# COA Canadian Dance Assembly L'Assemblée canadienne de la danse



# **Annual General Meeting Kit**

Friday, September 17, 2021
10:00am-12noon PT | 1:00-3:00pm ET
2:00-4:00pm AT
via Zoom

# **Table of Contents**

Land Acknowledgement	3
Agenda	4
2020 AGM Minutes	5
President's Report	10
Staff Report	11
Audited Financial Statements	12
Treasurer's Report	13
Nominating Committee Report	15
Mission and Mandate	17
Communications Stats	18
National Council and Staff 2020-2021	19

## **Land Acknowledgement**

We, the Canadian Dance Assembly, as a National Arts Service Organization, recognize our responsibility in reconciliation. This sacred land has been the site of dance for more than 15,000 years. We give thanks to the caretakers of this territory: the Wendat, the Haudenosaunee Confederacy (The People of the Longhouse), and the Anishnaabe nations, including the Mississaugas of the Credit River. We give thanks to the nations recorded and unrecorded, acknowledged and unacknowledged, who also share the responsibility of caring for this territory. We honour the Dish With One Spoon treaty and our responsibility to peaceably share and care for the resources around the Great Lakes.

Today, the Meeting Place of Toronto (Tkaronto) is still the home to many First Nations, Inuit, & Metis people from across Turtle Island.

We are grateful for the teachings of Indigenous peoples, colleagues, Elders, and peers, sharing traditional and contemporary Indigenous knowledge.

For the ability to dance and celebrate on this land.

For creative freedom.

We are committed to elevating Indigenous voices and actively seeking knowledge to deepen our understanding. We believe in sharing resources so that we can collectively honour and uphold treaty responsibilities, and practice on the land that we call Canada today. We are committed to working together to build a better relationship with each other and with the land.

# **Agenda**

- 1. Welcome
- 2. Adoption of Agenda
- 3. Adoption of 2020 AGM Minutes
- 4. President's Report
- 5. Staff Report
- 6. Financial Statement 2021 Presentation
- 7. Elect Auditor for next year
- 8. Nomination Report
- 9. Other Business
- 10. Open Forum

## 2020 AGM Minutes

#### Sept 17, 2020 - Online on Zoom

- Oriana welcomes the group, shares some zoom tips. Informs participants about the closed captioning in English and introduces ASL interpreters David and Yonah. Participants can pin their video and they will be spotlighted. Requests everyone to rename as NV (non voting) or V (voting) member at the beginning of the name to keep track of the motions.
- Aviva greets everyone and introduces Ashley Bomberry, who is a writer, director, producer and administrator, and the Administrative Director for CADA-East. Ashley has been working with CDA as an advisor for a number of years. Aviva welcomes Ashley to open AGM 2020.

#### 1. Welcome

Ashley Bomberry welcomes everyone to this year's AGM.

- Ashley opens by reminding us that people have lived, gathered and created on the land for many years. She thanks the traditional caretakers of this land: the Wendat, the Haudenosaunee, the Anishnaabe nations, including the Mississaugas of the Credit River.
- She then offers a call to action: What are the ways we can be actionable in our daily lives, families and communities? The land acknowledgment is a beautiful thing to say but what are action items that people can walk away with? As Canadians and people in positions of power: What are the ways you can be actionable?
- Aviva thanks Ashley and acknowledges that everyone is joining the zoom meeting from different lands, welcomes participants to type into chat and say where they are located.
- Aviva then officially opens the Annual General Meeting of Members for CDA.
- There are 20+ voting members present (including one proxy). Quorum for a valid meeting of the members is 8. The meeting notice was distributed to all registered members within the required notice period, and therefore constitutes a valid Meeting of the Members.
- Aviva introduces speakers for today's AGM, additional National Council members present and staff. Then turns it over to Fannie.

## 2. Fannie begins by presenting the AGENDA. Gives members a moment to review the agenda.

- Asks if there are any questions or any amendments.
- None come forward.

Motion to accept the Agenda for the 2020 Annual General Meeting. Moved by David Warburton, seconded by Taisa Petruk. All in favour, motion carried.

## 3. Fannie gives members a few moments to review the 2019 MINUTES.

- Asks if there are any questions or any amendments.
- None come forward.

Motion to approve the minutes of the 2019 AGM minutes. Moved by Barry Hughson, seconded by Michèle Moss. All in favour, motion carried.

## 4. President's Report

Fannie presents the President's report highlighting important elements.

• Fannie thanks outgoing Executive Director, Kate Cornell, appreciates the amazing job she did.

- Fannie acknowledged the work to be done around the #BLM #METOO movements and other social subjects, communicating with CDA members that the organization is aware and is trying to act on them in a responsible and respective manner.
- CDA has also had the chance to speak with members who shared their wisdom with us and encouraged us to do better. We have heard the call, and know there is a lot of work to be done and although we may make mistakes we know that we must do better.
- Recognises the shifts in workload and thanks staff at CDA, and fellow National Council.
- CDA is a strong organization and the work done is very important in Canada's ecology.
- Invites any comments/questions from membership. No comments or questions come forward.

#### 5. Staff Report

Aviva presents the staff report, highlighting important elements. Mentions eliminating the deficit, year of growth and reflection, thanks to Kate's work, staff and committee members, volunteers, membership for support.

- New opportunities and challenges lay ahead but CDA will work together with our partners and members to help support the community.
- Some photos are shared on screen relating to programming (also found in AGM kit).
- Programming focus this past year has been on the National Conference, in partnership with CAPACOA. Also hosted some in-person gatherings in Toronto and moved to online meetings later in the year in order to connect.
- Advocacy work this past year consisted of federal elections and getting people to vote along with Pandemic related advocacy.
- Come together with Arts Service Organizations (ASO's) and have been part of the COVID-19 ASO
  Response group. Meets on a weekly basis to navigate pandemic to support our members.
- Have been working with Global Public Affairs, (Sean, Tara and Andrea who will present later
  on), as well as consultant and advisor Lucy White.
- Finance focus has been on eliminating the deficit while maintaining the programming standards. Reporting a surplus for 6 consecutive years.
- Acknowledges and thanks our funders for the year: Canada Council for the Arts, Ontario Arts Council, Toronto Arts Council, Canadian Heritage, Metcalf Foundation.
- Invites any comments/questions from the membership. No comments or questions.

#### 6. Audit

David Clarke from Hogg Shain and Scheck presents the AUDITED FINANCIAL STATEMENTS including the Statement of Operations and the Statement of Financial Position.

- The Statement Of Operations highlights the revenues, and the grants are up 35% or \$60,000 over last year. The main reason for that is a \$40,000 grant from a project grant from the Canada Council for digital media assessment.
- The donations and funds raised up to \$19,000 and the main reason for that was support from the Metcalf Foundation for the Six Nations retreat that Aviva referred to earlier.

- So overall, the revenues up from \$229,000 to \$316,000 this year. One of the main reasons for that was consultants of \$40,000 related to the digital media assessment as well as the Foundation funds towards the retreat.
- The membership services expenses are up this year due to the retreat. Additionally, this is the year CDA had the national conference and every other year there is a national conference when the spike is seen.
- Overall CDA was successful in reducing the deficit from \$10,000 to \$1,000 this year which is a good result again this year.
- The statement of financial position shows the position of the organization at the year-end. The cash is down about \$10,000 from last year which goes hand-in-hand with the deferred revenue.
- In terms of the current liabilities, deferred revenues are down \$24,000 from last year.
- CDA has got sufficient current assets to meet with current liabilities and is about out of the deficit and overall in good financial position.
- David invites any comments/questions from members

## (Q1) What is in salaries and fees under operations, expenses?

(A) In this last fiscal year CDA had received a compass grant through the Ontario Arts Council and it spanned over two years so we see part of that expense in this year.

# (Q2) CDA has a small deficit still, but do we foresee cash flow issues for the coming year? or are we okay on that front?

(A) CDA has a \$15,000 line of credit if we need to use that towards year-end.

As our financial position improves, that cash flow situation has greatly improved and right now we have not had to dip into that line of credit.

Aviva thanks David and requests the motion for approval of the 2019-2020 audited financial statements. Fannie Bellefeuille approves, Etienne Lavigne seconds. All in favour, motion carried.

#### 7. Treasurer's Report

Susan presents a few additional items from the Treasurer's report, highlighting important elements.

- 72% of revenue is from grants through Ontario Arts Council, Canada Council for the Arts, and operating from the Toronto Arts Council.
- Membership revenues increased by 8%
- CDA met its targets for donations.
- The expense includes the Operational costs and staff as a major expense.
- The increase in membership this year relates largely to the national conference and also to the Six Nations Retreat.
- Thanks Aviva for handling the finances, to Dance Umbrella Ontario and the auditors

Susan invites questions or comments.

**Comment:** A comment from a member - appreciated CDA about paying their staff well and keeping up with the large mandate that they have across the country with the small number of resources they have. Having 72% of CDA's income sources from grants, should not be seen as a negative thing. Additionally, she suggests to not look at Membership as a probable source of income considering the current scenario that we are facing a global pandemic and inclusion matters the most at this point.

Motion to approve that the membership gives the National Council authority to appoint prospective auditors, including current auditors Hogg, Shain, and Scheck, for the upcoming year –Susan Chalmers Gauvin to approve, Kim-Sanh Châu to second. All in favour, motion carried.

## 8. Nominating Report

- Fannie and Aviva present the Nominating report including any members at large that are up for election by the membership. On behalf of the National Council and everyone at the CDA,
   Fannie thanks outgoing Directors, Ann Kipling Brown, Peggy Reddin, Vivine Scarlett, and
   Brandy Leary for their work, their guidance, time, and commitment to the national dance sector.
- Aviva mentions that an online election process for the Research and Writing, Training and Education Standing Council was conducted and current Member at Large Michèle Moss has been elected into that position. She is congratulated on this Chair position.
- Cliff Le Jeune, David Warburton, Susan Chalmers-Gauvin, Michelle Olson, Rachel da Silva Gorman and Spirit Synott are all returning members.
- An open call for nominations has taken place. To date no nominations, or self-nominations were received.
- There are currently three vacant positions as Member at Large. The nominating committee is putting forward two new national council members for nomination, Tatum Wildeman and Harmanie Rose.
- Aviva reads their bio and then opens up to any further elections or nominations.
- Fannie invites any further nominations from the floor.

No additional nominations come forward, Fannie requests someone to move the acceptance of the Nominating report and the election of the 2020-2021 National Council Barry Hughson to approve, Ashley Bomberry to second. All in favour, motion carried.

- **9. Other Business –** Global Public Affairs presentation (Tara Mazurk Sean Casey, Andrea Beltran) Aviva welcomes Sean, Tara and Andrea
  - Sean summarizes the active Covid-19 support programs.
  - The Canada Emergency Wage Subsidy program will continue until the end of the calendar year.
  - CDA was very successful in its advocacy efforts to ensure that revenues up to \$1000 were included in the CERB modifications.
  - The government is aiming to get more people eligible for employment insurance. The ones
    who do not qualify for EI may qualify for a new benefit called the Canada recovery benefit
    (CRB).
  - Canada Recovery Sickness Benefit: This is for those who don't have sick days or sick benefits. This benefit will cover people up to two weeks at \$500 a week.
  - All of these above-mentioned benefits, with the exception of the wage subsidy, are not in place yet.
  - All these previous measures need to be passed by the government. The liberals just prior to the end of the summer prorogued parliament as they shut down everything. They return on the 23rd of September with a new Speech from the Throne.

- Sean and Tara highlight some priorities of the government and the Fall economic statement as the governments moves towards a 2021 budget.
- The priority is a strong focus on economic growth and recovery including support for small businesses, skilled training, immigration return to attract talent, and building Canada's competitiveness through strategic industries. There is a focus on green recovery, green infrastructure retrofit, zero admissions, strengthening of connectivity, and more infrastructure investments on the digital front.
- Minister Guilbeault has been conducting town halls and CDA was one of 15 organizations invited to give input.
- Significant funding expected towards progress for reconciliation with Indigenous partners and continuing to work to address systemic racism in Canada.

**Andrea Beltran** mentions the activities CDA has undertaken and highlights a few items and outcomes from these activities. CDA has been sending briefs and recommendations regularly to provide an update on measures and emergency programs.

- In May and July, CDA conducted two surveys that were aiming to collect information about CDA
  members' access to existing federal support such as CEWS, CERB, and how they do support or
  do not support long-term recovery.
- CDA has been advocating for the extension of CERB to support independent artists.
- CDA has also had the opportunity to have one-on-one meetings with Irene Cheung, Policy
  Advisor to the Minister of the Canadian Heritage in order to provide feedback on emergency
  support.
- Recently, CDA submitted to the Finance Committee 2021 pre-budget consultation and this
  year's topic was 'measures the federal government could take to restart the Canadian economy
  as it recovers from covid-19'.
- Tara provides an overview of the proposals and asks that CDA has presented to the
  government. A summary of the recommendations that went into the federal pre-budget 20-21
  submission and also the written submission to the minister's office includes the wage subsidy
  program should be extended for as long as the government-mandated public health
  restrictions are in place.
- CDA continues to advocate with Heritage, Finance, CRA that the government continues to support workers during the recovery phase through 2021 with a view to transition to the guaranteed basic income or guaranteed national income in arts, culture, and beyond. The minister of Canadian Heritage was open to a number of different suggestions.
- There were more asks related to infrastructure support to the Canada cultural plan, investing in marketing support, for example, digital initiatives, ticket subsidies, and other training initiatives.
- CDA will continue to move forward on these recommendations throughout the Minister's recovery framework process and through the budget 20-21 process.
- No comments or questions asked. Aviva thanks everyone, Fannie thanks staff, Council members, and everyone.

Motion to close the AGM 2020 by David Warburton seconded by Etienne Lavigne.

## **President's Report**

The Canadian Dance Assembly has experienced a year of transition that some might call quiet or ordinary, but it was anything but. Behind the scenes, change was happening, fueled by the people, learning and knowledge gained since the founding of the CDA.

Our new Executive Director, Karla Etienne, was given the mandate to take us into the next phase of the decolonization of dance in Canada. We are aware that we have placed an enormous responsibility on her shoulders and on the team, but we are confident that Karla is the right person to do the job. On behalf of the Board of Directors, I would like to welcome her once again and reiterate our unwavering support. I would also like to take this opportunity to thank each and every person, Aviva, Mayumi, Oriana, Pamela and Ashley who has worked at CDA this year - what a job you have done! Thank you so much.

This past year has been one of change, adjustment, and questioning. We at CDA have tried, as best we can, to do so in a respectful and caring way. We hope that these actions represent you, our members, and that they are in line with your values.

I encourage you to continue the discussion and act with us throughout the year so that our strength can move mountains.

Fannie Bellefeuille President, Canadian Dance Assembly

## **Staff Report**

To say that the April 2020 - March 2021 year has been an unprecedented time for us all, would be an understatement. The nature of CDA's work continued to evolve to meet the changing needs of the dance community as the pandemic impacts continued. We strove to provide relevant and supportive programming while strongly advocating for dance. Our connections in the community and with partners and changemakers was key. At the same time, we pushed ourselves internally to not only reflect on where we may be falling short, but to really change and to risk new ways of working and serving our community, while seeing through a leadership succession.

## **Programming & Outreach**

We began this year in the early days of the COVID-19 pandemic. In order to address the urgent need to connect and support timely information sharing, we developed a series of 6 Townhall events March through June 2020 (3 targeted to Individuals, 3 to Organizations). With guest speakers and experts including Global Public Affairs, Blessyl Buan, David Hope (The AFC), Don Parman (ActSafe BC), Jessa Agilo (I Lost My Gig), Steve Beatty (FrontRow Insurance), Jasmine Spei, Susan Chalmers-Gauvin (Atlantic Ballet), Claire French (The Dance Centre), and Caroline Lussier (Canada Council), these well-attended events addressed government supports, safety, mental well-being, online communication, and re-opening for the dance community.

We continued with partnered online events to reach multiple communities: CAPACOA in June (one on Managing Mental Health, one on Digital Intellectual Property), DTRC in August (Financial Wellness), and the Ontario Arts Council in Sept (dance grants). We partnered with ArtsBoost, a program for marketing and communications skill development, and with CoLabEnDirect with Atlantic Ballet Atlantique, a digital collaboration tool for choreography. We also supported an Artist Caregiver working group who were researching and sharing stories lived experiences of caregivers in dance.

We offered our first ever pay-what-you-can membership fees to remove financial barriers for new and returning members, and extended a 6-month grace period on renewing to accommodate the widespread uncertainty of this time. We continued to support members with 0-1 visa letters, Letters of Reciprocity for international work.

#### **Advocacy**

Advocacy took a new shape this year as the pandemic hit and we addressed government supports, lost work, and uncertainty for our members. CDA participated regularly in weekly Arts Service Organization meetings to share information and stay abreast of changes to communicate with members. We engaged Global Public Affairs for consultation on federal advocacy, and we were part of large-scale advocacy meetings and joint letters across arts which supported changes to the first federal CERB Emergency Benefit programs to include more contract and gig workers to be eligible for these supports.

CDA also conducted members' surveys to support our advocacy and identify the needs and gaps in the benefits programs for dance organizations and individuals. One survey was completed in May and another in July, carefully tracking the emergent pandemic environment. CDA also participated in Canadian Heritage CHRC Recovery Roundtables, a cross-section of arts and culture stakeholders.

#### **Operations & Administration**

We had fortuitously moved much of our operations to cloud-based files in the previous fiscal year, and therefore were able to move fairly seamlessly to remote working. We also moved our database (sumac) to the cloud, and have been working remotely since March 2020 to the present.

The National Council and staff also fostered succession planning. Kate Cornell completed her time as Executive Director in April 2020 and Aviva Fleising took on the role in an interim capacity until March

2021. The Hiring Committee worked with BIPOC Executive Search in fall 2020 and through a series of consultations, successfully hired Karla Etienne as Executive Director end March 2021. We thank the Hiring Committee for their care in stewarding this transition. We additionally reconfigured our staffing with the new Communications and Outreach Manager role with Mayumi Lashbrook beginning October 2020, to better address our growing need for digital communications. We continued our own team development with training including Anti-Oppression 101 (November 2020) with Rania El-Mugamar.

The Finance Committee has worked hard this year and we thank them for their support and expertise. We successfully eliminated the deficit this year, and moved our bookkeeping to Young Associates, furthering our mandate to easeful digital and remote work. Our office space on Parliament Street, Toronto, was closed and we worked with the Dance Umbrella of Ontario who we sublet from, to move our supplies into storage at their new space on Jarvis Street for interim storage.

To conclude, we moved in new directions this year; some are already bearing fruit, and some that are taking root and will need time to unfold. We will be embarking on a strategic planning process in 2021-2022 that will further culminate and propel our work forward. All of our activity strives to align our values with our actions and boldly advocate for and with dance communities. We are grateful always for our dedicated council, volunteers, committees, members, and partners, for the time and effort they commit, and for helping us learn and grow through collective knowledge.

## **Audited Financial Statements**

See separate document.

## **Treasurer's Report**

Overall results for the year are:

Revenues of \$331,107 Expenses of \$247,728 Operating surplus of \$81,379 Accumulated surplus at end of year \$80,318

## **Revenue Analysis**

**Grants** - Grants continue to represent the largest contributor at 63%.

**Canada Council for the Arts (CCA)** – The organization is on multi-year funding at the Canada Council, in this third installment we received \$115,000. CDA received some Digital funds in this year and also received some small project funding towards managing and maintaining the Dance Map.

Ontario Arts Council (OAC) - CDA is on multi-year funding with the OAC to \$24,241.

**Toronto Arts Council** – We are now in receipt of operating funding with Toronto Arts Council in the amount of \$15,000.

**Covid-19 Government assistance**. CDA received a revenue of \$10,000 from the CEBA loan relief and salaries and renting subsidies for a total of \$66,637.

**Membership** – Membership revenues decreased by 25% in this pandemic year as we also offered a membership relief to our members.

**Fundraising** – CDA's donations and sponsorship dropped to \$3901 due to the pandemic and also because our sponsorship is usually linked to your biannual conference.

**Other Earned Revenues –** This represents funds related to the Colab en Direct project in partnership with Atlantic Ballet

**Expense Analysis** 

**Operations and Staff** remain the largest expense items. CDA is continuously looking at ways of re-imagining staff structure in order to increase operations and support. In this year CDA prioritized improving our online systems in alignment with our digital strategy

plan including email, database and server functionality to make working remotely more feasible for staff. We have worked towards decentralizing the physical work place so that we can employ staff across the country.

**Membership Services** Membership services expense was related mainly to Covid-19 meetings. Other expenses relate to community meetings and advocacy services.

**Communications and profile** This amount includes design, translation, social media content, advertising as well as other general communications expenses (telephone, printing, postage etc.). We made an additional effort on quality translation for all communications. It also includes work related to the ongoing management and maintenance of the Dance Map.

**Cash flow** has not been an issue this year as operating funds have increased and we have eliminated the deficit. CDA does have a \$15,000 line of credit.

Staff and finance committee continued to work diligently in order to monitor the financial health of the organization. The Finance Committee continues to meet regularly to review cash flow and forecast updates. Corrective actions are identified and implemented if objectives are not being met. The surplus gained this year will be allocated to secure the coming post-pandemic years of uncertainty.

I would like to thank my colleagues on the 2020-2021 Finance Committee: Fannie Bellefeuille and Aviva Fleising. Also I thank Young Associates for their bookkeeping services and auditors Hogg, Shain, & Scheck for their services.

Respectfully Submitted,

Susan Chalmers-Gauvin, Treasurer

## **Nominating Committee Report**

National Council would like to thank outgoing Directors Barry Hughson and Cliff Le Jeune. Barry has served as the Chair of the Ballet Companies Standing Council, as Vice-President of the Executive Committee, and as a strong advocate for dance in Toronto and across our connected communities during his six year term. Cliff has been a powerful advocate for dance in Nova Scotia, and a leader on our team as a Member at Large. We appreciate each of their deep commitments toward our dance community, and thank them for their guidance and support.

The Canadian Dance Assembly proposes the following National Council slate for 2021-2022:

## **Standing Council Positions**

- 1) Kim-Sanh Châu (QC) Chair of Service and Support (term until 2022)
- 2) Michèle Moss (AB) Chair of Research & Writing/Training & Education (term until 2023)
- 3) Spirit Synott (ON) Co-Chair of Freelancers/Consultants (term until 2023)
- 4) Rachel da Silveira Gorman (ON) Co-Chair of Freelancers/Consultants (until 2023)
- 5) Chair of Dance Companies Fannie Bellefeuille (QC) running for re-election (2021 2023)
- 6) Chair of Ballet Companies Council David Warburton (MB) running for election (2021 2024)
- 7) vacant Chair of Independent Artists Council
- 8) vacant Chair of Dance Presenters Council

#### **Members at Large**

- 1) Colette "Coco" Murray (ON) (3-year term until 2024)
- 2) Harmanie Rose (BC) (annual)
- 3) Michelle Olson (BC) (2-year term until 2023)
- 4) Susan Chalmers-Gauvin (NB) (2-year term until 2023)
- 5) Tatum Wildeman (SK) (annual)
- 6) \*Liliona Quarmyne (NS) (annual)
- 7) vacant

## **Composition of the National Council and Terms**

The National Council of the Canadian Dance Assembly consists of between 3 and 17 members. One Director representative of each of the Standing Councils in existence, and not to exceed ten (10) representatives, who are elected by the membership of his or her respective Standing Council. Additionally, a maximum of up to seven (7) Members at Large

<sup>\*</sup>Pending election by the members at the 2021 AGM. If no additional nominations are received (either self-nomination or a third party nomination), National Council presents the above slate for appointment.

are elected by the membership at the AGM. Each Director must be a member of CDA or an individual of a member organization.

The terms for the Chairs of Standing Councils are three years, unless a Council has to fill a position that has been vacated during that term's cycle. The Members at Large serve for terms of one to three years. The maximum term of service for a National Council member is six consecutive years.

## Officers of the National Council

The Officers of the National Council are appointed by the National Council following the Annual General Meeting. An announcement of the new Executive Slate will be circulated to members after their appointment.

Respectfully Submitted,

Nominating Committee, Canadian Dance Assembly

## **Mission and Mandate**

## **Mission**

The Canadian Dance Assembly exists to facilitate the dynamic exchange of information relevant to Canadian professional dance of all forms and aesthetics. It strives to cultivate a strong national voice for Canadian professional dance and to support the development of resources for this field of artistic expression. It is the members of the Canadian Dance Assembly, through their activities, experience and participation, who provide the dynamism and synergy that make the organization vital in the Canadian arts community.

## **Mandate**

The Canadian Dance Assembly (CDA) is the voice of the professional dance sector in Canada which advocates for a healthy, sustainable environment in which professional dance practice can grow and thrive.

CDA is a reputable source of information on the current state of dance in Canada and provides representation to policy makers and the public.

CDA enables its national membership of dance professionals and organizations to connect with their peers through regular communications, conferences, forums and workshops, and facilitates opportunities for networking, dialogue and exchange relevant to the Canadian dance sector.

## **Communications Stats**

## **Ebulletin**

We were successful in sending 33 newsletter notifying of pertinent advocacy issues, changes in CDA such as Karla's onboarding, CDA programming invitations and circulating job opportunities. Of our audience of over 1800 subscribers, we saw an average of 32.4% open rate and 4.6% click rate.

## **Branding**

We have visually shifted our image to more accurately reflect the vision of CDA. This is represented in our website, social media, newsletters, and distributed visuals. This fresh perspective supports our accessibility providing a more stimulating and contemporary feel.

## **Social Media**

This year we focused on Instagram as our target audience tends to be most active on that platform. However we have see increases in activity on all three of our social media platforms:

	Nov 2020	Aug 2021
Instagram	1064 followers	1431 followers
Twitter	2540 followers	2646 followers
Facebook	1845 followers	1921 followers

We have become a resource for #dancecalls as we have been circulating applications and job opportunities from across the country. This has positioned CDA as a hub for connection, supporting our ultimate goal of a thriving dance ecology.

## **National Council and Staff 2020-2021**

## **National Council**

## **Executive Council**

# Fannie Bellefeuille – President Dance Companies Standing Council Chair | Finance Committee

Executive Director, RUBBERBANDance Montréal, Québec

# Barry Hughson - Vice President Ballet Companies Standing Council Chair

Executive Director, The National Ballet of Canada Toronto, Ontario

## Susan Chalmers-Gauvin - Treasurer | Finance Committee

Chief Executive Officer, Atlantic Ballet Atlantique Canada Moncton, New Brunswick

## **David Warburton - Secretary**

Company Managing Director, Royal Winnipeg Ballet Winnipeg, Manitoba

## **Elected Standing Council Chairs**

## Kim Sahn-Châu – Service and Support Standing Council Chair

Artistic and General Co-Director, Studio 303 Montréal, Québec

## Michèle Moss - Research & Writing/Training and Education Standing Council Chair

Associate Professor, Dance, University of Calgary Calgary, Alberta

## Spirit Synott - Co-Chair of Freelancers and Consultants Standing Council

Actor, Dancer, Performer Toronto, Ontario

## Rachel da Silviera Gorman - Co-Chair of Freelancers and Consultants Standing Council

Associate Professor and Graduate Program Director Toronto, Ontario

## **Members at Large**

## **Cliff Le Jeune**

Executive Director, Dance Nova Scotia Halifax, Nova Scotia

#### **Michelle Olson**

Artistic Director, Raven Spirit Dance Vancouver, British Columbia

#### Tatum Wildeman

Artistic Director/Choreographer/Dancer, The Saskatchewan Dance Project Saskatoon, Saskatchewan

#### **Harmanie Rose**

Associate Artist/Teaching Assistant All Bodies Dance Vancouver, British Columbia

## **Collette "Coco" Murray**

Artistic Director, Coco Collective Toronto, Ontario

Nominating Committee: Michelle Olson, Michèle Moss, David Warburton, Susan

Chalmers-Gauvin, Fannie Bellefeuille, Karla Etienne, Oriana Pagnotta

Hiring Committee: David Warburton, Fannie Bellefeuille, Kim-Sanh Châu, Barry Hughson,

**BIPOC Executive Search** 

## Staff 2020-2021

**Karla Etienne** – Executive Director (since March 2021)

**Aviva Fleising -** outgoing Interim Executive Director + Finance Committee (until March 2021)

**Oriana Pagnotta** – Director of Membership & Engagement

Mayumi Lashbrook - Communications & Outreach Manager

Pamela Tzeng - Regional Advisor, Alberta

**Ashley Bomberry** - Advisor (until March 2021)

Michele Decottignies - Advisor (until March 2021)

Juliana Feng (Communications until March 2021) Revan Zurub (Accounting until July

2020) - Dance Umbrella of Ontario

Young Associates - Bookkeeping

**Global Public Affairs** - Government Relations Consultants