



SASKATCHEWAN CRAFT COUNCIL

Annual Report

Fiscal Year April 1, 2025 – March 31, 2026

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Saskatchewan Craft Council acknowledges the generous support of our Funders:



Message from the Chair of the Board of Directors

Looking back at the year that was, we celebrated 50 years as an organization in May with a program at the Remai tied in with our Dimensions 2025 awards. Many thanks to the Remai for hosting us. We give thanks to the founding members who came together with a vision to build something that would support other makers, build the province's creative community and improve economic and cultural life in Saskatchewan as a whole.

The Saskatchewan Craft Council has significant financial challenges, but board and staff have been working hard to manage change in the past year. We said goodbye to Carmen Milenkovic in early November after 11 years as Executive Director. Jeremy Morgan was hired as an interim to cover until January when Jeff Erbach took the helm. We are grateful for the work of our executive directors and look forward to shaping their legacy. Much work has gone into identifying our central financial issues and tackling them. Our major funders, Creative Saskatchewan and the City of Saskatoon, have been very flexible and accommodating as we build a plan to address our operations. We are gratified by their support and thank them for their patience.



Strengthening positive communication with our union and our funders has been a priority. A member survey has gone out and we hope to build programming that responds to member needs into the future. New reporting with more robust financial measurement has been implemented so that we can carefully monitor and adjust to changes as they happen. Our staff have risen to the financial challenges we face with creativity and we thank them for their continued dedication to serve our membership. We continue to welcome new members and give thanks for the contributions of present and past membership. When you are a mature organization, we have had to say good bye to some important people who spent countless volunteer hours working for the Saskatchewan Craft Council. I would especially like to lift up Ken Wilkinson; large in life, Saskatchewan ceramics, and as past chair of the SCC. Taking time out of your busy life to fill in a survey, bring forward a new idea, show up at an opening and discuss creative solutions at the board table, are valuable contributions to our organization as a whole. We need your energy and ideas and look forward to a renewed and healthy organization into the future.

Last but not least, to the present board of the SCC who bring their heads and hearts to the table to steer us into the next 50 years. Thank you for your wisdom and patience as we work through our issues. Tammy Bryant resigned early in the new year due to other commitments. We are saying goodbye now to Trudy Berscheid, Sheila Schmutz and Lori Steward. Trudy and Sheila contributed substantially to the membership survey. Lori has been on the board the last 10 years and has been an invaluable member and support in many areas, but particularly as Secretary. You will be missed.

Cindy Hoppe

Message from the Executive Director

The past year was one of significant change for the Saskatchewan Craft Council (SCC). We said goodbye to the long serving Executive Director, Carmen Milenkovic, who many came to know as a passionate advocate of craft in this province. I started my tenure at roughly the start of the last quarter of the year — January 5, 2026 to March 31, 2026 — which means that I wasn't present for the vast majority of this fiscal year.

With the generous and ongoing support of Creative Saskatchewan and the City of Saskatoon, SCC continued to deliver a wide range of programs and opportunities for craftspeople and artists. Members are the centre of why SCC exists, and the amount of support remained strong, reflecting a wide diversity of practice and geographic locations throughout the province.

I want to thank the Board for being so dedicated and committed to SCC. Also, thanks to staff who held fast through a challenging year and, with too little thanks, represent and advocate for members and their work every day.



Going forward, SCC will see necessary transformation so that it can deeply meet its mandate and provide meaningful support to makers and artists. This will include a restructuring of the staffing model to both meet the ambitious mandate and ensure that SCC is viable into the future. Programs will be audited on a rolling basis for their efficacy, ensuring that they are building business development skills for our members while opening access to viable markets for the work. I believe strongly that members should continue to provide input to the strategy and aspirations of SCC, and so the recent member survey should be taken as symbolic of that philosophy.

As we embark on the 2026-27 fiscal year, SCC will continue to grapple with balancing the promise of delivering on its mandate while ensuring it is secure in meeting its fiscal obligations. I am confident that, with the extraordinary support of its community, SCC will come through the year in a prosperous position.

Jeff Erbach

Mission

The Saskatchewan Craft Council (SCC) invites and connects the world to experience excellence in Saskatchewan craft.

Strategic Plan

Under the leadership of Interim Executive Director Jeremy Morgan, SCC adopted, and continues to adapt and measure, a two-year emergency strategic plan to bridge the organization to the development of a full strategic plan in the future. The plan contains two strategic priorities which will guide SCC through its necessary transformation over the coming 18 months to 2 years;

- 1) Stewardship – Decisions and actions of the Council ensure members’ and other stakeholders’ confidence, are policy-based and meet the highest standards of non-profit governance.
- 2) Sustainability – The ongoing health and effectiveness of the Saskatchewan Craft Council are rooted in practices of sustainability and service to its members.

Land Acknowledgement

The Saskatchewan Craft Council acknowledges that the land on which we gather is Treaty 6 territory, the traditional territory of numerous First Nations, including Plains and Woods Cree, Dene, Nakota, Saulteaux, and Anishinaabe, and the homeland of the Métis Nation. As we are all Treaty people, acknowledging traditional territory and this relationship is one of many steps we can take to recognize the land’s history, to pay respects to the Indigenous peoples whose practices and spiritualities continue to develop, grow, and contribute to this land.

Year by the Numbers



149 Makers represented in the Shop...



...from 20 communities across Saskatchewan

-43% attendees to all exhibitions
and programs over last year; 16,000



+ 5% followers over last year

-17% total shop sales over last year;
\$84,600



+ 10% followers over last year

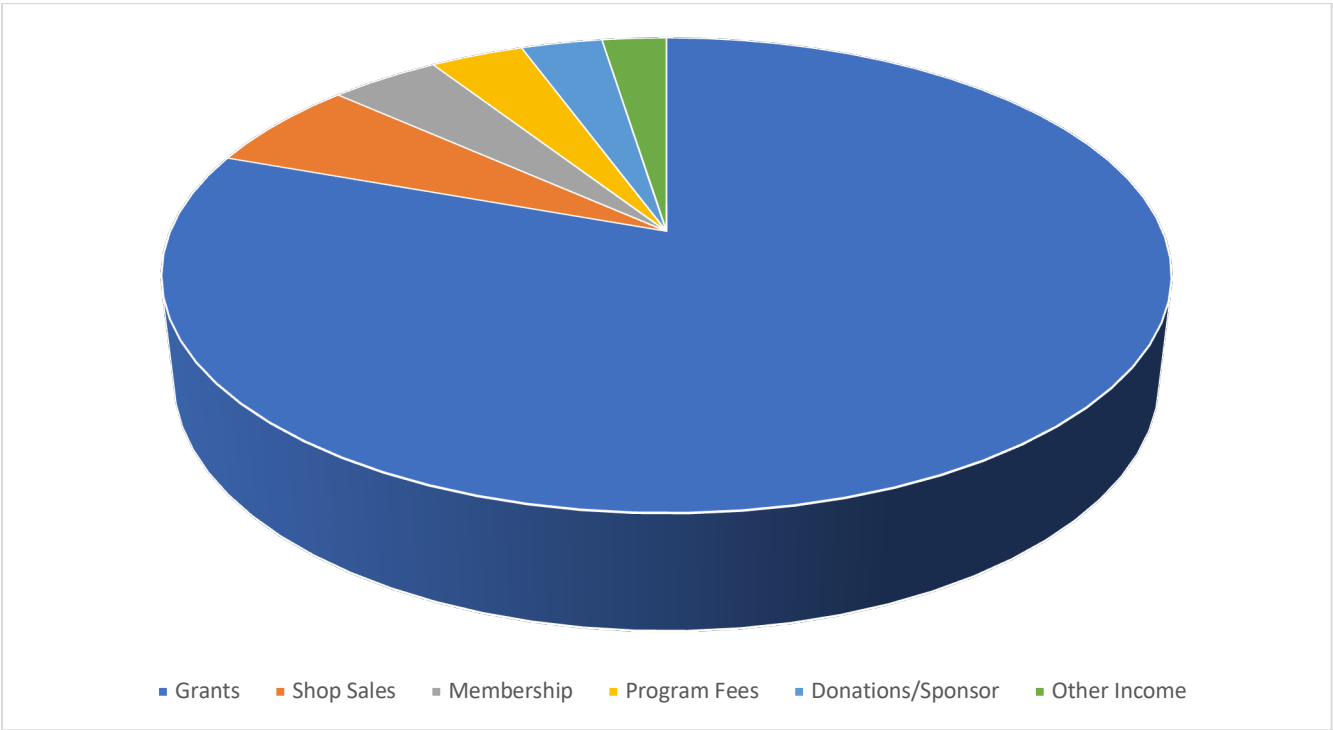
-23% new juried members over last
year; 15



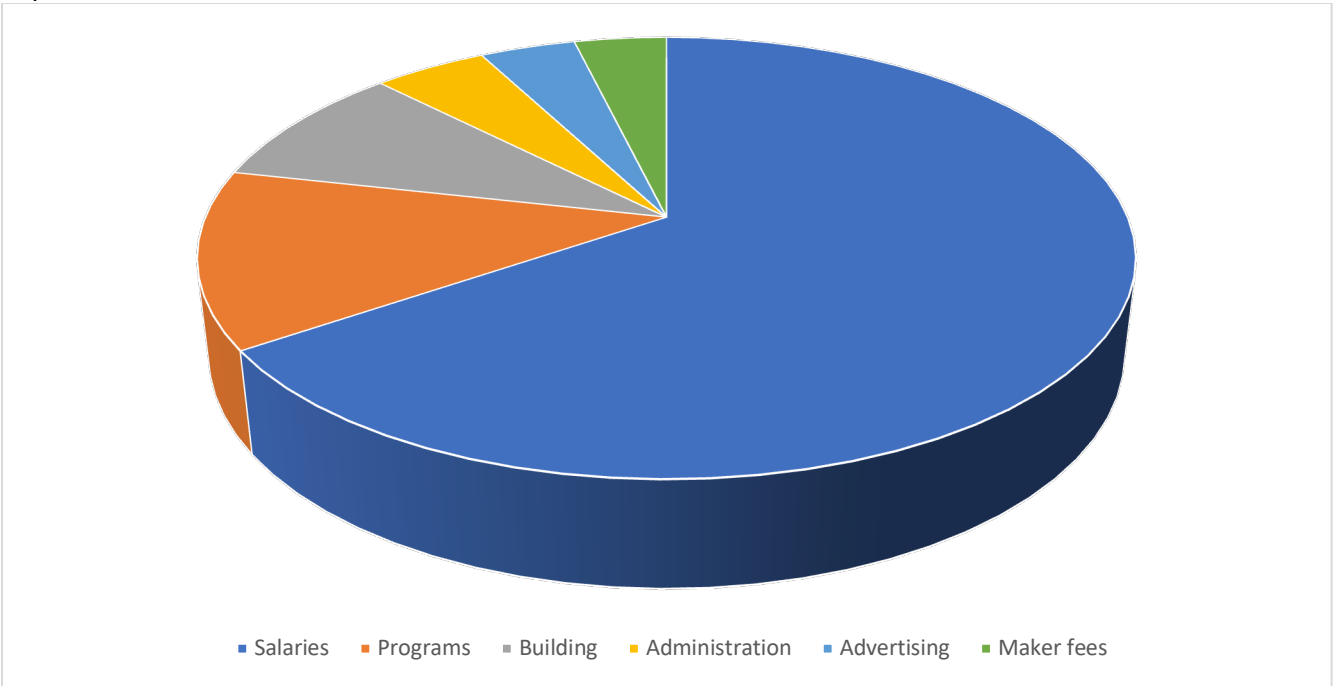
+ 29% attendees to 'Art Now,
Craft Is' market over last year; 3,500

Financial Summary

Revenues



Expenses



Programs and Exhibitions

The Saskatchewan Craft Council's 2025–2026 exhibition program demonstrated public engagement, meaningful community partnerships, and a continued commitment to showcasing contemporary craft. Through four major exhibitions, the SCC presented diverse artistic practices while creating opportunities for education, discourse, celebration, and audience participation.

Attendance across exhibitions and related programming was strong, despite a 43% drop in attendance moving from FY24/25 to FY 25/26. The SCC presented five exhibitions in 24/25, and four exhibitions in 25/26, which would contribute to some of the drop in exhibition attendance.

Roadside Series: A Saskatchewan Printmaking Story successfully combined exhibition, community connection, and hands-on participation. Artists Jacob Semko and Jeni Ly led a printmaking workshop for Nuit Blanche YXE (supported with funding from Culture Days Saskatchewan). This brought more than 750 participants directly into the creative process and introduced over 2,000 visitors to experimental printmaking practices. Semko and Ly presented at SK Printmakers' third annual symposium, Flatgrafika III, on collaborative, interdisciplinary printmaking. They highlighted how accessible, interactive programming can deepen audience engagement while supporting artist visibility and public understanding of craft processes.

Exhibitions

Roadside Series: A Saskatchewan Printmaking Story

August 30 - November 1, 2025

Artists: Jacob Semko and Jenny Ly

Guilty Pleasures

November 8, 2025 - January 17, 2026

Artist: Julianna Zwierciadlowska-Rhymer

Guilty Pleasures explored contemporary social themes through humour, materiality, and ceramic installation. The exhibition encouraged audiences to consider food systems and consumption through an accessible and visually engaging lens. Virtual artist programming extended the exhibition's reach beyond gallery visitors.



'Guilty Pleasures' exhibition at the SCC location in Saskatoon

Prairie Fibre - Full Circles

January 24 - April 11, 2026

Artists: Janice Sanford Beck, Diana Bekkaoui, Sandy Marie Bonny, Amanda Brown, Carol Carter, Connie Chaplin, Treesa Marie Gagne, Peggy Gwillim, Jude Haraldson, Jaynie Himsl, Mo Junk, Monika Kinner, Cathy Merkley, Kara Perpelitz with Ella Leader, Barbara Schmidt, Sheila Schmutz, Melissa Schubert, Arlette Seib, Rita St. Armant, Donna Stockdale, Lesley Sutherland, Vivian Wasiuta

Prairie Fibre – Full Circles demonstrated the strength of locally grounded, sustainability-focused fibre practices in Saskatchewan.

Through partnership with Prairie Fibreshed and support from SK Arts, the SCC helped facilitate an extensive series of free weekly demonstrations and workshops that connected audiences directly with fibre processes and material knowledge. The exhibition successfully fostered community participation and intergenerational learning while reinforcing SCC's role as a hub for education and contemporary discourse.



'Prairie Fibre – Full Circles' exhibition at the SCC location in Saskatoon

The return of *Dimensions* marked a significant achievement for the SCC following a brief hiatus. The call for entry, which promoted jurors Wally Dion and Brendan Tang, attracted a record-breaking 222 submissions from across the province, highlighting *Dimensions'* value as a platform for Saskatchewan artists. The SCC celebrated the organization's 50th anniversary throughout *Dimensions* events and the special edition catalogue, recognizing founding members, the SCC's storied history, and past *Dimensions* award recipients while engaging new audiences through events, receptions, and programming, such as presenting at Art Now 2025.

Dimensions

May 31 - August 23, 2025

Artists: Marcy Bast, Sandy Marie Bonny, Ashlee Brotzell, Paula Cooley, Brenda Dowedoff, Caron Dubnick, Dave Dunkley, Linda Duvall, Carole Epp, Heike Fink, Gary Greer, Lynn Guina, Kevin Hogarth, Savannah Holt, Ruth Langwieser, Kit Loewen, Dale Lowe, Jeni Ly, Cathryn Miller, Robert Miller, Courtney Pedersen, Richard Pratchler, Sheryl Salen, Sheila Schmutz, Jacob Semko, Ian

Stark, Maia Stark, Jeff Stewart, Reuben Unger, Vivian Wasiuta, Christina Weese, Ya-Li “Bear” Won, Colton Yellowaga



Exhibition of 'Dimensions 2025' works at the SCC location in Saskatoon

Jurors

Wally Dion
Brendan Lee Satish Tang

Awards and Sponsors

Juror's Choice Awards
Cindy Hoppe
Winners – Reuben Unger, Cathryn Miller

50th Anniversary Award for Outstanding Achievement
Diana Milenkovic & Frank Hart
Winner – Maia Stark



Award for Excellence in Jewellery Fabrication
Jewellery Artists Guild of Regina
Winner – Brenda Dowdoff

Award for Excellence in Functional & Production Ware

Cecilia J. Cote
Winner – Ya-Li ‘Bear’ Won



Award for Excellence in Clay
Handmade House
T&T Tree Pottery Supply (GC)
Winner – Carole Epp

Award for Excellence in Metal
Saskatchewan Blacksmith Association
Winner – Colton Yellowaga



Award for Excellence in Textiles
Saskatoon Spinners and Weavers Guild
Winner – Ashlee Brotzell

Award for Excellence in Wood
Saskatchewan Woodworkers Guild
Winner – Ian Stark

Award for Excellence in Glass
Saskatoon Glass Workers Guild
Winner – Sheryl Salen

Ian Preston Memorial Award for Excellence in Printmaking or Photography
Preston-Milenkovic Family
Winner – Kevin Hogarth



the GALLERY/
art placement

Leslie Potter Award for Excellence in Sculpture
Art Placement Gallery
Winner – Paula Cooley

Jane Turnbull Evans Award for Innovation in Craft
Winner – Kit Loewen

Gifts in Kind

**rRemai
mModern**

Remai Modern



9 Mile Legacy Brewing

Scott Prokop

Event Sponsors



Maia Stark – Exhibitions Coordinator

Leah Moxley Teigrob – Special Projects Coordinator

Shop

The SCC Fine Craft Shop has had a busy year. Shop & Administration Coordinator Lesley Sutherland retired at the beginning of the year. She has been vital in growing the Shop since the very beginning.



In the fiscal year, the Shop grossed \$84,645.20 in sales and over 1,480 items sold (\$10,790 from online sales). Orders came in from all over the world, including Chile, Great Britain, Thailand, and United States of America. There was a decrease of 17% in sales made compared to the previous fiscal year. During December, the Shop expanded into the back half of the gallery space, allowing for festive shopping. The average total sales made per month was \$7,053.75, but in December sales rocketed to \$17,283.65, which makes up 20% of the sales for the year and is typical heading into the holiday season.

The physical shop at 813 Broadway Avenue in Saskatoon

The SCC Fine Craft Shop now carries craft from 149 artists from 20 communities in Saskatchewan. Of the membership of the SCC, around 45% participate in the Shop. On average, each artist made \$340.85 in the Shop. New artists who joined the SCC Shop in 2025-2026 are:

- Marcy Bast – Fibre
- Dale Boan – Photography
- Sandy Marie Bonny – Sculpture
- Ashlee Brotzell – Fibre
- Ken Chrun – Sculpture
- Kyla Clincke – Jewellery
- Brenda Dowedoff – Seed beading, jewellery
- Caron Dubnik – Mixed media
- Charley Farerro – Clay
- Melanie Graven – Clay
- Jaynie Himsl – Fibre
- Kevin Hogarth – Photography
- Anastasia Kinzel – Clay
- Jasmine Liska – Fibre
- Debbie McCrea – Sculpture
- Shauna Mitru – Jewellery
- JoAnn Richert – Mixed media
- Mary Romanuck – Print
- Gerry Ruecker – Sculpture
- Louise Tessier – Clay

The increase in artists in the Shop may be the result of the anticipation of an expanded summer Shop, taking up the full main floor space of the building, opening in April 2026.

Keiko Tanaka – Shop and Administration Coordinator

Membership and Market

Through membership at the Saskatchewan Craft Council, craftspeople gain access to opportunities such as exhibitions, Craft Is... Fine Craft Market, Art Now Fine Art Fair, Dimensions programming, and professional development. Members gain exposure through individual profiles on SCC's online member directory, access to Creative Saskatchewan grants and networking that helps support and grow sustainable creative careers.

Member participation helps SCC sustain the many programs and initiatives that benefit fellow makers and the public. These programs encourage appreciation for fine craft, create opportunities for emerging and established makers, support education and advocacy, and help connect communities with Saskatchewan's rich craft culture. A strong membership base allows the organization to continue offering meaningful programming that serves craftspeople at every stage of their careers and builds the craft and visual art sector. As of the end of this fiscal year, SCC had 362 members, which is a very slight increase from 360 members at year end 2025.

Annual Jury Sessions - The Saskatchewan Craft Council continued the juried artist program. This program serves as a valuable avenue for receiving constructive feedback and support that is essential for an artist's growth.

The jury process allows SCC staff and experienced craftspeople to interact directly with artisans and their work, providing them with a deeper understanding of the techniques, themes, and practices explored by other members. This collaborative engagement cultivates a greater appreciation for the local craft community and is appreciated by the public, as all the work has been carefully reviewed for quality.

Successful juried members gain access to a variety of SCC's marketing and programming initiatives. This includes participation in events such as Craft Is and Art Now, as well as the opportunity to have their work showcased and sold in SCC Fine Craft Shop, which features hundreds of pieces from Saskatchewan juried artists.

Jury sessions took place in Regina and Saskatoon during April and May 2025, with a total of 15 in 2025, which decreased from 22 sessions in 2024. The artists below were successfully juried:

- Brian Baggett – Wood
- Erin Beth – Glass
- Dale Boan – Photography
- Savannah Holt – Clay
- McCall Kindt – Print
- Haley Kondra – Jewellery
- Katerina Malagride – Glass
- Susan Marles – Fibre
- Debbie McCrea – Sculpture/Paper
- Richard Pratchler – Wood
- JoAnn Richert – Mixed Media
- Gerry Ruecker – Mixed Media

- Wendy Schmidt – Clay
- Jeff Stewart – Clay
- Ren Weber – Fibre

Craft Is... Fine Craft Market - The 10th edition of the Art Now Fine Art Fair and the third annual Craft Is... Fine Craft Market brought together the Saskatchewan Craft Council and SaskGalleries at the REAL District in Regina. The events took place from October 2-5 and proved to be a success, marking the SCC's inaugural event in Regina. The market featured 31 booths and 43 marketers. More than 3,500 art collectors, enthusiasts,



artists, and curators in attendance throughout the weekend was up from 2,500 attendees in 2024 and was more than double the number of attendees of WinterGreen Fine Craft Market in 2023, which was 1,360. Through this ongoing partnership, the SCC and SaskGalleries continue to expand opportunities for the public to experience and purchase Saskatchewan fine craft and art, while also reducing costs and increasing exposure to artisans and galleries alike. Working with SaskGalleries has helped our fine craft market in numerous ways. We benefit by having a much more extensive event marketing reach to new buyers.

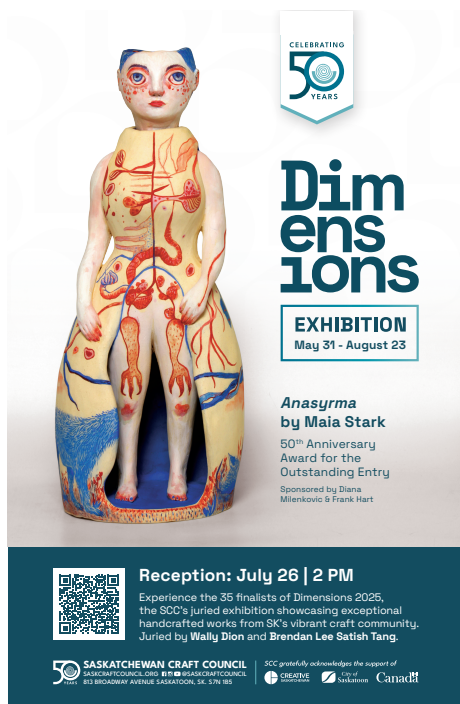
By alternating annually between Regina and Saskatoon, the events reach new audiences and create valuable opportunities for makers to connect with potential clients and collectors across the province and highlights Saskatchewan's craft community.

Art Now Fine Art Fair - Art Now also showcased Saskatchewan's artistic talent in collaboration with local galleries and included a gallery booth by the SCC. At Art Now 2025, 46 SCC members participated, presenting 105 original artworks. Sales over the 3.5 days totaled \$4,937, which was a decrease from the previous year's \$6,565. Sales were up for most galleries that participated from previous years. The Craft Council's sales being lower could be the result of introducing Craft Is to the customers who might otherwise purchase from SCC's booth.

The stART Program, an initiative of SaskGalleries, provides emerging and non-juried artists with opportunities to showcase their work at Art Now. The SCC featured work by Brenda Dowedoff. Dowedoff received the Award for Excellence in Jewellery for her piece *Lii Fleur Sauvage* in Dimensions 2025. The Saskatchewan Craft Council also organized a showcase of Dimensions 2025 in celebration of the SCC's 50th anniversary.

Alexa Hainsworth – Membership Coordinator

Marketing



Dimensions 2025 exhibition promo

Saskatchewan Craft Council's marketing and promotions team this fiscal year was Sydney Luther as Marketing Coordinator and Reuben Bugera as Design Coordinator. The two worked together to strategically plan and implement all marketing efforts. Each program run by the SCC was accompanied by its own promotional campaign and brand.

Each event and program was promoted via Facebook, Instagram, Threads, TikTok, YouTube, Bluesky, Pinterest, and LinkedIn. Each was posted on SCC's website, sent to other arts organizations in the province, and had individual news releases sent to a curated media list. Every item was promoted to SCC's two newsletter lists: SaskCreate is sent to all current members, approximately 300, and Talking Craft is sent to approximately 1500 public subscribers.

Through anecdotal feedback, members and customers seem to agree that updating our online store is a crucial part of marketing SCC Fine Craft Shop and our member artists. SCC's two most popular digital channels are Facebook and Instagram. Followers on the Saskatchewan Craft Council Facebook page grew by 5% this fiscal year, from 6,521 to 6,870. Interactions were up by 89%, and link clicks increased by 122%, both compared to the year prior. SCC's Instagram followers grew by 10%, from 5,848 to 6,438. Reach increased 108% and link clicks by 71%, both compared to the previous year.

The most extensive paid marketing campaign of the fiscal year was that of Craft Is... Fine Craft Market and Art Now Fine Art Fair in Regina. This included shared ads with SaskGalleries to promote their joint event, Art Now. These included radio ads, an email campaign via the REAL District, as well as print ads, billboards, and event signage. SCC ran an individual billboard campaign in Regina as well, along with digital ads through Post Media, print ads in The Regina Leader-Post, and our own Meta digital ad campaign.

SCC's ads for Craft Is on Facebook, Instagram, and Threads (Meta) gained 1.6 million impressions and generated 7,400 website visits. Paid social ads accounted for 65% of all landing page traffic during the campaign period, indicating it was the primary driver of event awareness. A survey of visitors at Art Now and Craft Is 2025 confirmed this: 42% of respondents indicated Facebook and/or Instagram were the channels where they learned about the events.

Sydney Luther – Marketing Coordinator

Staff

Executive Director – Carmen Milenkovic, Jeff Erbach

Interim Executive Director – Jeremy Morgan

Exhibitions Coordinator – Maia Stark

Marketing Coordinator – Sydney Luther

Design Coordinator – Reuben Bugera

Special Projects Coordinator – Leah Moxley Teigrob

Shop and Administration Coordinator – Lesley Sutherland, Keiko Tanaka

Gallery Assistant – McCall Kindt

Board of Directors (over the fiscal period April 1, 2025 to March 31, 2026)

Chair – Cindy Hoppe

Vice Chair – David Freeman

Secretary – Lori Steward

Director – Sheila Schmutz

Director – Mark Wells

Director – Trudy Berscheid

Director – Tyler Bogdan

Director – Tammy Bryant

Director – Shelly Nicolle-Phillips

Director – Andrew Wiebe