

Item 5:

Membership Report

5.1 Membership report presented by B. Uren.

Currently 799 members following six new members in March.
New membership fee started on 1 April 2016.
The number of expired memberships is increasing, highlighting a need to consider how to attract new members.

5.2 Report from MRAG Membership review meeting held 12.4.16

Presented by S-L. White.

The following activities to attract new members were presented and discussed:

1. Demographic data shows a gap in membership for 16-25 year old age group. Suggested action - to conduct a Youth Focus Group to find out what would best attract this age group to the gallery and inform future decision-making.

Motion: A Youth Focus Group to be organized with a budget of \$200 for related expenses.

Moved: S-L. White

Seconded: L. McLaughlin

Action: S-L White to organize focus group. All to put forward names of suitable participants for the Focus Group.

2. Member feedback from Survey highlights positive aspects of gallery membership, which could be used by the committee to attract new members.

Actions:

- **J. Noble to highlight benefits of membership in Artel and encourage members to invite new members.**
 - **Committee members to begin a 'spread the word' campaign about membership i.e. attend gallery opening on 30 April and talk to visitors; have information table at Olive Tree Market; talk to friends and associates.**
3. The fee categories be reviewed and possibly adjusted as follows - Adult, Family, Child, Young People, Corporate, ensuring what is offered for each category can be clearly identified. Also review the needs of each group of members.

Additional points discussed:

- Other incentives that could be offered for families/parents once discount for children's classes no longer applies.
- Talk with members who have not renewed membership to understand why.
- Timeframe for membership drive. Target for number of members.

Action: A Membership Review Meeting will take place on Tuesday 3 May 2016 at 5pm. All welcome.

5.3 **Membership renewal letters**

These need to be sent in May.

Action: B Uren & S. Groom to meet to draft letter.

Item 6:

Progress Reports

6.1 Constitution/Legal Structure – Workshop report

Presented by J. Noble

Points discussed as follows:

- A statement about the purpose of the Policies and Standing Orders Document has been drafted based on the constitution and will now be included.
- A Policy for Conflict Resolution has been drafted.
- The Draft Memorandum of Understanding will be sent to Lizzie for further comments before being circulated to all for feedback.

6.2 Events Coordinator's Report

Presented by A. Pugh.

All is on track for the organisation of the trip to the Archibald Prize Exhibition. The winter Artel will have an A4 advertisement on the back page. Post cards have been ordered and will be sent out.

6.3 Newsletter Secretary's Report

Presented by C. Kingsmill

Copy for the Winter Artel is due 18 April 2016. Some articles are yet to arrive. Brigitte is to supply some images for social gallery.

A quarter page advertisement space in the Artel has been purchased by Duncan Harty from Morpeth Conservation Studio.

There have been some concerns about the print and paper quality for previous editions of the Artel so printing for this issue will return to WHO Printing. Printing and paper quality will be reviewed continually.

6.4 Community Contact List

Feedback is requested from everyone about the Community Contact List provided at the March meeting.

Action: Everyone to please email Jan any comments about this list so it can be updated.

Item 7:

General Business

7.1 Seating and Labyrinth – Nothing further to add at this stage.

7.3 Print Sale

Brigitte is still investigating the possibility of a greater variety of art mediums through a partnership with a commercial gallery. However, this still may not be possible for this year. Once this occurs the event will transform into a Members Art Sale instead of a Print Sale

7.4 Funding of Free Art Sunday

As per discussion held at March meeting – general discussion and fundraising ideas.

To be moved to May meeting.

7.5 Mail-out dates 2016

Artel to be mailed as follows:

Winter 19 May

Spring 29 September

Summer – Yet to be determined by Brigette & Catherine.

Item 8: **Any Other Business**

Jan is to invite our Patron, Jenny Aitchison, to attend a committee meeting when her schedule permits.

Item 9: **Announcements**

Next Meeting: 12 May 2016

Item 10: Meeting Closed 6.45pm

Chairperson
Dr J Noble

Secretary
Sue Groom