



President's Address

May 8, 2017

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When I was first asked a little over a year ago if I would consider becoming the president of KWMP I said, "Whaaaaaat?! I've only been here a year! No way could I do that!" Well, here we are a year later and... I did it! My primary hesitation at the time was that I didn't know the organization well enough, and while knowing it better would have helped me in my first year as president, I have also learned a lot during that time.

My first goal as President was to inject some confidence and sense of possibility into the board. As a board, we were still adjusting to the move out of the Centre In The Square as our primary performing venue and into the St Jacobs Country Playhouse for our main show, with concerns over whether or not the organization could make a go of it financially in this new reality. Well, a sold-out run of Grease followed by an extremely successful run of Seussical has put much of that fear and uncertainty behind us.

Shortly after joining the board, I participated with the rest of the board in a strategic planning exercise as reported by John Bigelow in his president's address at the 2015 AGM. The three strategic initiatives from that exercise have had the following ongoing focus for the board in the time since the AGM in June 2016:

- Moving Towards Brand Clarity - The task force led by Stephen Young, did a brand survey. They compiled the responses which will be used by the board to further refine KWMP's brand identity.
- Moving Towards Operational Effectiveness - Better definition of board committees and their roles and responsibilities was a key focus of this task force, led by myself. While some excellent progress was made, there is clearly more work to be done. This will continue to be a focus for the coming year.
- Moving Towards Financial Stability - The success of Grease and Seussical, combined with a greater focus on grant applications and updating of rental rates and policies gave us a huge step forward for ensuring the financial success of KWMP. More of the same is planned for the coming year.

In the coming year, my top 3 priorities as President will be:

- Further refine the organization of the board and its committees as we update the roles and responsibilities, schedule of meetings, as well as board policies and procedures.
- Establish a clear calendar of activities for the board. This calendar will guide the activities of the board and help to ensure that work is completed in a timely fashion and that things do not fall through the cracks or end up in a last minute scramble toward completion.

- Complete the reorganization of KWMP's storage and management of documents so that all directors know where documents should go and can easily find the information they are looking for. This will greatly improve our efficiency and effectiveness in completing our work, and facilitate the hand-off of tasks and responsibilities to future board members.

Presiding over our work in the coming year will be an overarching effort to continue to integrate the following goals from our 2015 strategic planning exercise into everything the board of KWMP does:

- Top Calibre Community Theatre
- Outstanding Community Engagement
- Nurturing an Inclusive Culture
- Competitive Sustainable Theatre
- Cultivating Talent

And finally, I will continue to nurture and encourage a collaborative, respectful and co-operative environment for the board in which all directors are motivated to bring their best to the table to help KWMP achieve success.

Respectfully submitted,

Dale Brubacher-Cressman, President