

LOCATION | TIME: Maitland Regional Art Gallery | 10 May 2018, 5pm

PRESENT: Sui-Linn White, Clr Ben Whiting, Leeroy Chapman, Andrea Pugh, Brigette Uren, Olivia Sophia, Holly Fisher-Bidwell, Sally Denmead

APOLOGIES: Alasdair Smart

ITEM 1 Acknowledgement of Country

Sui-Linn White acknowledged the traditional custodians of the land on which the MRAG Committee meets, the Wonnarua People, and paid respect to Elders past and present.

ITEM 2 Minutes of the previous meeting: 12 April 2018

Motion: The minutes from meeting 12 April 2018 are accepted as a true and accurate record.

Moved: Brigette Uren | **Seconded:** Holly Fisher-Bidwell
Carried

ITEM 3 Business Arising from the minutes

None

ITEM 4 Correspondence

Out: None

In: Two additional member surveys, which were passed on to the Event co-ordinator to collate.

ITEM 5 MRAG Update from the Gallery Director

Every three years MRAG presents a major Gallery-wide project, and this month MRAG unveils a group of six highly significant exhibitions on the theme of luminosity. The opening celebration will be on Sunday May 27. The exhibitions are a celebration of more than 4000 artworks from the MRAG Collection and 50 more from across the Hunter as part of *Hunter Red*. There will be several events, two extraordinary paintings by Nonggirnga Marawili from Madarrpa, Yirrkala, Arnhem region, Wendy Sharpe as artist-in-residence, a performance by *Fancy*, Dungog based musicians/poets and a velvet underground dance room.

The project aims to celebrate MRAG's Collection through different sensory experiences presenting a holistic view of culture in the city. Through rigorous

testing of visitor engagement, the Gallery recognizes not everyone is visual, and patrons can consume culture at the Gallery in other ways, particularly through participation in various activities. As a result the Gallery has created innovative partnerships across music, theatre and dance to encourage new visitor engagement - e.g. Newcastle Music Festival using MRAG as a venue for their inaugural satellite performance outside Newcastle.

We have undertaken an extensive review of the value of the Gallery to Maitland, with significant statistics: the majority of our visitors have incomes below the mean income in Maitland; 63% of people visiting the Gallery live in households with less than \$61,000; and the Gallery adds \$6m + to the local LGA economy.

The Gallery has had huge success with donations of artwork this year, accepting \$600k+ of artwork donations (\$844k to be formally documented into Collection system) and subject to finalization of art donations from Penelope Seidler currently in negotiation, are likely to acquire almost \$1,000,000 work of artworks in full this FY.

Motion: the Director's report is accepted

Moved: Brigette Uren | **Seconded:** Holly Fisher-Bidwell
Carried

Clr Whiting noted Council's Delivery Program is currently on exhibition and encouraged the MRAGM committee to familiarize themselves with the programs identified, and to make submissions through the **Maitland Your Say** website to be an active part of the consultation process should they wish.

Financial Report

ITEM 6

6.1 The Financial Report was prepared by Treasurer Alasdair Smart and presented by Chairperson Sui-Linn White. The following two documents were tabled:

Final Statement of Receipts & Payments to 31 March 18

Draft Statement of Receipts & payments to 30 April 18

The Final Statement for March did not change from the Draft Statement. The Draft Statement for April 2018 reflects a cash position of \$61,635

Motion:

The Final Statement to 31 March is accepted as a true and accurate record and the Draft Statement to 30 April is noted.

Moved: Sui-Linn White | **Seconded:** Leeroy Chapman
Carried

Brigette Uren noted strong Membership sales recently, however a number of commitments in April (due to events and Free Art Sunday) will likely result in a \$5,000 - \$6,000 loss this financial year. The 2018-19 financial year will be much stronger due to increased membership fees and planned fundraisers - the Art Sale in particular.

The Chairperson Sui-Linn White, Treasurer Alasdair Smart and Brigette Uren will meet with MCC Manager Finance Phil Freeman to establish independent bank accounts.

Motion: The Treasurer's Financial Report is accepted.

Moved: Sui-Linn White | **Seconded:** Sally Denmead
Carried

6.2 Business Paper 2018-05 for Free Art Sunday July-September 2018.

Prepared and submitted by Brigette Uren, amount requested: \$2,500.00

The funding request for Free Art Sunday is for the first quarter of the program only - \$2,500 instead of close to \$10,000 as previously. MRAG will continue with Free Art Sunday for the first quarter while rigorously testing what is needed to re-invigorate and economise the program. In July MRAG will come back to the Committee with recommendations for efficiencies and improvements.

The Chairperson noted that the Committee is very pleased to see the Gallery testing and keeping their

programs innovative. The Committee is supportive of MRAG's efforts, particularly for the suite of Free Art programs, which are the signature initiatives of the MRAG Members.

Motion: Business Paper 2018-05 is approved for the request of \$2,500.00

Moved: Brigette Uren | **Seconded:** Sui-Linn White
Carried

Membership Report

ITEM 7 7.1 Current Membership Report, presented by Vice-Chair Leeroy Chapman.

As of 30 April there are 827 Current Financial Members including 7 new members in April 2018 and 5 renewals. The renewals are the highest for the year, however new memberships are the lowest for the year.

There is a new membership category for businesses, which is priced at \$80. Discussion noted the need for a targeted approach to make this new membership option attractive, including potentially adding low-cost benefits such as branded d'cals that simultaneously advertise the business's cultural participation and the Gallery.

Motion: The Membership Report is received and accepted.

Moved: Leeroy Chapman | **Seconded:** Andrea Pugh
Carried

7.2 MRAGM survey results. Discussion noted the need to interpret and action the results of the survey as soon as possible. A Strategy Action Meeting is set for **Wednesday 30 May at 5pm**, for any committee member who is available to attend.

ARTEL Magazine Report

ITEM 8 8.1 ARTEL Magazine Secretary's report, presented by Sally Denmead. The next issue of *ARTEL* is very bright and colourful, with well-known artist Wendy Sharpe on the cover. Committee Member Leeroy Chapman is also featured.

The MRAGM survey included a number of questions about *ARTEL* magazine. Sally Denmead will meet with Brigitte Uren to discuss the results and bring back feedback and recommendations back to the Committee.

Motion: The *ARTEL* Secretary's Report is received and accepted.

Moved: Sally Denmead | **Seconded:** Holly Fisher-Bidwell

Carried

Event Coordinator's Report

9.1 Presented by the Event Coordinator Andrea Pugh.

ITEM 9

Only 21 tickets have sold for the upcoming Matinee Fundraiser event on 13 May, including tickets sold to Committee Members. There has been vigorous advertising, including email campaigns, hard copy invitation drops, and multiple social media posts.

Discussion noted that the membership number question in the online booking form may have put people off, and that people are often apathetic in booking paid events.

It was acknowledged that fundraiser events such as a Matinee require a huge amount of organisation and work from the Event Coordinator.

The Archibald Coach Tour is almost at capacity with 38 people already booked it.

Motion: The Event Coordinator's report is received and accepted.

Moved: Andrea Pugh | **Seconded:** Olivia Sophia

Carried

9.2 Fundraising initiatives

Organisation of the Winter Soup Kitchen event is progressing, discussion noted the need to get the word out for this inaugural event.

9.3 Member Committee Representation at Openings and Olive Tree Markets

It was resolved that the Members would host a table at both upcoming May functions to promote raffle, event tickets and membership

Art Sale Report

ITEM 10

10.1 The Art Sale Subcommittee has prepared *Guidelines for the Selection of Artists*. This document outlines the key selection criteria of artistic merit, profitability and stakeholder engagement. The Subcommittee has prioritised 15 artists and supplier groups for the Art Sale. As the Subcommittee will need to commit to the artists before the next MRAGM Committee meeting, it is requested that the *Guidelines for the Selection of Artists* be ratified separately by the Chairperson Sui-Linn White and MRAG Director Brigitte Uren.

Action: Brigitte to issue updated Guidelines to the Chair for ratification.

Motion: The Art Sale report is accepted, and the *Guidelines for the Selection of Artists* may be ratified separately by the Director and the Chairperson.

Moved: Leeroy Chapman | **Seconded:** Olivia Sophia
Carried

MRAGM Constitution

ITEM 11

11.1 The Chairperson noted that great progress has been made on the constitution, and the Committee can expect a Draft for review at the July meeting.

Announcements

Next ordinary meeting:
Thursday 14 June 2018 at 5pm