



## **Agenda**

Annual General Meeting 2020

Wednesday, March 10, 2021

Via Zoom

From 7080 151A Street, Surrey, BC

1. Welcome and Opening Remarks by President, Mariam Zohra D.
2. Call to Open the 2020 Annual General Meeting
3. Approval of Minutes from the previous year  
(Not applicable. The first AGM of the Society)
4. Directors' Reports  
President's Report: Mariam Zohra D.  
Treasurer's Report: Randeep Purewall
5. Any Other business
6. Adjournment

# AGM Report 2020

## Surrey Muse Arts Society (SMAS)

1. Welcome and Opening Remarks by President, Mariam Zohra D.

The year 2020 was 'eventful' to say the least. These are some of the activities we undertook.

Organized and presented 11 Surrey Muse events- two in real life and nine virtual. The virtual monthly events were presented in the form of a 1.5 hour program video containing submitted works of the featured author, poet, performer, open mic opener, and 2 to 5 open mic presenters. The program video is curated by a host, and it is viewed in a LIVE Launch Party on YouTube with the presenters and audience participating in real life.

Developed our fundraising campaign, hired a Fundraising Coordinator, ran a successful direct-email fundraising campaign in January 2021 reaching our goal of \$1500-\$2000 within two weeks.

Hired a volunteer Social Media Lead to open and manage SMAS Instagram account.

Partnered with Sher Vancouver to strengthen our outreach to LGBTQ+ communities.

Added a Safe Space accessibility icon for Queer communities to our web pages.

Began accessibility protocols for Deaf or hard of hearing participants by adding Closed Captioning (cc) to our videos. We are grateful to author Dorothy Ellen Palmer for encouraging us to begin and implement this process.

Created a new YouTube channel to house Surrey Muse program videos.

Created a new Twitter account for SMAS (the previous Twitter account was lost).

Evolved and increased our video making, editing and presentation capabilities.

Acquired SMAS's first used laptop via donation-in-kind from a board member.

Participated in community discussion on the impact of COVID.

Recruited another member to the board of directors who is working as a Secretary/treasurer and taking care of legal aspects.

## **4. Directors' Reports**

### **President, Mariam Zohra D.**

#### **Pandemic Challenges**

Facing the Pandemic challenges together for nine months brought us closer to our communities. This has resulted in a spike in our viewership and audience, and it has widened our reach in all areas of our programming and presentation.

Surrey Now-Leader published a feature: 'Surrey Muse still 'a beautiful experience' as virtual gatherings continue for third month', by Tom Zillich.

<https://www.cloverdalereporter.com/home/surrey-muse-still-a-beautiful-experience-as-virtualgatherings-continue-for-third-month/>

Surrey Muse co-founder and coordinator was recognized by the City of Surrey with an Arts and Heritage Literary Arts Award. This has honored and rewarded us as a Surrey-based arts community.

<https://surreymuse.wordpress.com/2020/12/12/city-of-surrey-recognizes-surrey-muse-coordinator-cofounder-for-excellence-in-literary-arts/>

We also made our first hiring for a Fundraising Coordinator. An artist and a resident of Surrey who also volunteers as our Social Media Lead at Instagram:

<https://surreymuse.wordpress.com/2020/12/09/follow-surrey-muse-on-instagram-with-vila-skyspeaks/>

We had the most empowering experience when we began our fundraising campaign in January 2021. It was just after the holidays, yet within two weeks our goal of raising \$1500-\$2000 was met by our featured artists.

<https://surreymuse.wordpress.com/2021/01/30/a-surrey-muse-featured-artist-you-are-amazing/>

View the funding/fundraising credit pages:

<https://surreymusecore.wordpress.com/support/>

#### **Observations**

In the beginning of 2020, we had presented the two monthly events of our regular Surrey Muse series, and we were gearing up in March to do the rest of the nine Surrey Muse events, the two projected Surrey Muse At Large (SMAL) reading series, Surrey Muse Writers drop-in events, and to put together a marketing/fundraising team. Right then, the COVID-19 lockdown came into effect. That catapulted our projected plans, and we had to engage in emergency processes regarding the continued presentation of Surrey Muse- that had published its 6-month January-June 2020 program where it was committed to providing a presentation stage to over 24 featured artists, not to mention our regular supporters and participants.

<https://surreymuse.wordpress.com/2020/01/09/surrey-muse-program-january-june-2020/>

In a hurry, we embarked upon organizing a virtual gathering, and since then, we have had the remaining nine gatherings as virtual events. This has meant experiencing a learning curve as organizers, along with our featured guests who were also confronted with sudden changes in the ways they were expected to present their work. We experienced loss, gain, elation, panic, continuity, and togetherness- all this in a virtual, online, visual, textual, artistic and literary environment.

Going through this experience brought us closer together not just among organizers but also with our featured writers, poets, performers/artists, and with the online participants and audiences.

#### 4. Directors' Reports

##### Treasurer's Report: Randeep Purewall

#### Numbers

January – December 2020

Total	5528
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<b>Audience members/participants</b>	<b>1373</b>
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IRL event: 18-60 participants, average 25 per event. 25/2	50
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Online participants, LIVE Watch Party, average 12-20. 12/9	108
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Video screenings, 9 videos, YouTube, average 50/10	1215
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<b>Social Media LIKERS, Followers &amp; Subscribers</b>	<b>4155</b>
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Surrey Muse web page	589 Followers
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Surrey Muse Facebook page	512 Likes
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554 Followers
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Surrey Muse At Large (SMAL) Facebook page	102 Likes
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104 Followers
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Surrey Muse Writers (SMW) Facebook page	127 Likes
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130 Followers
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Women Who Named the Unnamed Facebook page	508 Likes
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514 Followers
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Surrey Muse Arts Society (SMAS) Facebook Group	278 Members
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Twitter (indirect account @RafiqueFauzia)	408 Followers
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SMAS new Twitter account (@SurreyMuse)	41 Followers
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YouTube Surrey Muse channel	72 Subscribers
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YouTube Indirect channel (Mariam Zohra D.)	108 Subscribers
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Instagram	108 Followers
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## Financial Statement 2020

### EXPENSES

Artist fees	\$1770
Software rental	\$360
Video editing	\$450
Marketing/promotion	\$275
 TOTAL CASH EXPENSES	 \$2855
Volunteer Hours	1609
TOTAL IN-KIND EXPENSES	\$19308
<b>TOTAL EXPENSES</b>	<b>\$22163</b>

### REVENUES

Event donations	\$60
City of Surrey Cultural Grant	\$2000
 Private donations	 \$406
Member contributions	\$300
TOTAL CASH REVENUE	\$2766
Volunteer Time	1609 hours
TOTAL IN-KIND REVENUE	\$19308
<b>TOTAL REVENUE</b>	<b>\$22074</b>
SURPLUS/DEFICIT	-\$89