

**Report of the Education and Outreach Committee**  
**Annual General Meeting**

**Sweetwater Music Festival June 18, 2020**

The 2019-2020 season was very busy and productive with some new ventures to increase awareness and impact of the Sweetwater Music Festival in the local area.

**Access Music Trade Fair**

The new year began with the Access Music Fair on April 13<sup>th</sup> held at the Harmony Centre from 10-2 pm. SWMF invited musical groups, associations and teachers to participate in the event free of charge, in order to make community connections and hopefully increase attendance and engagement with music leaders in the area. Funding for the Fair was provided from the Community Foundation and additional support from Long and McQuade. While 35 “vendors” of musical wares attended, the attendance from the general public was less than what had been expected. Those participating believed the networking was worthwhile but a survey conducted at the conclusion indicated that very few attending would be willing to pay or assist with future fairs. The committee will discuss the value of repeating the Trade Fair next year.

**Next Wave**

A recital of up and coming young musicians was held on June 2<sup>nd</sup> at Leith Church in Annan. The intent of this concert was to provide an opportunity for young musicians to showcase their talent. Mark Fewer had provided comments on their audio/video submissions and for this first-time event, had approved all applicants for performance. Refreshments were provided by Sydney with assistance from Charlotte and her daughter, Hannah. Each performer was provided with an honorarium of \$75 and a copy of a recording of the performance produced by Cam McKittrick for Sweetwater. Ten musicians performed and the afternoon provided a wonderful opportunity for all performers and was enjoyed by the audience.

The committee agreed to consider continuing the event the following year, however making some modifications particularly regarding accompanists and fees paid to them.

**Festival Weekend**

**School Visits**

Mark Adam, percussion professor from Acadia was the visiting clinician for SWMF this season. Jackie arranged for him to visit Eastridge Public school on Friday morning through music teacher, Laura MacFarlane. He spoke to a large group of senior public school students about music as a profession and also gave 3 percussion students from the school a master class. He then attended Saugeen District through Kerri Lynn Boyes and spoke to two different classes there about music as a profession.

### **Mozart for Munchkins**

Edwin Huizinga (violin) and Graeme Campbell (guitar) provided music for the young children on Saturday morning. More movement and imagination was involved this year. A petting zoo was also offered for the children to try mostly percussion type instruments. Comments were that the music portion was too lengthy for young children and needed even more music for movement. Also, the set-up time was too short to transition to the next event of Classical Jam. and the space too crowded for musicians.

### **Classical Jam**

Musicians enjoyed performing *The Holberg Suite* by Greig as recommended by Edwin. The space and time was limited for this activity.

### **String Instrument Showcase and Luthier Talk and Performance**

The Luthier Exhibit got a new name, String Instrument Showcase. It featured 11 artisans from across Canada. To build on this success, SweetWater is consulting with the luthiers to look how to take this unique showcase to the next level. The Luthier Talk and Performance featured a short performance along with an interesting Q&A with Mark Fewer and Edwin Huizinga conducted by Robert Harris. It was followed by a Q&A with some of the luthiers and a special presentation of a violin made by the luthiers for Mark on his departure from SweetWater.

### **Spring 2020**

Due to COVID-19, some planned outreach activities had to be postponed including the in-person Next Wave Showcase. This now an online, virtual showcase and performers will be highlight online over the coming weeks. School visits planned in March and late May were also cancelled. To provide new opportunities for young musicians, online links to musicians are being

developed moving forward. The first one is with musician Jaron Freeman-Fox. The introductory video was posted online on June 16 and a virtual music workshop Q&A with him will take place on June 30. The committee will consider new outreach for the balance of the year based on the plan for SweetWater in 2020. It is more important than ever to provide links to music for the entire community.