



GPAG STRATEGIC PLAN 2024-2026

1. MORE COMMUNITY ENGAGEMENT

MORE EVENTS. Host more public events to boost membership, volunteerism, donations, network contacts, sponsors, sales and support of our mandate.

MORE WELCOMING. Increase visitor satisfaction with the Gallery by creating an experience where passing pedestrians are enticed to enter and stay.

MORE ART. Expand exhibition offerings and relationships with artists by creatively adapting the building to display more art.

MORE PARTNERSHIPS. Reach out to partner organizations to plan & support more projects that build upon mutual goals & interests.

2. IMPROVE ADMINISTRATIVE EFFICIENCY

CREATE A BOARD GOVERNANCE GUIDE. Use a single common reference document to define the Board's clear classification & expectations as a working board, including visions, values, mandate, roles & job descriptions, policy, by-laws, curatorial mandate, and an annual calendar of tasks.

ADOPT DIGITAL ADMINISTRATION. Use digital tools to help administer an expansion of Gift Shop inventory, improve communication, and organize & assign tasks to Directors & staff, while reducing dependence on printed materials and the space required for the storage of administrative archives.

SUPPORT BOARD DEVELOPMENT. Create a Board Development Committee that supports Board health & diversity through recruitment, director & staff succession planning, risk management and annual reviews.

PLAN STAFFING. Use the successes of Gallery improvements to develop the Gallery Manager role into a full-time position and the roles of Gift Shop Manager and other delegated roles into more permanent part-time positions.

3. INCREASE FINANCIAL CAPACITY

BOOST GIFT SHOP SALES. Create Gift Shop improvements to expand revenue for both the organization and member artists.

USE EVENTS TO EXPAND REVENUE. Use events to promote art & gift shop sales, memberships, volunteerism, sponsorships, donations & interest in the organization & mandate.



EXPLORE OPERATIONAL & PROJECT GRANTS. Investigate operational funding application options from the provincial & federal art councils and foundations, and revisit eligibility for the sales of exhibition art.

IMPROVE FINANCIAL LITERACY. Educate the administration team and general membership on the terms & issues that impact the Gallery's financial management.

4. SUPPORT INDIGENOUS ART & CULTURE

LEARN MORE. Increase knowledge & understanding about the issues that impact Squamish Nation art & culture and the greater Indigenous community.

EXPAND EXHIBITION OPPORTUNITIES. Create welcome & meaningful opportunities for Squamish Nation and other Indigenous artists to exhibit and market art and practice culture.

BUILD RELATIONSHIPS. Build collaborative & supporting partnerships with the Squamish Nation, the Squamish Nation arts community and the greater Indigenous artist community.

ACKNOWLEDGE. Acknowledge and prioritize Squamish history, culture and identity in Squamish Nation territory.

SHARE KNOWLEDGE. Use the Gallery's capacity as a public forum to educate the community on the issues impacting Squamish Nation & Indigenous people and share ways of supporting art & culture.

5. IMPROVE THE BUILDING

BE WELCOMING. Adapt the building to create a welcoming experience for all.

EXHIBIT MORE ART. Adapt the building & property to display more art.

RECRUIT A BUILDING ADVISOR. Build a relationship with a person familiar with building management to advise and/or perform maintenance & renovation work.

PLAN FOR MAINTENANCE & GROWTH. Create a building maintenance plan, and use the success of Gallery improvements to generate interest in future upgrades and the revisioning and renovation of the Gallery upstairs, exterior & grounds.