

**FAA Special Meeting With Sandy MacKay
The Pink House, 10am, December 15th, 2012.
Minutes**

Present: Jean Rooney, Katie FitzRandolph, Maria Bourgeois, Kim Vose Jones, George Strunz, Myrna Gunter, Russ Hunt, Sandy MacKay, Penny Pacey, Cavelle MacDonell

Highlights of meeting:

Board discussed which programs could continue due to dire financial situation, Board discussed problems associated with knowledge continuity and the running of the programs, plus the treasurer's new role without Maria.

Board discussed sources for funds. Katie reminded the board that \$7500.00 could be raised as a fundraiser.

Sandy asked how FAA managed to create a group of active members to make the organization work so well.

George responded that FAA started with a nucleus of grassroots, enthusiastic, interested artists who worked hard to make it happen.

Russ explained that the artists had developed projects which that they wanted to see come to fruition. These were very specific projects such as the newsletter and Artist in Residence.

Maria added that the grassroots organization provided a profile for and services for the artists.

George suggested that ArtsLink would need to generate grassroots enthusiasm across the province.

Katie mentioned to those present that mayor Brad Woodside assured FAA that ArtsNews would be funded for this year.

Maria reported that FAA has received approximately \$2000.00 in memberships and charitable donations in the past two weeks.

Maria noted that FAA had 1400 people on mailing list, and could have as much as a 3000 person in indirect readership.

Katie expressed how much this was a testament of support for FAA from the arts community. Katie also expressed how FAA's fundraising efforts have shown more profit over the past year.

George noted the hard work on behalf of certain members.

Sandy noted that raising \$2000.00 in two weeks is a remarkable accomplishment. Russ suggested that this was due to the fact that FAA is visible in the community, with strong programming.

George noted that the board of FAA agreed that FAA would not charge for ArtsNews because FAA wants to reach as large a group as possible.

Maria suggested that charging that might affect FAA's charitable status.

Katie informed those present that FAA has asked everyone who submits art related news to become a member. She also stressed that without the programming there is no point in having the organization.

Katie informed those present that for the Art Trek program FAA's biggest expense was printing, (approximately \$3000.00).

Maria pointed out that most Art Treks are run by artists and charge large fees to participating artists. Maria informed those present that FAA ArtTrek artist are asked to volunteer for a certain task, or pay only \$25.00, or 10 per cent of their sales.

Katie noted that ArtsNews and Artist- in- Residency program are funded by the City of Fredericton and that ArtTrek is not funded by the City (except for last year one-time only discretionary funding of \$400 towards printing).

Sandy suggested that the ArtTrek map is a great tourism benefit for the City, so perhaps Provincial Tourism could be approached for funding instead of Culture Wellness and Sport. Also, Sandy agreed that ArtTrek is best left organized at a citywide level.

Those present at the meeting discussed the various "Gallery Hops" which existed in cities such as St. John, which are similar to Fredericton's "Culture Crawl". It was noted that Fredericton's Art trek is a studio tour not a gallery hop.

Russ noted that the problem ArtsLink is facing is that all organizing in the arts (programming, outreach) is most effectively done at a local level. Russ suggested that ArtsLink needs a number of local operations. Russ originally envisioned ArtsNews as having a province-wide reach.

Sandy asked FAA what it would take to get people to travel across the province to attend Arts events.

Katie mentioned that ArtsNews is the only comprehensive list of current arts events in Fredericton.

It was noted that the Telegraph Journal has Salon Magazine which is dedicated to the arts and profiling artists.

George suggests the group discuss ways FAA and ArtsLink can interact and support each other's mandate.

Sandy mentioned he would be interested in seeing how FAA and ArtsLink can co-ordinate where they overlap.

Sandy noted that there are various grassroots "pods" (dedicated to the arts) across the province and that ArtsLink hasn't been able to co-ordinate them yet, but that this was one of ArtsLink's goals. Sandy suggested bringing the groups together to talk in the New Year.

Regarding the Artist- in- Residency Program – George asked Sandy if ArtstLink was in a position to take ownership of certain projects and centralize organization and to give funding to local programs.

Sandy believed that ArtsLink should be in a position eventually to oversee some programming.

Katie reads aloud an email from Energy Minister Craig Leonard. (see attached letter). Katie noted that FAA had funding to pay the artists fees, but no operating funding (staff to run the program).

Sandy asked: What do we need to do as a province to keep these programs running- programs such as Art Trek, Artist- In- Residency?
What kind of overlap is around the province in regards to program?

Katie pointed out that the program in most jeopardy was the Artist- in- Residency due to lack of staff.

Sandy asked: What funding could we apply for to keep the administration going?

Katie and Kim inquired if ArtsLink would be eligible to do flow-through funding to support FAA programming?

Sandy would need to look into this prospect. Sandy suggested having representatives from each region run citywide programming under the umbrella of ArtsLink to encourage grassroots growth and support. An alternate suggestion was having three people in three cities run the citywide programming to begin with.

Russ suggested that FAA members become de- facto members of ArtsLink. That their dues entitled them to become members of both organizations.

Sandy suggested communicating that a member of FAA is also a member of ArtsLink.

Katie suggested that FAA could add a notice to ArtsNews expressing the dual membership.

Sandy expressed a need to set up local “pods” which represented the diverse arts communities in the province.

Those present discussed how to consolidate those pods.

Maria noted that FAA would need a free office to run our “pod” organization.

Sandy suggested looking for an “in kind” space donation.

Katie noted that FAA does not have a staff person to place in the office building.

Sandy expressed concern for the isolated areas of New Brunswick. He also noted that ArtsLink may find there are similar programs around the province and will research if there are ways to streamline the programs.

Discussion ensued.

Sandy will approach other arts organizations to gauge who would like to start a grassroots coalition together to become a local representative.

Katie suggested starting with a project such as Artist- In- Residence, or ArtTrek and see what exists already program-wise.

Katie suggested that to promote New Brunswick as an Arts province, people/ organizations should come together to do something concrete. Funding could be administered and researched through ArtsLink.

Sandy noted that ArtsLink has yet to organize a meeting of the different arts interest groups to find out what they need and what programs they wish to pursue.

Katie mentioned that FAA wants to go forward with its 2011 programming. Katie noted that FAA would like to continue to be a leader in arts.

It was agreed that Sandy will meet with the board of ArtsLink to discuss FAA’s needs for the coming year.

Sandy will meet with his board in mid- January to discuss FAA’s proposals.

Sandy will organize a meeting of various arts organizations- develop an invitation to these organizations and create an agenda for such meeting. He will send a copy to Katie.

Katie suggests inviting geographic organizations (as opposed to disciplines) that are broadly based.

Maria notes that such a meeting should be as inclusive as possible.

Sandy will send out a summary of what ArtsLink is about to the invited groups.

Adjournment: 12:20pm.

Respectfully submitted by Kim Vose Jones