

LEAMINGTON
STUDIO Artists

MINUTES OF THE AWAY DAY MEETING OF THE TRUSTEES 15th January 2018

The Away Day meeting commenced at 12:15 pm

Present:

Trustees: Tony Cartwright (TC) (Treasurer), David Haedicke (DH) (Secretary), Alison Chantrey (AC) (Membership Secretary), Soolie Burke (SB), James Callaghan (JC), Meurig Hughes (MH), David Phillips (DP)

By Invitation:

Chris Freegard-Elmes, Manager, East Lodge

Apologies:

Morgan Forth (MF)

1. Welcome

AC chaired the meeting and welcomed everyone to the Away Day. She noted that the purpose of the Away Day was to define, to the extent possible in the available time, what goals the Trustees would like to set for LSA over the foreseeable future and an Action plan for achieving the goals.

2. Setting the stage

The Trustees reviewed material previously distributed (see attached) as a means of confirming their responsibilities, the Objects set out in the LSA Constitution regarding LSA's purpose, LSA's current financial resources and an overview of LSA events currently scheduled for 2018.

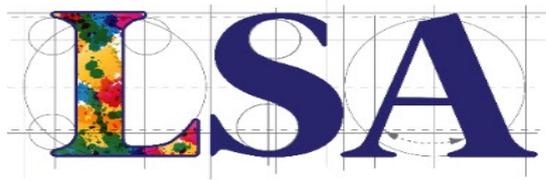
3. Action points from Away Day 2017

The Trustees reviewed the Action Points adopted at the conclusion of the 2017 Away Day. These were as follows, with notes as to whether the action points were accomplished in 2017 added *in italics*:

- a. Develop job specifications and advertise for an Exhibitions Organizer(s) to take on management of East Lodge, the ArtFairs and the Loft Theatre exhibition in the newsletter and on Facebook and the LSA web site.

ACTION: KL/AC/MF/TC

CFE was brought on as East Lodge Manager but AC continued to manage ArtsFairs and Loft Theatre shows.



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- b. Meet with ArtSpace Committee in February and report thereon to the Trustees at the Trustees' next monthly meeting

ACTION: KL

KL met with the ArtSpace Committee but continued to believe that a closer working relationship between the ArtSpace Committee and the Executive Committee should be developed as a matter of mutual benefit.

- c. Provide a standing invitation to the ArtSpace Editor to attend each monthly meeting of the Trustees.

ACTION: KL/DH

Due to normal transitions between ArtSpace Editors, while an invitation was extended the Editor(s) were not able to attend Trustee meetings.

- d. Provide list of VIPs to whom ArtSpace is distributed, evaluate for completeness and craft cover letter to accompany distribution to those on the list

ACTION: DP/TC

This Action Point was not accomplished during 2017.

- e. Add to paid advertising in ArtSpace

ACTION: DP?

This Action Point was not accomplished during 2017.

- f. Provide recommendations to Trustees regarding online formats and timing for use in distributing ArtSpace online

ACTION: TC

ArtSpace was made available online during 2017.

- g. Provide 'deep dive' review of East Lodge costs and revenue with recommendations to Trustees concerning cost controls and revenue enhancements

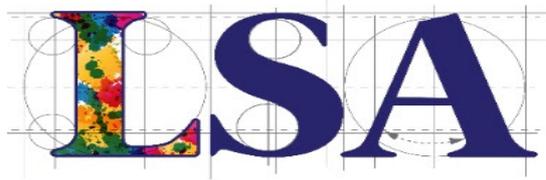
ACTION: TC/MF/SB

The review was accomplished during 2017 and recommendations were made to and adopted by the Trustees and by the members at the AGM in July 2017.

- h. Review, summarize and maintain a listing of art classes and other related activities in LSA footprint and present to Trustees and make available at East Lodge for reference and to answer questions from Members and visitors

ACTION: SB

SB developed a listing of art classes and posted to East Lodge bulletin board during 2017.



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- i. Review, summarize and maintain a catalogue of arts organizations in LSA footprint and present to Trustees for consideration of how to coordinate with other organizations for mutual benefit and support

ACTION: KL/AC/DH

A list of other arts organizations was established but remains to be further developed as an outreach effort is undertaken by LSA.

- j. Identify and implement opportunities for pop-up studios and exhibitions for artists in residence and others at East Lodge

ACTION: MF/EXHIBITIONS ORGANIZER

One pop up studio occurred during 2017.

4. Overview of 2018 financial position

TC reviewed LSA's current financial position (see attached). He noted that there is approximately £3,000 in the LSA account, which provides some limited opportunity for adopting spending initiatives in 2018. The amount of excess, if any, in the East Lodge account is still under review.

The Trustees agreed to adopt spending authorities of £0 to £100 for the East Lodge Manager and £0 to £250 for the LSA Treasurer. Expenditures greater than £250 will continue to require a majority vote of the Trustees.

5. Areas of focus for 2018

During the 2018 Away Day, the Trustees discussed and agreed on the following Action Points:

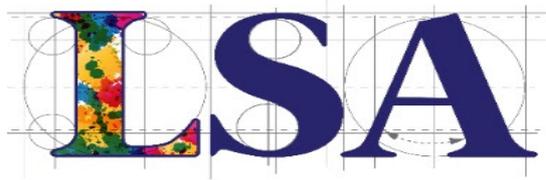
- a. The Trustees agreed that LSA should identify opportunities for collaboration and cross-support with other arts organizations/charities based in Leamington Spa, with particular emphasis on AMA and FLAG.

ACTION: AC

- b. The Trustees referred to the 'lessons learned' from Art In The Park 2017, discussing, among other things, the merit of adopting a particular theme for LSA's participation in AITP 2018 (e.g., a schools-based theme), including Warwickshire College as a patron and participant, and whether the LSA marquee should be larger than in 2017 in overall connection with LSA's celebration of its 20th Anniversary. An Action Group was designated to address LSA's participation in AITP 2018.

ACTION: TC, CFE, AC

- c. The Trustees discussed the aim of the Trustees working more closely with the ArtSpace Committee on matters such as obtaining information about the distribution of ArtSpace outside of the LSA membership, improving the quality



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of the online version of ArtSpace, promotion of the 20th Anniversary celebrations of LSA and ArtSpace in 2018 and actual sales of ArtSpace. Especially in connection with the 20th Anniversary issue of ArtSpace, the Trustees voiced their strong support for a premier anniversary edition and agreed that the cost of increasing the number of pages should be determined and considered if not unusually expensive. The Trustees also agreed with DP's suggestion that a Distribution Manager should be identified to, among other things, manage sales of ArtSpace.

ACTION: DP

- d. The Trustees discussed the possibility of a special exhibition in August celebrating the 20th Anniversary of LSA and its publication of ArtSpace. The exhibition might include reproducing posters of past exhibitions and a retrospective of the evolution of LSA as well as ArtSpace covers and images and video projections, possibly with a marquee which would also provide cover for a celebratory party during one evening. There was further discussion of inviting LSA alumni who had established significant reputations to the exhibition.

ACTION: DP, CFE, AC, TC

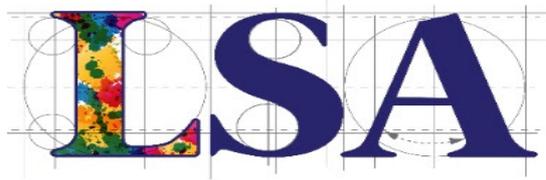
- e. The Trustees discussed the need for a publicity drive to bring more awareness of LSA and East Lodge within the Leamington community. MH and CFE noted that a new member is skilled in publicizing arts organizations and might be able to help in publicizing LSA. AC also noted there is another potential new member with similar skills. Both possibilities will be followed up.

ACTION: MH, CFE, AC

The Trustees also discussed inviting VIPs in the Leamington community to be judges in the three Open Exhibitions presented each year. For example, the Mayor of Leamington might be a suitable person to open the 20th anniversary exhibition noted in # 4, above, and to invite to the anniversary party. MH also noted that a photographer for the Courier could be involved in judging the upcoming Annual Open Exhibition for Photography & Design. JC offered to contact Josh King at London Camera Exchange about being a judge for the Photography exhibition.

ACTION: JC, MH, SB

TC noted that there are continuing opportunities with the LSA website and with social media to publicize LSA and East Lodge. He will circulate to the Trustees an ongoing record of the number of 'views' that the website attracts. He noted that he would explore adding an Instagram site to LSA's web



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presence. MH and CFE noted that it would be helpful if the number of Twitter 'tweets' could be increased and offered to look into that.

ACTION: TC, MH, CFE

- f. The Trustees went on to discuss other positions that could be filled on a voluntary basis if people with the requisite skills can be identified. AC and TC offered to draft position descriptions for publication in WCAVA in a search for such people. Positions discussed included Fundraiser, someone who could aid in organizing trips to see notable exhibitions outside of Leamington (AC offered to contact Mo Enright to coordinate this with FLAG's existing capability in trip organization), Advertising Manager for ArtSpace, and a Distribution Manager for ArtSpace.

ACTION: TC, AC

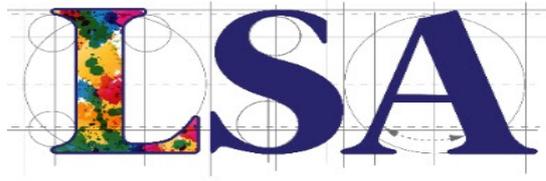
DP also brought up the idea of a Critique Committee that would provide constructive advice to LSA member artists in improving their artistic technique. Members who wanted to take advantage of this could either meet with the Committee at East Lodge or at their home studios. CFE offered to help in organizing such a committee.

ACTION: DP, CFE

- g. The Trustees discussed the composition of the Executive Committee itself, noting that it would be good to have more visual artists, especially painters, on the Committee. Also, since the workings of the Executive Committee may not be transparent to members who might be interested in becoming Trustees, such people might be invited to meetings of the Executive Committee as 'observers' to further pique their interest.

The Trustees also discussed establishing a closer relationship with volunteers at East Lodge and in other LSA activities. There was general agreement that the Executive Committee should meet with the volunteers at East Lodge to discuss opportunities and needed actions at East Lodge in the immediate future.

DH observed that almost all decisions for operational action at East Lodge or in other activities are made by the Executive Committee. This is both time consuming in the meetings and may be de-motivating and of limited transparency at the operational level. There was general agreement on this from the Trustees. He suggested exploring opportunities to enable decision-making at the operational level through sub-committees of the Executive Committee. Given the late hour at this point in the meeting, DH suggested



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that he, TC and AC come back to the full Committee with further suggestions in this regard.

ACTION: DH, AC, TC

There being no further matters to discuss, the Away Day adjourned at 5 pm.