



## Guest Speaker Series: Session 4 “Mo Money, No Problems”

Thursday April 5, 2012 12:30 p.m. - 2:30 p.m.

Centennial College Progress Campus, Room B1-15.

941 Progress Avenue, Toronto. Free admission.

### Agenda

- 12:30 - 12:40
  - Welcome and Introduction of Speakers
- 12:40 - 1:10
  - **Anne Frost**, Revenue Development at the Bruce County Museum and Cultural Centre; Lecturer for Arts Management program at UTSC
- 1:10 - 1:40
  - **Norah O'Donnell**, Volunteer Co-ordinator & Gift Shop Operations at the RMG
- 1:40 - 1:50
  - Break
- 1:50 - 2:10
  - **Jill Buttenham** and **Jessica Chase**, presenting on 'The Art Fund' - a national fundraising charity in the UK, which helps museums and galleries purchase important pieces by mobilizing art lovers and collecting donations (largely through online initiatives)
- 2:10 - 2:30
  - Q&A and snacks!

The Series will conclude with Session 5. Details to follow.

### Anne Frost

“Revenue Development at the Bruce County Museum and Cultural Centre”

Anne will share a series of best practices, tips and tricks about how best to invest your time as a cultural manager to generate revenue from entrepreneurship and government and foundation grants.

T. Anne Frost began work in the arts at Keyano Theatre, Fort McMurray, Alberta; moving to Toronto in the 1980s and working for the Toronto Theatre Alliance's Dora Mavor Moore Awards and Jeunesses musicales/Youth and Music Canada. After her MA in Arts Policy and Management from the City University, London, Anne worked in management roles at Harbourfront's Festival of Authors; Theatre Direct Canada; and Mixed Company Theatre. In 2002 Anne moved to Owen Sound to develop revenue streams at the Tom Thomson Art Gallery with Stuart Reid, Curator/Director. After an illness in 2006 she was retained by the Bruce County Museum & Cultural Centre, again for revenue development.

Anne taught in Humber College's post-graduate Arts Administration – Cultural Management program from 2000 until 2009, and since 2003 taught undergraduates in the Arts Management program at University of Toronto, Scarborough. Anne co-ordinated the Humber program in 2008-9, and is Interim Program Supervisor for the U of T S program, 2010-11. In 2011-2012, she took on the role of part-time lecturer at Centennial College in the Culture and Heritage Site Management post-graduate program.

## **Norah O'Donnell**

### **“The RMG: Modern+Beyond Spaces and Events”**

Norah will discuss how The Robert McLaughlin Gallery (RMG) successfully transforms their unique gallery spaces to create their own dynamic events. On the first Friday of every month, RMG Friday takes over the gallery as it buzzes with live musical performances, interactive art experiences, open gallery spaces and social mingling. She will then review how the RMG is working on maximizing their rental potential for corporate events, private functions, parties, intimate weddings and other special functions.

Norah O'Donnell wears a few (but fun) hats while employed at the Robert McLaughlin Gallery (RMG). As the Volunteer Co-ordinator she acts as the liaison between volunteers and staff, while developing a formalized volunteer program. As the head of Gift Shop Operations, she manages all scheduling, purchasing and merchandising. But the position closest to Norah's heart is co-ordinating RMG Fridays, a music-social event on the first Friday of every month. Since its creation in February 2011, RMG Fridays has taken the Durham region by storm by hosting a free - all ages night with 2 bands, an art experience, cash bar and ideally a community partnership.

Norah holds a Specialized Honours B.A. in History and Visual Arts from the University of Western Ontario and Museum Management and Curatorship post-graduate diploma from Fleming College.