

FAA board meeting minutes

Wednesday, October 10, 2012, 3:00 p.m.

Film Coop Boardroom
Charlotte Street Arts Centre

Present: Renee Davis, Katie FitzRandolph, Russ Hunt, Marie Maltais, Jean Rooney, Cynthia Ryder

Absent: Allen Bentley, Bill Johnson, Penny Pacey, Barbara Roberts

1. **Call to order** by Jean at 3:08
2. **Adoption of the Agenda:** Moved by Katie, with the stipulation that item 7 be moved to 3 to accommodate the fact that Renee has to leave early, seconded by Russ, carried.
3. **Membership report -- Renee:** Renee reported that since 2011 there have been 96 nonrenewal (mostly in January, when most memberships expire). Individual email notices are okay in slack months but labor intensive when there are many. Personal approaches may be more effective than emails. One suggestion would be to move the membership drive so as to spread out renewals; another might be to move to one annual date for expirations. Marie suggested it might be good to approach the nonrenewals individually by phone, perhaps by setting up a calling team. Jean agreed that 96 is a lot of people, and it might be useful; Renee reminded us that it's over a period of almost two years. She said she could generate a list, but doesn't much like calling. Marie said that she could call a lot of people if Renee supplied a list. Cynthia pointed out that this could really be thought of as part of the strategic plan process. Some discussion of the benefits of membership – not so much to individuals as to the artistic community – ensued.
4. **Minutes of last board meeting:** Approval moved by Cynthia, seconded by Russ, carried.
5. **Gala Report – Katie:** see copy of [summary as circulated via email](#). Regarding item 18, Katie reported that Sabine had suggested moving the venue to the STU conference centre, and that Bill has said STU might be persuaded to help. It was agreed that might help to make the event a bit more upscale. There was discussion of recommendations about entertainment; for example, a larger ensemble like a high school jazz band might increase ticket sales. There was discussion of the date as well. Cynthia pointed out that if you go as late as November you tend to lose most of the craft community, who are preoccupied with sales. There was also discussion of poster printing and distribution; Marie said that the Arts Centre usually prints 250 and blankets the city; it was suggested that contracting out the postering might be a good idea. Jean said that Bill has indicated he'd be very interested in taking over publicity, and has some ideas. Marie wondered about the ticket price; it was generally agreed that cheaper would go downscale, which we don't want. Cynthia pointed out that accessibility (among other things) is an issue at the Charlotte Street Centre. Marie wondered whether artists who donate, perhaps above a certain minimum, should get a courtesy ticket. Jean said that in her experience that was usual. Marie said that if we could get all or most of the artists to come we would be able to advertise a chance not only to buy, but to meet the artist. At this point Renee left the meeting. Katie moved acceptance of the report, Cynthia seconded, carried.
6. **President's report -- Jean:** See copy of report [attached](#). Jean noted that the opening of the Casemates exhibition would have to be moved because of a conflict with the Bruno Bobak

memorial, and that she was to meet with Angela to reschedule. She said we wouldn't have time to do posters or much publicity; Katie said that since it was really Angela's exhibition, she should take that one. Jean said that made sense but Angela probably doesn't have much budget for it. Marie said that the casemates should have their participation in the exhibition stipulated as part of the contract. Katie agreed, saying that at the close of the residency they should be asked to designate a piece for the exhibition. There was discussion of the dates of the exhibition, ensuring that it didn't come close to the Gala, and that stipulating a date for the exhibition well in advance would be a good idea. On the Pro Bono issue, it was suggested that Sarah Petite might be involved, because of the interest of CARFAC in the copyright issue; it was agreed that Jean might approach her. There was discussion of what FAA might do in the way of a presentation for the "Cultural Renewal" process, and what sort of thing we might say in a submission. Cynthia made the point that we could stress that what we do has the effect of creating a climate in which young artist are more likely to stay here, and active. Katie said she would be willing to draft something, and Marie was willing to help. Jean is to provide a password to the site. Russ asked about access to the newly created Web site, and Jean said she'd provide the password for that, indicating that it still needed work before it could be launched. Finally, it was agreed that of the three entries in the "donation box" contest the [wooden box](#) by Phil Cunningham of Mactaquac was the clear winner, and it was agreed that Jean would phone him for a mailing address for the cheque.

7. **Treasurer's report – Cynthia:** See copy of report [attached](#). Cynthia said that the bottom line is that we're in pretty good shape; Katie said it made all the work on the Gala worth it. Katie moved to accept the Treasurer's report, Russ seconded, carried.
8. **Report from Gala -- Cynthia:** already dealt with.
9. **Programs/issues** (if not already dealt with):
 - a. **Pro Bono program:** already dealt with.
 - b. **Exhibition of Casemates:** already dealt with
 - c. **Upcoming projects:** postponed to next meeting
 - d. **Interviews for strategic planning:** postponed to next meeting
10. **Other business:**
 - a. Cynthia suggested we need to work on getting volunteers from outside the board involved in committees.
11. **Time and date of next meeting:** the next meeting is to be on Tuesday, November 6, at 4:15, in the Board Room.
12. **Adjournment:** 4:23

Russ Hunt
Secretary