

PRESENT: **Sui-Linn White (Chair), Leeroy Chapman (Vice Chair), Councillor Ben Whiting, Sally Denmead (ARTEL Secretary), Holly Fisher-Bidwell (MRAG Member), Olivia Sophia (Secretary) and Maree Skene (Acting Arts Administrator)**

APOLOGIES: Keryl Collard (MRAG Interim Caretaker), Kattie Bugeja (MRAG Arts Administrator) Alasdair Smart (Treasurer), and Andrea Pugh (Events Co-Ordinator)

ITEM 1 Acknowledgement of Country

The Chairperson acknowledged the Wonnarua People, the traditional custodians of the land on which the MRAG Committee meets, and all Aboriginal leaders past, present and emerging and thanked the custodians for taking great care of this land.

ITEM 2 Minutes of the previous meeting:

The minutes of the meeting 13 March 2019 were accepted as a true and accurate record.
Moved: SLW | Seconded: BW | Carried

ITEM 3 Business arising from the minutes

Revision of material in Social Cost Benefit workshop to be carried over to next meeting.

ITEM 4 Correspondence

Out: None
In: None

ITEM 5 Update from MRAG Interim Caretaker

MRAG update prepared Keryl Collard and presented by Maree Skene: Firstly a note on the recruitment process for a new Director of MRAG, which has gone through two rounds of interviews. There is no decision yet, but Keryl will keep the Committee updated.

A recent Council meeting presented the results of a community satisfaction survey, which found that the Gallery is the best performing community facility in the area. The Gallery is highly important to the community, with an 88% satisfaction rating. The full report is available as part of the MCC's Meeting Agenda from 9 April.

The next MRAG opening is 25 May. The Rotary Club presented MRAG with a cheque for \$18,800 for the Art and Dementia program, and there has been positive

feedback on the new-format *ARTEL* magazine from front-of-house staff.

There will be a live music performance on Thursday 2 May called *Where Song Began*. Can we promote this to MRAG Members? The Committee decided that it needs have clear parameters around what the MRAGM promotes, and to discuss this at a later meeting. For now, it is fine to include this event in the monthly e-flyer to members, but not as an exclusive, additional email.

The MRAG Caretaker's report is accepted.
Moved: MS | Seconded: LC | Carried

ITEM 6 **Event Coordinator's Report**

2019 Events Program: The Members have been invited again to the Tegals' residence for a tour of their garden and collection. Discussion noted that this event is unlikely to be offered again, and that it was highly successful in 2018. The timing is unfortunately very close to *Sculpture on the Farm* in Fosterton, and it was decided not to organise a bus trip to Fosterton this year, but instead to offer one in 2020, and focus on the Tegal visit only in 2019. The Committee was also supportive of arranging another evening event with the Repertory Theatre in 2019 to build on the partnership formed in 2018 with *Soup and Shakespeare*. The Repertory's Shakespeare this year is in August, which is quite close to other events in our Program. The possibility of *Soup and Snow White* was discussed.

Action: SLW to make contact with Kim and Cheryl to let the Tegals know we would be delighted to accept their invitation. SLW to look further into potential partnership with the Repertory Theatre in 2019. **Action:** OS to draft a letter to the Members of Lake Macquarie Gallery inviting them to join us for the Tegal bus trip and to MRAG's 10 Year Anniversary Cocktail Party.

Strategic Marketing Communications Plan. The Committee reviewed and discussed the comprehensive *Strategic Marketing Communications Plan* put together by Marketing Coordinator Andrea Pugh.

After considerable discussion of the various strategies suggested in the SMC Plan, the Committee resolved to focus on a selection of action items, including:

- ◆ Business Membership promotion.
- ◆ Production of merchandise including promotional posters, badges, I ❤️ MRAG stickers, key rings and other items.
- ◆ Online Membership purchase.
- ◆ Premium packaging of Gift Memberships, potentially including merchandise.
- ◆ Exclusive 'behind the scenes' events for members, such as a private tour of the Gallery's collection led by the Director, or a morning tea & tour of a new exhibition at a time / day when the gallery is not open to the public.
- ◆ Automatically generated 'thank you letters' on membership renewal.

Action: Committee members to consider which items they would be able to work on.

Recommendations for action on the Strategic Marketing Communications Plan, and the Event Coordinator's Report are accepted.

Moved: SLW | Seconded: SD | Carried

ITEM 7: Financial Report

SLW tabled the Statement of Receipts and Payments received from the Treasurer indicating that the current Members position is \$91,482, with a year-to-date profit of \$20,061.

Moved: SLW | Seconded: BW | Carried

ITEM 8: ARTEL Magazine Secretary's Report

SD thanked Maree Skene for promoting *ARTEL* on MRAG'S Facebook page. The first issue in the redesigned format has been very well received. There has been some feedback from front-of-house staff that one member wanted to take multiple copies without making a donation as the magazine says 'free for members' on the cover. SD will monitor feedback and uptake of *ARTEL* and may consider removing this message from the cover.

Moved: SD | Seconded: LC | Carried

ITEM 9: Membership Report

The number of current financial members at the end of March 2019 was 762. LC noted that the number of renewals has been down over the last month.

Action: LC to report on trends in 3 year memberships for next meeting.

Moved: LC | Seconded: SLW | Carried

ITEM 10: General Business

MS mentioned that Free Art Sunday tutor Ann asked if the Committee was committed to the Free Art January and Free Art Sunday programs. The Chairperson answered emphatically 'yes', commenting that these programs are the core of what we do. SW also noted that the Committee appreciates that this financial commitment is not taken for granted.

ITEM 11: Announcements

Next Meeting: Wednesday 8 MAY 2018, 5pm

Meeting closed 6.45pm