

FAA Board meeting minutes

Wednesday, March 11, 2015

Film Co-op Boardroom
Charlotte Street Arts Centre

Present: Allen Bentley, Sabine Campbell, Derek Davidson, Russ Hunt, Heather McTiernan, Tony Merzetti, Forrest Orser, Penny Pacey, Cynthia Ryder, George Strunz

Absent: Dan Gleason, Jean Rooney

Welcome new board members

Penny welcomed new members Heather McTiernan, Forrest Orser and Derek Davidson, and, returning after absences, Tony Merzetti and George Strunz, and, *in absentia*, returning member Dan Gleason.

1. **Call to order** by Penny at 6:04

2. Adoption of the agenda

Adoption was moved by Allen, seconded by George, and the motion was carried.

3. Adoption of the minutes of last board meeting

Adoption was moved by Russ, seconded by Cynthia, and the motion was carried.

4. President's report

Penny noted the opportunity to harness the expertise of new board members – e.g. Heather on grants and member engagement, Forrest on social media (he's already updating the Facebook page) and public relations, Derek on apps, George on curatorship and the history of the FAA, Tony on film (and, of course, supplying the board room meeting space), and so forth. She noted that should be an addition to the agenda; Allen had said we should consider Nicholas Tracy's proposal for subsidizing senior artists.

She reported that although we'd missed the deadline for the Downtown Fredericton grants, she requested an extension, which was granted, and Katie revised the application, which was approved for \$1500.

Penny noted that the city offers financial support in three categories:

1. Festivals, major events and series grants – financial assistance up to a maximum of \$5,000 for the presentation of multi-day festivals, major events or series related to the creative arts, culture or heritage. Speakers series come under this category
2. Project grants – financial assistance up to a maximum of \$2,000 for projects and activities related to the creative arts, culture or heritage. (AiR was under this category)
3. Community asset grant – one-time financial assistance amounting to no more than

75% of the cost, to a maximum of \$5000, of purchase or repair of specialized equipment or infrastructure, to become a community asset shared among three or more eligible organizations

She suggested that we should think about applying for multiple grants – and that we should form a grants committee. The question, it was agreed, was how much we can take on. George asked about what our primary financial commitments now are; Cynthia said it would be the Artists in Residence, and the Artists in the Schools programs, roughly \$12,000 and \$8,000. Penny said that Heather, she, and interested others might as a grants committee set up a list of possibilities and bring them back to the board for direction.

Another question involved the low rate of membership compared to the number of subscribers to the *ARTSnews*; should we set up a membership engagement committee? Similarly we should probably have a media or promotion committee to explore alternatives for electronic and other promotion of the work of the Alliance.

With respect to coordination with other organizations, we have been in touch with ArtsLinkNB, and have already set up cross-linking with their Web site and ours. They are looking at the possibility of creating an online database as an events calendar, and Russ is in contact with them about this possibility; if they set up an interactive provincial database we might be able to modify the *ARTSnews* to take advantage of it, by providing a pro-active connection with it. This will involve substantial funding, (which is why we haven't done it) and they are beginning the process of securing it.

We've also been in touch with Matt Carter at Grid City Magazine about coordinating our efforts to promote the arts. He has suggested some initiatives – a monthly check-in on the magazine promoting current projects, feature interviews with FAA artists, a video interview explaining what the FAA is and does. Russ reported that he's had little success connecting with Matt and wondered about how substantial the enterprise is, but said he was continuing to try to arrange a meeting.

The “Healthy and Inclusive Communities” meeting (which Penny reported on on February 18), was important, but we were not well represented at it. Similarly, we should be attending to the work of the city's “Age Friendly Communities” Committee.

More immediately, we need to identify a volunteer to check the phone line regularly, to consider the proposed Web site redesign Jean has created, and to assist Bridget in expanding the scope and reach of the *ARTSnews*, for example, by creating a blog (she has said she'd be interested in attending a board meeting).

Finally, Penny noted that she'd had a phone call from someone at the Harriet Irving Library saying that the *ARTSnews* address on the Website was wrong. Russ said he would check, but that all the email addresses on the site were updated, as far as he had been able to determine. There was some discussion of the status of the Web site, and it was agreed that a committee to oversee it should be set up. Russ agreed to do this.

5. Treasurer's / Membership report

Cynthia noted that two statements, for [January](#) and [February](#), are available, and said that we are in pretty good shape financially, reminding us that we need to bear in mind the commitments to the Artists in Residence and Artists in the Schools programs. She also reported via email, after the meeting, that we currently have 64 paid members.

6. Election of Executive Officers

After some discussion it was agreed that the current executive should stay in place. Allen said that he had been concerned because although he was happy to be Vice-President he did not want to be President, and thought someone willing should be made VP. It was clear that no one else was prepared to take that on, and it was agreed that this was an issue that could be postponed. No motion was made at the time, but at the end of the meeting George Strunz moved, and Tony Merzetti, seconded, that the executive – Penny as President, Allen as Vice-President, Cynthia as Treasurer, and Russ as Secretary – be confirmed for the year. The motion carried.

7. Programs / Issues

Pro bono program. We did not participate in this last year, because we could not think of an appropriate project for the law students. Penny suggested we need to consider this. Russ said that we have a problem, in that the “Contract Law for Artists” document, which was created in 2009-10, seemed to have disappeared from the Web site, and he had no idea where the original might be. It was agreed that if it couldn't be found, it might be possible for it to be re-done. There were a number of suggestions about where the original might be: Maria Bourgeois, who was at the time employed by the FAA, might have it, or it might be on the laptop which the FAA at that time owned. George said he would contact Maria; Cynthia said she thought the laptop was now in Jean's custody, but that it had been in pretty parlous shape when it was handed over. She thought there might be a backup CD. Russ said he had contacted Katie, who didn't know where it was. He said he would continue searching among old emails.

Artists in Residence exhibition. There was extensive discussion of the problem with exhibition space. Penny said that after extensive negotiations with Tim Richardson, who is in charge of the space at Old Government House, she has concluded that it is unlikely we'll ever be able to agree on a time and space there. City Hall was suggested, but it was agreed the space was unacceptable. The public library was suggested by a number of people, and Sabine said she would have a look at the space and see if it seemed suitable. Penny said it seemed likely we'd have to give up on the idea of mounting an exhibition of the last two summers' work, so we should look at where we could mount a show after this summer's program. It was agreed that Derek, Sabine and George would form a committee to explore possibilities for an exhibition and report back.

Artists in Residence. Penny noted that the report by Jean on last summer's successful program is now available (Russ said it was accessible from the main page of the Web site), and that we should be thinking about this summer's program. Allen asked when the deadline for advertising for participants was; it was agreed it would be pretty soon. Russ said he would try to find the materials we'd used last year among the old emails and would circulate them.

Artists in the Schools. We need to re-form the administrating committee for this project. Penny recounted difficulties in creating PR for last year's program, concluding in a feature item in the Gleaner, and with administration of the program. It was agreed that this information

was relevant to the committee, which would be composed of Katie, Sabine, Allen, Dan and Penny.

Art off the Streets. It was agreed that without someone taking Jean's place to spearhead the program – for instance, to refocus it from the homeless shelter, and perhaps find other participants such as Greener Village – it would be difficult to continue it. Heather wondered what the funding cycle for it might be; Penny said that since there had been only three projects last year no real precedent existed. It was agreed that Heather, Allen and Penny might have a meeting to work on it, and that Jean should be involved as far as possible.

Email communication. There was a discussion of ways in which to make communication among board members more efficient. It was agreed that people should adjust subject lines (though Russ pointed out that different email programs treat that differently), and that we should try to be aware of when we're responding to the whole list and when to individuals. Penny said she was using a list of addresses in individual emails rather than sending to the FAABOARD list when she thought individual responses would be better. Russ pointed out that it's a choice: if the email has all the addresses in it, to reply to everyone requires a change in the address; conversely, if the email comes from the FAABOARD list, replying to one person requires a change. He also said there might be a way to set up separate lists for committees, so that mail relevant only to them could be kept off the general list.

Gala committee. It was agreed that Allen, Katie, Marie, Sabine, George, Penny and Tony would be working on it.

Membership committee. Cynthia has agreed to take over the mechanics of tracking renewals and fees, but there needs to be a committee to work on promoting membership; Heather and Penny agreed to be on it, and to consult with Renée as possible.

Nicholas Tracy proposal. Allen agreed that given the time it might be a good idea to table this till the next meeting. Nonetheless, discussion ensued, with agreement that it might be worth considering finding a way to negotiate reduced rates at events for senior artists in the community, especially if Nicholas were willing to do the legwork – which, Allen said, he has indicated he is.

8. Time and date of next meeting.

After some discussion it was agreed that it would be a good idea to set meetings for a regular time and date, and that the best time would be Wednesdays at 7:00, on the first Wednesday of each month. Thus the next meeting is to be on April 1, at 7:00.

12. Adjournment

The meeting was adjourned at 7:25.

Russ Hunt
Secretary