

FAA Board meeting minutes
Wednesday, July 12, 2017, 5:15 p.m.
Film Coop board room, Charlotte Street Arts Centre

Present: Allen Bentley, Sabine Campbell, Katie FitzRandolph, Will Forrestall, Russ Hunt, Heather McTiernan, Tony Merzetti, Cynthia Ryder, George Strunz

Absent: Tahlia Ferlatte, Krishna Khaitan, Penny Pacey

1. **Call to order** by Katie at 5:15

2. **Approval of the Agenda**

Katie announced two additional items to be added – The Gala, and Tony’s Sponsorship proposal. Russ proposed adding an *ARTSnews* update. Approval with those additions was **moved** by Will, **seconded** by Allen, and **carried**.

3. **Minutes of June 7 board meeting**

Approval was **moved** by Russ, **seconded** by Will, and **carried**.

4. **Treasurer’s report**

Cynthia summarized the [June statement](#), and her [forecast](#) for the next year, both of which had been circulated on email (the [list of cheques for the year](#) had also been circulated). Cynthia **moved** acceptance of the report, **seconded** by Tony, and the motion **carried**.

5. **President’s report**

Katie’s [report](#) had been circulated. She explained a bit more of the context of Natasha’s situation. There was discussion of the necessity, next year, of advertising earlier and in more specifically targeted ways. We should have a committee with an advertisement and plan ready to go as soon as we have confirmation of the grant. Russ suggested that one way of targeting campuses that seemed to be effective this year was to email faculty directly, inviting them to bring the job to the attention of students. In the absence of a summer student, Katie said she’s been checking in regularly and that the program itself seems to be going okay, especially since Cynthia’s working right next to the Box, so issues like physical transfers of keys, paycheques, etc., can be handled. Many Board members had visited the site and agreed that it seems pretty effective where it is. Katie noted that pictures have been put up on the Facebook page. Will **moved** adoption of the President’s report, George **seconded**, and the motion **carried**.

6. **Schools program**

Allen read this report:

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Arts in Schools Report

All final reports are in for the 4 schools (Kingsclear, Stanley, Park Street and CNBA) that mounted projects this year, and all indicate significant esthetic impact on school kids and, probably, on communities: Kingsclear especially so.

Five applications for Canada 150 projects have been submitted (George Street, Leo Hayes, Gesner (Oromocto), Lincoln and Park Street). The AiS Committee meets tomorrow at the Pink House to vet these. I believe – and I will confirm with our AWSO rep. – that the deadline for applications for these projects has been extended to July 31, 2017 so that we can spend all or most of the money we've budgeted for.

Allen (Chair: AiS)

He **moved** acceptance of the report, Heather **seconded**, and the motion **carried**.

7. **Grants**

Heather said there was nothing new, but that she expected there'll be some new ones to explore in the fall.

8. **Residencies**

Katie said that they are going reasonably well. There was some discussion of the appearance of the Box, and how so far the artists seem to be comfortable in it. Sabine said it was interesting that they are using shipping containers for similar purposes in Saint John; Heather said one instance was the "Area 506 festival". Katie noted that Craig isn't finished painting yet, and she'd like it to be finished before organizing a grand opening with the Mayor present. Sabine wondered if he'd been paid; Katie said he's been paid half, and will get the rest when it's finished. George said it seemed that the Box needed an awning, because rain gets in. Cynthia said that an awning wasn't possible, because of the corrugated material it made of: there's no economically justifiable way to make it waterproof. George wondered why the city couldn't find a way; Cynthia pointed out that they used it all last summer and didn't fix it for themselves. She also noted that there seems to be lots more interaction than when the Residence were in the Casemates: it's more open and obvious. Derek Davidson has reported that it's great; Katherine Moller, on the other hand, expressed some reservations about the ability to work as a musician in the space. (Katie pointed out that she's applied for one of the additional empty slots, so must not dislike it too much.) Katie also noted that David Seabrook has said we should not start counting on having it next year, as the City might well have other plans for it – but has assured us that we don't need to worry, they will find a place for us. Cynthia said that she's heard that the Craft College is exploring taking over the newly-vacant OMISTA space at Carleton and Queen, so the whole section around the Barracks might have its character changed. There was some discussion of the desirability of a sandwich board to make it more obvious, or a banner.

9. **Container**

Katie noted that we seemed to have discussed this item already.

10. **Summer Student**

This had already been discussed under the President's Report.

11. **Gala**

Sabine said that things are moving along. A committee meeting is set for next week. Art procurement is underway. Alan Grabelsky has invited the committee to choose what they'd like from the current exhibition, which will be closing July 31.

12. Sponsorship proposal

Tony circulated hard copies of his document "[Sponsorship Levels for 2017](#)." Extensive discussion ensued. Katie said she thought that the document was impressive, but before we decide it's done and what we want to go with, we should see if we can get an idea of whether there's interest in this process out there. Sabine said you'd need to go with a clear program to ask about. Katie said that you'd need to make it clear that this is informal, that we're looking for help. There was discussion of whom we might approach, and who might approach them. The discussion devolved into two or three, or occasionally four, separate conversations, so there's no record of it. Names like Gullison, OMISTA, Picaroon's, and others came up. Tony said that he liked the idea of brainstorming on who might be interested in which opportunities, but we should be clear about what we're offering. It was agreed that between now and the next meeting people should approach potential donors and see if they think this is a good strategy. It was also agreed that Tony had created a document for which the Board was deeply grateful.

13. *ARTSnews* update

Russ said that it had just occurred to him that one of the opportunities we might want to offer in a future revision of Tony's document would be a sponsor of technological upgrade. We didn't manage to hire a student to help with the Web site, he said, and it's becoming clear that we need to think deeply about the future of the *ARTSnews*, and of bulk mailing as an effective approach for helping the artistic community get the word out about what's going on.

Since St. Thomas had stopped supporting bulk mailing, two years ago, the *ARTSnews* has used a program called phpList which, Russ said, he thought would be less aggressively commercial (thus less likely to be blocked as spam) than some, as it began at the National Theatre in London. During the last few months, however, it has posed increasingly difficult problems, ending with over 200 subscribers being blocked by Rogers/Yahoo, necessitating the invention of an alternative mailing strategy. Most recently, last weekend, about 370 subscribers were "blacklisted," which means that we can't send to them at all unless they individually re-subscribe. Consequently, Russ explained that he and Bridget Spence had decided to switch mailers to a different, and more commercial, system, MailChimp, which is used by a number of local organizations, and were going to try to use it for the current issue, due out almost immediately after the meeting. He said that he'd intended to ask whether, in redesigning the mailout, we should return to sending the whole *ARTSnews* issue in the body of the email, but had decided that we'd stay with what we've been doing till we've ironed out the bugs (or exterminated the wrinkles) in the new system. He asked Board members to watch for their issue and let him know of problems.

14. Other business

Katie announced that her daughter-in-law, JJ Lee, is to give an artist's talk at Gallery on Queen on Thursday, and invited everyone to attend.

Will asked whether it were possible to get a card about the FAA and the *ARTSnews* to hand out at the Box. Katie said she'd put up a signup sheet, and Sabine said she had brochures and other documents. There was agreement that a sandwich board would be a good idea.

15. Adjournment

On motion, the meeting was adjourned at 6:22 pm.

Russ Hunt
Secretary