



MINUTES OF THE MEETING OF THE TRUSTEES 21ST MAY 2019

Trustees Present:

Soolie Burke (SB), Tony Cartwright (TC) (Treasurer), Alison Chantrey (AC) (Secretary), David Haedicke (DH) (Chair), Meurig Hughes (MH) and David Phillips (DP)

By invitation: Cathy Black (CB) (Manager, East Lodge) and Hilary Roberts (HR) (Membership Secretary)

Apologies:

James Callaghan (JC) and Graham Snape (GS).

1. Welcome

DH welcomed everyone to the meeting.

2. Minutes

The Trustees approved the Minutes of the meeting held on 18th April 2019.

3. Financial Position

a. LSA's Cash Position

TC reported that although East Lodge rent for the coming quarter had been paid the cash position was slightly up. Significant expenditure on exhibition equipment was expected shortly, subject to discussion later in the meeting.

b. Fundraising Progress (baseline/outline targets)

TC proposed that there should be several items broken out on the agenda to address this matter satisfactorily. His current priority was the preparation of the annual accounts. He would then return his attention to identifying targets.

ACTION: TC

c. Contact with Business Schools

GS was not in attendance.

4. Membership Report

a. Current membership numbers

HR reported that the current membership was 330.

5. Events/Exhibitions

a. Isabel Balboa, Brian Edden, Gill Buick and SJ Fogg Exhibition

CB reported that the current exhibition had achieved several sales. There had not been much attention by visitors on the jewellery in the glass cabinet, although there had been a sale. There could be more promotion of items in the glass cabinet to raise awareness amongst visitors. There had been a very successful private party for the friends and family of Brian Edden.

b. WOS 2019 Signage

Caroline Fraser had submitted a request for further signs to promote the Warwickshire Open Studios exhibition in East Lodge and to pay for flyers, which had been produced to promote the event.

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It was agreed that the flyers should be funded as the gallery exhibition during WOS was a LSA event and not a private booking and promoting the WOS exhibition was felt to help footfall throughout the year. However, future requests for funding should be made in advance of expenditure and this would not be seen as setting a precedent for the future.

There was concern that WDC would not permit the use of banners on railings at the clock tower entrance to the park and the pedestrian entrance from the footbridge. However, the trustees agreed to purchase venue signs and arrows to use within the park. CB would liaise with the park rangers to ensure that permission and cooperation were received.

ACTION: AC/CB

c. Young Artists Competition – review of age limits

The trustees considered a proposal that the upper age limit for the competition should be extended to include students taking Masters degrees. It was noted that the lower age range had been queried also. Follow a long discussion, it was agreed that the competition rules should not be changed.

d. AITP 2019

AC reported that Aspect Consultants had again agreed to sponsor the AITP/LSA launch party on 1st August with a donation of £500.

e. East Lodge events flyer July – Dec 2019

AC reported that she did not have time to produce the proposed events programme with advertising for the July – December exhibitions. It was agreed that a tri-fold programme should be produced for this period, but that efforts should begin almost immediately to organize a larger booklet for the first half of 2020.

f. School/Community exhibition plans for 2020

AC reported that she would be meeting at East Lodge with the Head of Art at North Leamington School on 30th May to discuss the school holding an exhibition in early 2020.

ACTION: AC

g. Future LSA Annual Open Venue

SB and AC had been and would continue to try to contact WDC officers to explore the possibility of using the Town Hall and special exhibitions space in the art gallery and museum for an annual show.

ACTION: SB, AC

h. 2020 East Lodge Gallery booking process/criteria

Bookings for East Lodge exhibitions in the first half of 2020 would open shortly. The trustees reviewed the 2019 programme and discussed the shape of the 2020 programme. It was agreed:

- i. That there should be more opportunities for members to exhibit one or two pieces of work. To this end there would be 3 member exhibitions and a Christmas exhibition.
- ii. That further consideration should be given to holding the annual open(s) elsewhere.

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- iii. That the WOS exhibition should be offered to 4 artists, but that there would be an expectation that they would be present during the event.
- iv. That CB and AC should have discretion over the selection of the rest of the bookings.

Applications to exhibit would close in mid August to give sufficient time to confirm bookings and arrange promotion.

ACTION: AC/CB

6. Marketing & PR

a. Report from the Marketing Committee

The Marketing Committee was continuing its work on the proposed vision, mission and ambition of LSA, incorporating the common themes of the 3 ambitions for LSA in 5 years' time, which trustees had each provided. Its next meeting would take place on 29th May. A report on action points from this work would be presented to a future meeting.

b. Press Officer vacancy

DH had not yet managed to make contact with the student who had expressed an interest in volunteering. In the meantime, Mark Brown would be invited to attend the Marketing Committee meeting on 29th May.

ACTION: DH

7. ArtSpace

a. ArtSpace continuity planning

DH reported that two co-editors had been appointed to take over from Lucy Ovanesyan. Efforts were continuing to identify a replacement for Malcolm Waterhouse and news was expected on this within the week. Quotes for production were being sought from Joyous Creative and Kaleidoscope for the next edition, in case a replacement cannot be found in time.

d. ArtSpace 51 plans

DP confirmed that preparations for ArtSpace 51 were on target for a mid July publication. The copy deadline was 30th May. ArtSpace 52 would be published in December.

8. East Lodge

a. East Lodge Manager possible division of duties

CB presented a list of the East Lodge Manager responsibilities. SB and MH would look through these and put forward a proposal for the division of duties.

ACTION: SB/MH

b. Matters arising from Stewards/volunteers meetings

There were no matters arising from the stewards/volunteer meeting.

c. Footfall Statistics

The April 2019 East Lodge footfall was 1701. This was up from 909 in April 2018. It was noted that this included the Easter bank holiday Monday when the Lodge would usually be closed. CB agreed to provide a schedule of footfall for each month in 2018 and 2019 that would then be updated as part of her monthly reports.

ACTION: CB

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d. June Refurbishment (gallery floor and basement tidy)

SB had already tidied and cleared large areas of the basement. However, work was required to refresh the gallery floor. SB would seek quotes to sand and varnish the floor during the week beginning 10th June.

ACTION: SB

e. Park Rangers

CB reported that she had recently met with one of the Park Rangers and given her an introduction to LSA and East Lodge. The Park Rangers were now sharing East Lodge events via their social media pages and were being regularly welcomed into the Lodge.

9. 2019 AGM schedule

The schedule for AGM notifications and deadlines was circulated. The official notice of the meeting had already been issued to members. DH asked current trustees to indicate whether or not they were intending to stand for re-election by 19th June at the latest.

CB suggested that the very positive footfall data for East Lodge should be shared with members at the AGM.

10. Proposal for New Backboards

TC outlined the plans for displaying work at Art in the Park, using the mesh stand, which trustees had already seen. He shared an image of the layout of the main marquee, indicating that several of the display “boards” would actually be hung from the sides of the marquee. The new stands would also be used in the smaller marquee. The old boards would be disposed of. It was agreed that TC had a budget of up to £1500 to purchase sufficient stands and associated fixings for both marquees.

ACTION: TC

11. Other Business

SB reported that she had invited Guide Dog trainers to use East Lodge as part of their training programme.

12. Next meeting

18th June 2019, 1pm at East Lodge