

ANNUAL GENERAL MEETING
WEDNESDAY, NOVEMBER 27, 2013

FACTORY MEDIA CENTRE

2012/2013 YEAR IN REVIEW

Images: From top, left to right: *Show Me Your Wounds*; *Light and Time*: 15 Years of the Loop Collective; *Geodesics*; *Meridian*, photo by Kev80008; *SHIFT*: Cybernetic Orchestra; *She*: *In All Her Guises*, from *Metropolis* by Fritz Lang

CHAIRPERSON'S REPORT

It has been an interesting past year with board member changes, equipment acquisition and soon to be increased studio space.

A special thank you to Laura Walker (Arts Administrator), Wendy Wei (Book keeper) and Josefa Radman whose daily contributions keep the Factory operational. A thank you also to the remaining Board members (Jacqueline Norton, Gerry Milinkovic, Linda Mitton, Nathan Fleet, Amy McIntosh and Reg Moore) who volunteer their time with great wisdom and guidance enabling this ship we call the Factory, to sail in the right direction.

Thanks to our generous sponsors (Ontario Arts Council, Canada Council, the City of Hamilton, Meridian Credit Union, Grant Thornton, KPMG as well as Sean Rosen of View Magazine). Since our last Annual General Meeting in 2012, we have been very active working for the membership and the creative community in the Hamilton area.

Board of Trustees

Our Board of Trustees has had quite a few changes. Brian Berneker, Jeff Boulton, Aaron Enwright, and Tyler Tekatch have all removed themselves from the Board of directors to pursue personal endeavors. Nathan Fleet, Linda Mitton and Jacqueline Norton have finished their Board terms and will be moving on to other personal projects; we wish them much success.

Returning for another year will be myself, Ernest Gibson, Amy McIntosh, Gerry Milinkovic, and Reg Moore. Josefa Radman returns as the much needed ex-officio Board member. That being said we have 7 potential vacancies.

It's my understanding we have some strong nominees standing for election for the upcoming year and welcome their creative input and participation.

Our current roster of nominees includes:
Brianna Busch, Craig F. Watkins, Dima Matar,
Lee Skinner, Myles Herod, and Steve Hudak.

TREASURER'S REPORT

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GRANTS REPORT 2013

The Factory Media Centre is dedicated to skills development in all areas of independent artistic initiatives. Since the 2012 AGM, we have created a grant writing sub-committee that strives to develop sustainable funding directions and program development partnerships for our centre. This is a working group that takes on real world opportunities and challenges and moves them forward into the realm of the possible through the multi-faceted and detail oriented work of making applications for funding. The key to success in this group is to try and try again. For example, recent funding approval for workshops required three attempts before finally receiving the envelope to make the project real.

1. Canada Council for the Arts – Over the last while we have wrapped up a number of projects supported by the Canada Council for the Arts including Initiatives, Inter-arts, Development Project, Dissemination Project, and Emergency Fund. We are in process of successfully completing Year 3 of our first Multi-year funding approval for operations and equipment acquisitions through the Media Arts Section. On October 1, 2013, we submitted an application for our next multi-year cycle for operations and equipment acquisitions 2014-2017. We anticipate a positive response in the spring of 2014.

2. Ontario Arts Council – As with our federal funding partner, we are in process of successfully completing Year 3 of our first Multi-year funding approval for operations and programming through the provincial Media Arts office. We were happy to receive a site visit from our officer Mark Haslam to discuss the upcoming deadline for the next 3 year cycle due March 1, 2014. We have recently completed Breaking Barriers & Building Bridges, an OAC multi-year arts fund through their Arts Investment Fund office.

3. City of Hamilton – As with other levels of government funding, we are in process of successfully completing Year 3 of our first Multi-year funding approvals for two projects – workshops and exhibitions. Next year we look forward to positive changes in the funding landscape at the municipal level for groups in the cultural sector.

4. Street Smartz Media Skool: Funded by Canada Council for the Arts, Artist and Community Collaboration Program and Ontario Arts Council Arts Education Project Program in partnership with organizations that service Code Red neighbourhoods -- North Hamilton Community Health Centre: Pathways to Education, Living Rock Ministries, Good Shepherd Centres – Notre Dame House School in partnership with Always Entertaining Aaron Enwright is in early stages of implementation in our Code Red neighborhood as direct intervention in the lives of young people with challenges.

5. Ontario Trillium Foundation – Community Fund approval for Factory Film Workshops and Master Class Studio: Art & Tech. This is a two year Phase #1 project beginning May 2014 – April 30 2016, that directly targets skills development and training in the region for those interested in expanding their capacity to use the ever changing tools of production and aesthetic sensibilities of contemporary art practices to create cutting edge independent media art.

Next steps may include the new Canada Council Leadership for Change organizational development fund. We are in early stages of a pilot project in partnership with McMaster University Communications Department that focuses energy on formulation of effective project parameters to inform project applications for digital residencies.

FUNDRAISING SUB-COMMITTEE REPORT 2013

The Fundraising Sub-Committee met a number of times in 2012-2013 to create a comprehensive list of ideas for raising money on an ongoing basis for the Factory Media Centre. These ideas included the following:

1. Use Kickstarter throughout the year to launch a series of campaigns to raise funds for specific projects (approximately 4 per year). The next steps would include identifying projects for the campaigns and determining steps that must be taken to launch each campaign. Target identified for each campaign is \$500. Examples of fundraising ideas: new cases for equipment, travel costs to bring in a big speaker, electrical upgrade to reduce 'dirty' power and so on.

Goal of \$2,000 total per year.

2. 'Give us \$1' ongoing campaign - Create a 'wall of fame' in the Factory front window by placing names of donors in the window. A particular push on this campaign would happen during at Art Crawls, Supercrawl & Creative Exchange.

Goal of \$1,000 total per year.

3. All events and talks that we organize should be done at a ticket price of \$10 per non member. Members get in free.

Goal is \$ 500 total per year.

4. Partner with a local venue to hold two events per year that become small signature events for the Factory every year.

Goal \$2,000 total per year.

5. Raffle at these events.

Goal is \$ 500 total per year.

6. Sponsorship by corporate donors. We need a sponsor package developed and we need someone to approach all of the corporate community. If 8 donors per year were identified at a total contribution of \$500 each, our total proceeds would be \$4,000.

Goal of \$4,000 total per year.

Total fundraising goal of \$10,000 per year.

Next Steps

In order to achieve these fundraising goals, the Factory would have to take the following next steps: Corporate Donor Package, list of potential donors, list of potential venues for fundraiser, identification of projects for Kickstarter, more information about donating on the Factory web site and available in the office, call for volunteers, list of jobs for volunteers to make each of these actions happen.

Fundraising Sub-Committee Members:

Ernest Gibson, Jacqueline Norton, Reg Moore, Laura Walker

ANNUAL PROGRAMMING REPORT 2012 – 2013

Supported by all three levels of government, the Canada Council for the Arts, Ontario Arts Council, and the City of Hamilton, the Factory Media Gallery Series stimulated a diverse cluster of audiences on the second Friday of every month.



The 7th Annual Members Screening and Holiday Party 2012 programmed by emerging curator, Aaron Enwright, drew an appreciative crowd that savoured home made chicken soup bones and all while enjoying jury favourites by Factory members Amy McIntosh, Morgan Muscat, Gerry Milinkovic, Christoph Benfey, Kyle Hytonen, Vanessa Crosbie Ramsay, Brent Ross, Albie Flanagan, Tyler Tekatach, Linda Mitton, HAVN and BE&me, Melissa Sky. For January in partnership with the Hamilton Youth Poetry Slam and Burlington Slam Project, Nea Reid produced *Speak*, an inter-arts media and live performance event featuring young urban poets, a bridge for all socio- economic groups, races and cultures sharing a diverse range of works, love poetry, social commentary, comic routines, and personal confessions.

In February, the Cybernetic Orchestra, determined for a fabulous show despite a wild snow storm, found themselves in a truck full of gear slipping and sliding through west Hamilton into a huge snowbank, with nowhere to go – our first cancelled show since May of 2006! March 2013, *She: In All Her Guises*, in partnership with the National Film Board of Canada, the Canadian Federation of University Women, the Hamilton Status of Women committee, YWCA Hamilton, Social Planning and Research Council of Hamilton, Hamilton Centre for Civic Inclusion and Sexual Assault Centre of Hamilton area (SACHA), curated and co-ordinated by Josefa Radman, celebrated International Women's Day beginning at 5pm with a feature

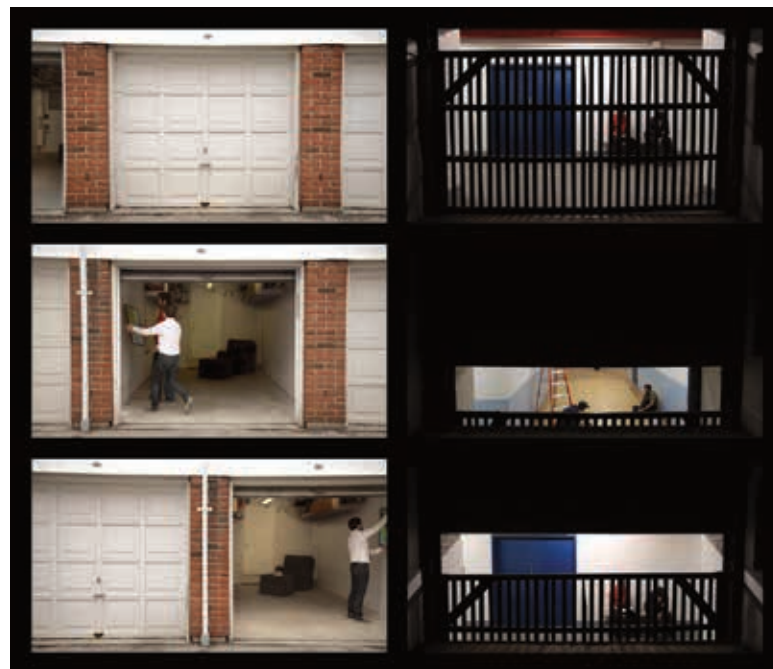
length social documentary that reflected on the women's movement topped off by a lively discussion and a selection of rarely seen NFB films by and about women in front of and behind the lens.

April began with an original program, *SHIFT*, by Dr. David Ogborn of McMaster University Department of Communication Studies and Multi-media, presenting a live improvisation by the Cybernetic Orchestra featuring laptops and otherworldly instruments performing live coding to realize intricate original compositions as they prepared for their international tour to Europe. In May, Nathan Fleet programmed *Scene in Hamilton 2013*, an opportunity to appreciate independent media artist winners featured in Hamilton festivals – Hamilton Film Festival, Hamilton Music and Film Festival, H24 Film Festival. The summer began with a commissioning of an original projection artwork created by Reginald Moore, Realtime Activities, entitled *Murmuration*, as a site-specific scale-free correlation installation.

The Loop Collective retrospective curated by Tyler Tekatch challenged audiences with experimental prints, video, film tapestries, sculptures, and sound installations in celebration of their 17th anniversary to emphasize the traditionally under-represented relationship of film to painting, dance, music, and poetry. The summer peaked with *Around About / Lift*, a two channel video installation by Toronto artists Steve Shaddick and Shlomi Greenspan concentrating on the physical perception of moving through time.

Supercrawl 2013 festival included our commitment to emerging media artists as we featured HAVN artists Kearon Roy Taylor, Aaron Hutchinson, and Chris Ferguson *Geodesics* interactive audio art installation, a spatialization of the harmonic ratios embodied in choral structures forming complex choral arrangements by altering the physical environment. In October, Alberto Guevara and Elysee Nouvet created a one night only house of pain for *Show Me Your Wounds*, that makes visible the blurring of boundaries between exhibitionism and voyeurism, vulnerability, and stardom, the intimate and the consumable. Audience members were challenged to enter and interact with the exhibiting and contributing artists and share their own personal wounds—live to tape. November welcomed our annual partnership with New Adventures in Sound Art & Soundplay Festival in Toronto as they imported *Meridian*, an inter-arts collective from Vancouver Island whose members blended audio, video, live instrumentation and spoken word, to create a powerful phenomenon of technical and performance skills into an experimental immersive experience. In December, the 8th Annual Members Screening and Holiday Party programmed by a newly emerging media programmer, Nairi Apkarian, anticipates another new and refreshing round of local and regional media arts by members.

This year the Factory launched *FACTORY TALKS* which is a monthly information series that happens on the 3rd Wednesday of each month. Spearheaded by Nathan Fleet, Factory Talks is great way to find out about specific topics, learn about new things, and meet new people. The FMC taps into our professional and community networks to offer informative, one- to two-hour long info sessions targeted to individuals interested in independent films, videos, and other streaming multimedia art forms.



Images: from
Around About / Lift

EQUIPMENT ACQUISITION REPORT 2012-2013

Our Equipment Acquisitions Plan (EAP) has been designed to create a strong foundation to achieve our highest potential to support media artists across multiple communities.

Our ability to provide relevant and up-to-date equipment is in keeping with our mandate for equity in arts practice. We recognize that this equipment may not be readily accessible to members of our communities, especially those who are socially or financially at-risk and of marginalized communities.

Our objective is to acquire basic necessities then build upon and upgrade our existing technologies as needed over a 3 year plan. This incremental strategy has allowed for a sustainable and productive infrastructure offering increasingly more valuable and relevant support.

We completed our 2nd year planned purchases with the following equipment:

- EPSON PowerLite Projector (V11H471020) x 2
- Lighting Kit #1 (Lowel Rifa Pro 44 Kit) x 2
- Lighting Kit #2 (Wescott Spiderlite TD6 Light window kit Deluxe) x 2
- Canon T3i DSLR Camera (with kit lens) x 4
- Zoom H4n Audio Recorder x 3
- Tri-pod Legs (Manfrotto)
- XLR Cables x 8
- Rechargeable Battery Sets (AA's) x 8
- SD Cards (16G Class 10) x 12

In Year 3, we intend to complement our DSLR camera packages with a select set of prime lenses to allow the best image making capabilities. Our membership has also expressed interest in sliders and glidecam camera mounts which we intend to purchase.

An anticipated challenge is the rapidly changing technological trends that tend to render equipment obsolete. In order to deal with this we have been careful to ensure the best quality sturdy equipment with an extended lifespan. Hardware has been chosen for its long-term use and capabilities to remain relevant given new software developments.

This three year initiative has corresponded well with our multi-year plan and has helped to support the creation, presentation and dissemination of regional and visiting artists as well as community-based initiatives such as Factory Talks Series, Factory Works Screening and Factory Media Gallery Exhibition Series as well as skills development initiatives.

Facilities & Equipment Acquisition Committee



MEMBERSHIP REPORT 2012/2013

The Membership Sub-Committee consisted of Gerry Milinkovic, Jacqueline Norton, Aaron Enwright and Jeff Boulton.

The Membership Committee spent the first part of the year culling information from the Factory's Membership. We identified that our membership consists mostly of casual participants and small independent filmmakers. The next step was to develop simple, cost-effective ways of engaging the membership. This was done through two focus group meetings held in February 2013. We listened to the participants and provided this feedback to the board about what the membership wants from the Factory.

Three key targets were established based on what we heard from those in attendance at the focus groups:

- More networking and learning opportunities including workshops hosted by industry peers, free to members with a small charge to guests.
- Web site re-development to include a newsletter, blog and data base.
- Awareness of the Factory Rentals, Workshops and Networking through Social Media and the Website to all members as well as post-secondary institutions including Mohawk College, McMaster University, Sheridan College, Brock University and Niagara College. This was done hosting a well-attended Open Discussion Media Night with members of local media.

In order to achieve these priorities, the Membership Committee will continue to work with all of the other sub-committees such as Programming, Workshops, and Communications etc.

During the course of this year, membership numbers have grown from 40 members in November 2012 to 58 members as of November 2013.

Gerry Milinkovic, Committee Chair



FUTURE PRIORITIES OF THE FACTORY

1. Financial: Sustainability remains of key importance to the organization in the future. Now that we have achieved multi-year funding we have a small cushion to build from. Our next task is to develop a funding model that will help us to pay for the great work of our staff. We are also still intent on building a larger membership through providing meaningful services and opportunities to our members. A yearly fundraising event would help us to build our reserves and pay staff the way that we should be.

2. Equipment: With the help of our grants, we have been acquiring new equipment; to improve our inventory of equipment available to our members; our goal is to help members create content by providing hands-on training and access to high quality equipment at very reasonable rental rates. We will be hosting demonstrations on this equipment and more throughout the coming year.

3. Programming: You are going to hear about a busy year of programming and events. Of course, many of these activities depend upon funding to make them happen. In terms of our workshops, we have been held up because of this but we are hoping to get back on track. We want our space to be busy with activities, workshops and events all of the time. We want to serve our membership by providing a venue for Exhibitions and Learning, Mentorship and Skills Development. The Factory will be the 'go to' place in downtown Hamilton. This programming needs to be about reaching out to our constituency and to the public. We need to be accessible to all no matter what a person's capabilities and financial abilities are.

4. Public Outreach/Web Site and Logo: Some improvements have been made but we still have a long way to go. Our next goal is to develop online video capabilities and better communications tools to keep Members informed of emerging opportunities to work and play in the Hamilton creative community.

We will also be working on creating a better pipeline for you, the members, to submit ideas and projects to the Factory. Special thanks to Josefa Radman and Victoria Radman on this one. Speaking of Victoria, she will be running some workshops on grant writing for our organization and for individual artists. Stay tuned for more on this.

Thank you to all that have participated in the past year and let's hope that the next is more successful.

Ernest Gibson, Chairperson

FACTORY MEDIA CENTRE

An artist-driven resource centre dedicated to the production and promotion of creatively diverse forms of independent films, video, and other streaming multimedia art forms.

The Factory gratefully acknowledges the on-going, generous support of our Funders and Sponsors.



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50 YEARS OF ONTARIO GOVERNMENT SUPPORT OF THE ARTS
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