sovereignty and Healing*, led by Hayden Hynes, Museum Manager of the Seneca-Iroquois National Museum, a Sunday Fun Day with storyteller, Perry Ground with *Stories of the People of the Longhouse* and the Vintage Ball in January, 2023.

Partnerships have been an important part of the programming for *Action/Abstraction* and are also being utilized in behind-the-scenes work. As part of our DEAI work, the Museum will host a virtual Cultural Appropriation Workshop on May 29th conducted by Michael Galban (Mono Lake Paiute/Washoe), Historic Site Manager of Ganondagan Seneca Art & Culture Center that is open to Museum staff and volunteers as well as community partners

THE WESTMORELAND MUSEUM of AMERICAN ART

involved in DEAI initiatives. This spring we will also be working with a Hayden Haynes (Onöndowa'ga:', Deer Clan) of the Seneca-Iroquois National Museum who will serve as a Native Interpretive Consultant to advise the Museum on the interpretation of select objects in the permanent collection.

Additionally, the partnership formed with the Seneca-Iroquois National Museum through programming for *Action/Abstraction* led to an invitation to their inaugural Haudenosaunee juried art show on March 25th. Jeremiah and Dr. Erica Nuckles attended the show where they met with Native artists, like Peter B. Jones (Onondaga) whose work is featured in *Action/Abstraction*, as well as K Art Gallery founder and owner, Dave Kimelberg (Seneca). K Art Gallery is a new Native-owned art gallery in Buffalo, NY “with a primary and robust focus on the works of established and emerging Native American, First Nations, and Indigenous contemporary artists.”

MARKETING

Attendance:

We had 4,695 guests visit the Museum during the 3rd Quarter. This is consistent with the prior quarter. When reviewing “admissions-only to the galleries”, attendance increased by 11% over the prior quarter and was flat to the prior year same quarter period. The average general visitor weekly attendance for the quarter of 207 (up from 187 from prior quarter) is equal to 79% of our Pre COVID weekly average.

Media Coverage:

For the Jan-Mar 2023 time period, the Meltwater media coverage platform captured 95 articles with a total potential reach of over 1.1 billion (exact figure of 1,096,173,110). Most significantly is the inclusion of the *Action/Abstraction Redefined* exhibition in the national publication, *Art in America 2023 Guide* publication as a “Must-See Museum Show” whose broad reach is not tracked by Meltwater media platform.

Additional Articles in the Quarter included these highlights:

THE WESTMORELAND MUSEUM of AMERICAN ART

- 03/14/23 – [WMAA: Art on Tap 2.0: Shamrocks & Shenanigans Friday](#) (Latrobe Bulletin)
- 03/07/23: [Out & About: The Westmoreland spotlights young Native American artists](#) (Trib Live)
- 03/02/23: [Here come the brides: 13 ways to navigate Pittsburgh wedding shows](#) (NEXT Pittsburgh)
- 03/01/23: [Native American tradition meets modern art in Westmoreland Museum exhibit](#) (Trib Live)
- 02/26/23: [Out & About: Trivia takes center stage at The Westmoreland’s Art on Tap](#) (Trib Live)
- 02/13/23 – [Tickets going fast for The Westmoreland’s jazz series concerts](#) (Trib Live)
- 02/12/23 – [Westmoreland museum hosts Valentine-themed craft for kids](#) (Trib Live)
- 02/09/23 – [‘Let It All Out’: Westmoreland exhibition brings outsiders in for intimate portraits](#) (Pittsburgh Post Gazette)
- 02/07/23 – [WMAA offering Feb. 12 ‘Sunday Fun Day: I Heart Art!’](#) (Latrobe Bulletin)
- 02/01/23 – [Must-See Museum Shows Opening in February](#) (Art in America)
- 01/29/23 – [Out & About: The Westmoreland’s Vintage Ball is good, old-fashioned fun](#) (Trib Live)
- 01/25/23 – [Artists Invited to Enter ‘Art of the State’ Annual Juried Exhibition](#) (bctv.org)
- 01/24/23 – [WMAA offering Jazz Concert Series](#) (Latrobe Bulletin)
- 01/22/23 – [Out & About: The Westmoreland’s Art on Tap 2.0 showcases local flavors](#) (TribLive)
- 01/17/23 – [Stephen Towns: Declaration & Resistance to open at Reynolda House February 18](#) (Sugarcane Mag)
- 01/10/23 – [Rip Van Winkle painting brings folktale to life](#) (TribLive)
- 01/09/23 – [Museum Previews](#) (Art in America Guide 2023)
- 01/04/23 – [WMAA’s ‘Cantilever Conversations: Gatecrashers’ series to open Jan. 7](#) (Latrobe Bulletin)

Collection and Exhibitions Management

Much activity in the 3Q from the Collection and Exhibitions Management Team, led by Doug Evans. A short summary follows:

THE WESTMORELAND MUSEUM of AMERICAN ART

- Gatecrashers: 65 works disbursed to 30 lenders for the High Museum
 - o 24 works from this exhibition sent to The Netherlands
- Action/Abstraction Redefined: 55 works by 50 artists received and installed
- Simple Pleasures: The Art of Doris Lee – works conditioned, crated and shipped to 65 lenders across the US from its final venue, the Dixon Gallery, following a four venue exhibition.
- Stephen Towns: Declaration and Resistance: 45 works sent to Reynolda House in Winston-Salem for February opening (final venue of three venue exhibition)
- Reinstallation of the 20th Gallery – “Modern and Contemporary Galleries”
- Many loans in and out of The Westmoreland in this period and numerous conservation projects underway.

Advancement

Engagement:

Board members are encouraged to purchase two tickets for themselves to the Artful Evening fundraiser and invite two additional guests to cultivate new friends of The Westmoreland.

Thus far, the event has 12 sponsors, totaling \$80,000 in sponsorships. The revenue goal for the event is \$95,000.

Corporate Outreach:

The Museum received a \$15,000 sponsorship from UPMC to support Free Admissions. A sponsorship request to EQT to support Free Admission is pending.

Government Relations:

The Legislative Breakfast was held on March 24, 2023 with good representation from the Commonwealth and County officials and Board members. The presentation centered on the economic impact of the Museum for the community and the region.

The Museum received DCED Tourism Grants of \$350,000 and \$100,000 in the 3rd Q and the next request for PA funding is underway with our Harrisburg consultant, lobbying for increased funding as part of the current state budget.

THE WESTMORELAND MUSEUM of AMERICAN ART

Foundation Outreach:

Many proposals are underway to support the exhibition planning for 2024, K-12 education staff and programs and programming support for exhibition periods.