

**Maitland Regional Art Gallery Members Committee
MINUTES**

Date: Thursday 11 May 2017 **Time:** 5pm **Location:** MRAG

Present: Jan Noble, Sui-Linn White, Sue Groom, Holly Fisher-Bidwell, Catherine Kingsmill, Brigette Uren, Loretta Baker

Apologies: Alasdair Smart, Andrea Pugh

Item 1: **Minutes of the previous meeting 13 April 2017**

Item 2: **Business Arising**
See Progress Reports & General Business

Motion: The minutes of the meeting 13.4.17 be accepted as a true and accurate record.

Moved: H. Fisher-Bidwell Seconded: B. Uren

Item 3: **Correspondence**
Out: Email to Lizzie McLaughlin with copies of correspondence with Maitland City Council re incorporation.
In: Reply email from Lizzie McLaughlin re incorporation.

Motion: That the correspondence be accepted.

Moved: C. Kingsmill Seconded: H. Fisher-Bidwell

Item 4: **Financial Report**
4.1 Treasurer's Report
Present by B. Uren
Final Statement of Receipts and Payments for March 2017 – Overall total \$78,754.00 with year to date total of \$2522.00.

Draft Statement of Receipts and Payments for April 2017 – Overall total \$76,964 with a year to date total of \$732.00. There are payments pending for printing of Winter ARTEL and purchase of Tote Bags and Flags.

Motion: Final Statement of Receipts and Payments for March 2017 and Draft Statement of Receipts and Payments for April 2017 – be accepted.

Moved: B. Uren Seconded: L. Baker

- New bank account information – carried over to next meeting.

4.2 Business Papers
Presented by B. Uren

- 2017 - 04 Membership Card Printer Ink
Total cost \$506.39
- Acquittal for 2016 – 03 Free Art Sunday January - June 2016
Total amount \$4500.00
- 2017 – 05 Free Art Sunday 2017 – 2018 Financial year.
Total cost \$9360.00
Discussion occurred about feasibility of MRAGM supporting this on-going program. Main points:

- The art gallery has implemented various strategies to limit costs.
- A gold coin donation could be requested to contribute to costs.
- Sponsorship for materials may not continue.
- More members needed for additional funds.
- Increase membership fees.

Further discussion and decision to take place next meeting.

Item 5:

Membership Report

5.1 Current Membership

Presented by S-L. White

Current members – 769

Graphs presented to show trends:

- An overall decline in membership each year for last 3 years
- Family membership shows largest decline
- Memberships show an increase each year in June & December following renewal reminder letters
- New residents to Maitland more inclined to become new members. New membership not as common with local residents.

Data demonstrates a need to encourage new members and maintain existing members.

Discussion occurred for ways to promote and increase membership.

Summary as follows:

- Minimise categories of membership to individual and family.
- Increase membership fees. (July 2018 – A specific process needs to be followed for this to happen.)
- Consider additional benefits for membership e.g. member only events
- Focus on marketing and advertising through social media, exposure at art gallery events e.g. Olive Tree Market, Christmas Party – gift membership
- Increase payment method for fees to provide Electronic Funds Transfer.

Actions:

- Further discussion and decisions to be taken next meeting.
- Jan to outline changes to membership in next ARTEL.
- Sui-Linn to research strategies of other gallery associations.

Items from written report:

- Youth Forum - Sui-Linn to invite Youth Advisory members to meet with Gallery staff and to a monthly meeting.
- Business community engagement – Sui Linn to develop a set of questions for business consultation about a possible new membership category and attractive benefits.

Item 6:

Progress Reports

6.1 Incorporation – Nothing further at present.

6.2 Draft protocols – Protocol for bus Trips still to be done.

6.3 Events Coordinator's Report

Presented by H. Fisher-Bidwell.

- Max & Nola Tegal visit .

A member's only event scheduled for Saturday 21 October. \$50 Individual \$90 Couple. Includes lunch.

- Sculpture by the Sea Coach Trip.
Holly has organized discounted catalogues; a meeting with the event Director and a tour guide. Food will be available on-site.

Actions: Business Paper to be done.

- Archibald, Wynne and Sulman Prizes Coach Trip.
This event will not be going ahead this year due to the workload of all involved (committee and art gallery) combined with several other Gallery events scheduled around the same time,

Actions:

- Holly to circulate an updated events calendar to be sent to all.
- Planned events to be promoted at next Olive Tree Market.

6.4 ARTEL Magazine Secretary's Report

Presented by C. Kingsmill

- Duncan Hartly will no longer be advertising in the ARTEL. Previous invoices and payments still to be finalized.
- If anyone knows of businesses that may be interested in advertising in the ARTEL please contact Catherine. (Rates - \$250 per ½ page)

Discussion occurred regarding the future viability of ARTEL in its current form considering the cost of printing (funded by MRAGM - \$4,800 per edition) and postage (cost quoted by Cultural Director - \$12,000 per annum). Design time for art gallery staff also needs to be considered.

Main points/issues:

- The ARTEL printed version serves the dual purpose of communication and promotion.
- Quoted postage cost of ARTEL to be clarified.
- A digital copy only to be given to members via email.
- Could a cheaper delivery option be used – e.g. Mai-Wel Group?
- Memberships are not increasing to provide funds.
- Format could be reconsidered.

Further discussion to take place next meeting.

Actions:

- Catherine to present analysis of hard copy versus digital copy.
- Loretta to investigate Mai-Wel option.

Item 7:

General Business

7.1 Hunter Red Project – Nothing further at present.

7.2 MRAGM Committee social event – 15 September 2017 4 – 6pm Jan's.

7.3 Drinks stored by MRAG from previous MRAGM events Holly & Andrea to resolve and report next meeting.

Item 8:

No Other Business

Item 9:

Announcements

Next Ordinary meeting: 8.6.17

Item 10:

Close 6.40pm

