

MINUTES OF THE MEETING OF THE TRUSTEES 26th February 2019

Trustees Present:

Soolie Burke (SB), Tony Cartwright (TC) (Treasurer), Alison Chantrey (AC) (Secretary), David Haedicke (DH) (Chair), David Phillips (DP) and Graham Snape (GS)

Apologies:

Cathy Black (CB) (Manager, East Lodge), James Callaghan (JC), Meurig Hughes (MH) and Hilary Roberts (HR) (Membership Secretary).

1. Welcome

DH welcomed everyone to the meeting.

2. Minutes

The Trustees approved the Minutes of the meeting held on 15th January 2019.

3. Treasurer's Report

a. Cash Position

TC reported that the cash position was approximately £300 worse than in January. This was due to the payment of rent and printing the 6 months programme of events at East Lodge. Overall the cash position was strong, but this was partly because 2019 exhibition bookings had been paid for either in full or by deposit.

b. Lloyds Bank signatories and account information access

TC reported that all documentation was in place and should have been processed by Lloyds. HR and CB were not present to report whether or not the process for their access to the bank account information and the visa card, respectively, had been finalized.

c. East Lodge Manager Funding

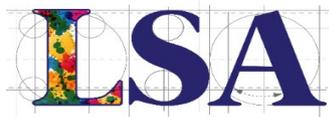
TC reminded the committee that efforts were being put in place to earn an additional £10k to help fund the part time position of East Lodge Manager. This had been identified as a priority at the away day in November and was to be a standing item of the trustee meeting agenda as agreed at the previous meeting. He reported that work in several areas was taking place to help raise funds, but that the work of the PR Committee to agree a vision/mission statement was central to this effort as it should help communication with potential members/donors/sponsors possibly via a sponsorship brochure.

Some concern was raised about the sustainability of fundraising year on year, but the spread of income streams should help mitigate this. It was agreed that GS would contact local business schools to enquire about project placements for students, who could be tasked with identifying possible sponsors/funding streams, etc.

ACTION: GS

d. Sponsorship for LSA Events

The intention was that all LSA events should in future be sponsored, to release funds to pay a Manager. Efforts had been made to attract sponsorship, but these would be re-doubled once the PR Committee had completed its current work.



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4. Membership Report

a. Current membership numbers

Membership was currently 307. Down slightly on January's figure.

b. Including donation prompt in membership form

The membership form and standing order mandate had been updated to include a prompt to donate. Work needed to be done on establishing a procedure to manage and record the donations.

5. Events/Exhibitions

a. Temperance

The Temperance exhibition was well supported by members. The People's Choice Award, which was arranged by and funded by Chrome Yellow, was won by John Simpson for his painting Study of a Group of Vans.

b. Clapham Terrace Primary School

The Clapham Terrace Primary School exhibition was officially opened by the Mayor, Councillor Heather Calver, on Saturday 9th February at an extremely well attended event. Matt Western, MP for Warwick and Leamington also attended. The standard of work was very high and there had been a number of sales of the photographic work.

CB had expressed concern about the safety implications of the large number of people attending private views and felt that there should be an agreed maximum number. TC agreed to research the issue and report back to the committee.

ACTION: TC

c. March Open Exhibitions Judges

Approaches had been made to Warwickshire College for judges. Two nominations had been made by the Assistant Principal. AC was following up.

ACTION: AC

d. AITP 2019

Since the January meeting, the final space in the small marquee had been booked and paid for. The following artists would be exhibiting: Helen Brookes, Jane Archer, Jenny Chan, Silvena Toncheva, Charanjit Uppal and Ben Cowan. 3 artists had so far volunteered to demonstrate in the main marquee. AC would invite others to take part.

ACTION: AC

e. Young Artists Competition

AC presented a proposal for a young artists competition. It was hoped that the competition would raise awareness of LSA and East Lodge amongst younger people in the area and would help to promote the work of young artists. It was agreed to hold a competition for under 21 year olds, living in the CV postcode area, which would culminate in a public vote at Art in the Park 2019 where finalists' work would be displayed in the main LSA marquee. The winning artists would be given free LSA membership for a year, a cash prize and would have an article written about their work in ArtSpace 52.

ACTION: AC

f. Promotion of Events

The new tri-fold programme of events for the first half of 2019 had been published. Helen Ballantyne and SB had volunteered to distribute it to cafés, etc. Cardboard



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display stands had been purchased to help promotion. Printed stands were felt to be too expensive and therefore business cards had been attached to the stands to give the LSA brand.

6. Report from the PR Committee

The PR Committee had been joined by Paul Joyner and had had a productive meeting at the end of January. Paul was working on proposals for a vision and mission statement which would help with marketing and which would be considered at the next meeting on 5th March.

a. Press Officer Vacancy

The Press Officer role had still not been filled. SB had worked with DP and used photos by Chan to write a press release on the Clapham Terrace Primary School exhibition. This had been well covered by the local press. She volunteered to continue on a temporary basis to write the press releases until a permanent press officer could be recruited. SB was thanked for her hard work. AC would follow up her communication with a potential press officer volunteer.

ACTION: AC

7. ArtSpace

a. ArtSpace Committee Meeting 29th January

DH reported on his attendance at the ArtSpace committee meeting on 29th January. There had been very useful discussion around working towards making ArtSpace self-funding through sponsorship and/or advertising and planning to ensure continuity in the event of members of the committee retiring from their roles. DH and CE would meet to discuss these issues further.

ACTION: DH

b. Publication Date for ArtSpace 50

Publication of ArtSpace 50 had been delayed owing to volunteer holiday. It was currently being proof read and should be with the printers shortly, with distribution in about 2 weeks.

c. Sale of ArtSpace through Waterstones

SB sought guidance on what the proposition was for sales of ArtSpace. It was agreed that the arrangement with Chrome Yellow should be extended to Waterstones and WH Smith. ArtSpace should be sold at the cover price of £4, £2 of which would be payable to LSA.

ACTION: SB

d. Advertising deadlines for ArtSpace 51 and 52

DP suggested that the advertising deadlines should be 4 weeks before publication, but he would check this with the committee.

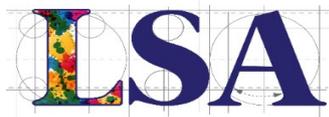
ACTION: DP

8. East Lodge

a. Room Hire Rates

AC had prepared a proposal for hiring out East Lodge. It was agreed that this should be pursued and that a separate key box for room hire, with a code that could be changed for each booking, should be installed to help ensure security of the building. SB would provide a checklist of information and AC would develop a contract.

ACTION: SB, AC



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b. Matters arising from Stewards/volunteers meetings

There were no matters to bring to the trustees attention.

c. Footfall Statistics

CB had prepared a very useful chart of 2018 footfall figures. The figures for January and February 2019 (962 and 1810 to date) were significantly up on the same period last year (655 and 710).

d. Handrail to front steps

SB reported that the listed building consent application form for the installation of a handrail to the front steps had been completed and submitted to WDC.

e. Sarah Horne Flowers

SB reported that Sarah Horne had not followed up on SB's proposal. It was assumed that she did not wish to pursue it.

9. Leamington Creative Quarter Masterplan

Copies of DH and AC's responses to the Leamington Creative Quarter Masterplan had been circulated for information.

10. Other Business

a. Monthly artist meetings

Caroline Fraser had put forward a proposal for monthly artist meetings to be held at East Lodge on a Monday or Tuesday when the gallery was shut. The committee was keen to support the suggestion, if Caroline wished to make the arrangements. SB would discuss this further with her.

ACTION: SB

b. Lighting in Sueli's studio

Sueli had requested permission to install spot lights in her studio. It was agreed that she may install spot lights, but that it must be through an electrician approved by LSA and that when she left the studio the lights must either be left or the room must be returned to its current condition. SB would report back to Sueli.

ACTION: SB

c. Instagram competition proposal

AC put forward a proposal from her daughter, who ran the LSA Instagram account, which had just reached 500 followers. To increase followers, a competition should be run which offered a year's free membership through a draw of followers who had tagged 2 art lovers, liked the relevant post and used #lsa500 when sharing their favourite piece of art. The committee thanked Emma for her work and agreed the proposal.

ACTION: AC

11. Next meeting

Tuesday 19th March at 1pm at East Lodge.