



Committee Meeting Minutes

Thursday 29th September 2022 @ 7.30pm

Attendees: Claire Fernig (CF), Emma Lea (EL), Jacqueline Robins (JR), Louise Ferrier (LF), Marian Lishman (ML), Nicola Warner (NW), Simon Farr (SF), Spadge Hopkins (SH).

Apologies: Hannah Rae

1	Welcome to new Committee for 2023	Claire, Nicola and Hannah
2	Minutes/Actions from AGM EL	<p>Quorum was reached with 29 members attending. Mixed member feelings on success of 2022 June Opening event. The member recruitment drive had been successful (+70 members) Exhibition opportunities increased and well received. Press Officer Post and Newsletter Collator remain vacant. Next AGM: Monday 25th September 2023. Minutes and Accounts now circulated. No outstanding actions.</p>
3	2023 Planning Update EL/ML	<p><u>Timetable for Directory:</u> April deadline essential for distribution May. (Distribution problems this year were caused by IR delays). <u>Social Media:</u> NW requested more direction on what they should be promoting. EL clarified aims as being to promote June Opening Event, SOS Exhibitions & Members to the public. In Autumn/Winter concentration should shift to attracting new members; note member profiles can be posted in quiet times. But happy for NW/CF to work out how they take this forward and decide on exact content. Member profiles can be posted via website (particularly for access to member images); also scheduling posts; ML to show NW. NW asked for list of current Members. <i>Led into discussion on when new members can join. And date for renewal. This set for end October due to scheduling from website.</i> NW raised issue of consistency with tagging (should be using #suffolkopenstudios) and differences between # and @ (using @ facilitates easier reposting). Good idea to include this in next Newsletter to Members. Scheduling of posts discussed & how to reduce time it takes. Options from website, via Meta within App, or software. NW flagged up software called 'Later' (\$40/month standard rate? 14-day free trial). More research needed for decision to be made. SF added SM need to generate more interest in the Art; more photos required rather than exhibition fliers and words; emphasis on the visual. <u>Finance:</u> EL reported just under £8K currently in account. NB Accounts open in August so some invoices already paid this financial year. Budgets for Social Media, Exhibitions, App, Directory etc need to be forecast/agreed. Last year Directory budget overspent. EL keen to keep reserve for next year for new incoming Committee. NW request social media scheduling software. SF queries on accounts and breakdown on income. SH checked that payment to ML will continue for the work she does on website and App – all agreed as business critical.</p>

		<p><u>Website</u>: ML now working on updating fields and dates etc for new year. NB Format of Directory will impact on some fields, so discussion needed. Committee photos need updating. And new/updated welcoming spiel from Emma to be added.</p> <p><u>2023 Applications</u>: Application window to be opened ASAP once ML done website updates; ML to advise. NW request clarification on our offer to members for 2023. EL clarified that member benefits are on website. <i>Led to discussion on exhibitions – see Item 6.</i></p> <p><u>Actions</u></p> <p>EL update 2023 Action List (circulated 18/09/22).</p> <p>ML to update membership fields/dates on website ready for renewals.</p> <p>ML to remove 'linktr.ee' for 2022 Directory from social media.</p> <p>NW to update Introduction on Instagram.</p> <p>LF to share Member lists NW/CF and link to OneDrive.</p> <p>NW to research scheduling software and report back on anticipated benefits/costs.</p> <p>EL to include social media tagging in next Newsletter.</p> <p>EL to confirm budgets for 2023.</p> <p>EL to update welcoming spiel on home page.</p> <p>NW, CF, HR to send their photos to ML for inclusion on Committee page of website.</p>
4	<p>Attracting New Members All</p>	<p>How can we attract new members? How can we get our message across? What do members want from their membership?</p> <p>SF had done a lot of work on attracting members from other art associations last year but felt there was more to be done for 2023. Happy to keep at it.</p> <p>It was felt that our expanded exhibition offer had helped in increasing membership. SH wondered if we need to help promote direct selling to public as exhibition sales a bit unreliable. Needs further discussion.</p> <p>NW felt that advertising needed to be all year rather than just June event. Increased visible profile would help attract other artists? Need to see work all year round. Need to consider how we would do this in future. Highlights necessity of Press Officer; vacancy needs addressing urgently.</p> <p>LF suggested extending membership to education establishments as Norwich Open Studios do; could increase publicity, advertising opportunities, public awareness etc., as well as supporting and encouraging young people's participation in the Arts. LF aware of current momentum (particularly in primary) for the Arts to underpin all other areas of the curriculum; lots of Suffolk schools have the Artsmark Awards. SH explained Norwich have a slightly different setup and attract funding for 'outreach' work. SH had tried putting on school exhibitions previously and felt teachers either not interested or not have sufficient resources. SF felt it wasn't appropriate to an organisation for professional artists. EL suggested perhaps we need to think about other ways of supporting young artists.</p> <p><u>Social Media Recruitment drive</u>: see discussion Item 3.</p> <p><u>Actions</u></p> <p>SF to continue work on groups.</p> <p>NW/CF to begin social media recruitment drive.</p>

		All – action to try & fill Press Officer role.
5	Directory HR/ML	<p><u>Printer quote</u>: HR obtained 3 quotes from Suffolk printers, Tuddenham Press, Lavenham Press (LP) and Indigo Ross; details attached? It was felt that LP represented best value for money. ML and HR went to meet. Thinking for 2023 is A5 slimmed down Directory. If limit Bios' to 25 words (as App) so get more (6) names to a page & omit Associate details (as on Web) equals 36 pages. Use the 2021 booklet Map. Use cheaper paper stock (matt recycled?) and reduce nos. of copies we get printed.</p> <p>Cost Estimate: £4063.00 (15,000 copies) + £187 per extra 1,000 (same thickness cover) £5319.00 (15,000 copies) + £240 per extra 1,000 (with thicker paper cover)</p> <p>Includes delivery to 4 locations. Not include design fee which is paid on an hourly rate. Not sure if figure includes VAT. ML to check. If we want to replicate 2022 Directory costs exceed what we've previously paid.</p> <p>Feedback: SH stated LP good to work with. NW thought A5 quite large to expect free advertising space in shops? Old size better for this. Also, tourist info racks tend to favour slim fliers. Thinner fliers easier to post etc. <i>Led to discussion on size benefits of flatter A5 booklet against slimmer but much thicker one.</i></p> <p>ML done hard-copy mock-up of what Directory may look like. EL ask if ML happy to share images with Committee. EL thanked HR for her research.</p> <p><u>Actions</u> ML to check if VAT included in figures ML to email round her mock-up</p>
6	Exhibitions SH	<p><u>Ferini Gallery Exhibition post-mortem</u>: SH not felt it had been very successful in comparison to other exhibitions. The gallery provided limited promotion, and communication between parties was difficult. Overall footfall was poor for the exhibition, in turn, sales very poor. Positives were: the overall look of exhibition great. Quality work good. Members supportive.</p> <p>In comparison PrintRoom sold more. But had access to Monica's mailing list. And higher probability of sales as it's a destination gallery & one not dependant on footfall.</p> <p>SF felt larger group shows a waste of time. Unless location right. EL felt as an all-inclusive organisation the offer of exhibitions vital as some artists don't have opportunity/funds to exhibit elsewhere. SF planning a Christmas Open Studio over a one weekend. Suggest something we should add to SOS programme? Committee thought good idea - add to Newsletter.</p> <p><u>Plans for 2023</u>: SH felt smaller exhibitions may be way to go – artist hubs? Perhaps encourage members to do individual open studio weekends? Limit larger group exhibitions? SH felt need to be reactive to current climate & use previous experience to help inform future direction.</p>



		<p>SF suggest Aldeburgh Ballroom Arts. Large first floor space. Up to Easter 2023 £1250/week. Great location. Be a bigger higher profile exhibition. ML agreed. But perhaps members would need to pay entry fee? Could return if sell work as we would be getting commission? SF thinks need strategy first rather than detail & suggests as he knows them, he could get some intel re sales/footfall at different times of year.</p> <p>SH feel we should approach Monica about exhibiting at PrintRoom again – possibility for 2023. Suggest as charity/artist support exhibition?</p> <p>Caro has offered same dates for Pond Gallery for 2023. Thought was a good pre-SOS June event. 2022 sales were £2335.00. <i>[NB Lettering Arts Trust has moved from Snape so their unit will become an additional gallery space].</i></p> <p>Agreed Spring Exhibition works well, then Summer Open Studios, followed by Autumn Exhibition. Possible addition of Christmas OS.</p> <p><u>Actions</u></p> <p>EL add Christmas Open Studio idea to next Newsletter.</p> <p>SF to talk to Ballroom Arts</p> <p>SH to talk to Monica at PrintRoom; Caro at Pond Gallery</p> <p>SH to firm up plans exhibitions 2023 for further discussion.</p>
7	AOB	<p>NEXT MEETING: EARLY NOVEMBER, VIA ZOOM. EL to circulate some dates.</p>