**Management Committee Meeting Agenda June 2022**

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| **Date** | June 22, 2022 |
| **Venue** | Trek House |
| **Welcome** | Meeting opened at: 5:40 |
| **Present** | Ashley, Colin, Diana, Marianne, Cherylene Smith, Leona (ill at home but present via Zoom |
| **Apologies** | Natarsha. (Deb Pickering has not communicated with the group – need to speak to her) |
| **Minutes of previous meeting** | Proposed: Diana  Seconded: Colin |
| **Business Arising** | New Treasurer: We welcome Cherylene Smith who has been voted in as the new Treasurer. Leona to work with Cherylene to get her up to date with transactions and to create a new budget and expense spreadsheet.  Leona, Cherylene + Marianne to head into the bank to become signatories + gain online banking access. We need a signed meeting minutes by Colin for this to happen and meeting minutes must state the change to Secretary (Marianne) President (Colin) + Cherylene (Treasurer).  We need to submit a Form 10a to change details:  New President: voted in Colin Bushell as President Cherylene – Treasurer Marianne – Secretary |
| **Correspondence** | Nothing to report |
| **Treasurer’s Report** | Leona sent Treasure’s report from Gallery event on 10/6.  Ashley to get cash from exhibition to pay Leona $170.41.  Leona to meet up with Cherylene and Marianne  Gallery Event made about $700 |
| **President’s Report** | Not required for general meetings |
| **Membership Report** | **Acceptance of new Members:** |
| Newsletter | Next is due in SeptemberAshley will send out another letter to advertise next event New Members New Artwork Announcement of Art Trail in OctoberT2H Forest footsteps.Feedback from EventGenerally, there was good feedback from the gallery event. Covid safety was good.FoodColin suggested that no food would be present in future events because of Covid.A Drink Token will be given on arrival in exchange for a glass of alcohol A lucky door prize would be linked to the token. This idea was voted ‘Yes’ by the committeeIn future events, food trucks etc could be present.PaymentIn future, a better payment system would be required. If a painting is sold, and payment is required using a Square, the whole payment would be received with a percentage kept by GC and the balance sent to the artist. This will be done by the treasurer.Another idea would be the creation of an Online Gallery and a QR code from the art location, paid for via Website. Ashley to build an online gallery.More members need to be involved in future events. This will involve a list of various jobs to be done and members to choose a specific task.It was decided that GC will hold another gallery event the same weekend that Trek2Health is holding the ‘Forest Steps’ event. This will be 7th August.All food and drinks will be provided by T2H. However a raffle will need to be organized.Jonty and Steve will provide a hamperGet 4 or 5 raffles. |
| **General Business** | *Looking for sub-committee to help run events – specific duties (Leona to present this list) INIALLY AUGUST 7TH.*  *REVIEW - APPROACH TO CORPORATE SPONSORSHIP…COLIN TO REVIEW Duties for the committee from June 2022 onwards:*  ***Marketing Meeting Summary – June 2022*** *Planet Marketing and Colin Bushell  $500 + GST for new logo design + branding to stay with square logo + orange branding  $500-$800 + GST budget for specific one-off event strategies + marketing plan delivery (Art Trails, Gallery Launch)*  ***Membership for artists:*** *Membership covers P & L insurance costs, website costs and incorporation costs.  $50 / year for up to 50 artists ($2,500 revenue)*   * *1 x welcome post – provided with bio + photos shared website listing* * *up to 3 posts per year on socials* ***that you can post content*** *(workshop, new artwork, gallery event, new service, etc)*   + *we have to pre-approve + template will be provided* * *marketing kit is provided upon joining membership*    + *2 x per year marketing workshop specifically for Artists (how to write content posts + how to remove vulnerability blocks)*   + *we ask that you include our links / logo on your website for cross promotion*   + *share any ads or events in your networks to grow our audience*      - *it benefits all members interests to increase membership to create diversity and more interest when we do public events* * *Website listing with 100 word bio + links to your business + 6 images* * *Newsletter mention 1 x per year with artwork mention, or service mention* * *Artwork listing on our shop (up to 3 artworks per artist + these artworks can be displayed at our partnered venues; Katherine Kemp Office, Trek 2 Health, Melanie Gervais office, The Gap Soccerclub. Any sales from online or from on-site venue location will incur a 25% commission fee paid directly to The Gap Creative Inc.*   ***Gallery Event Participation:***   * *Public Gallery Exhibitions may include up to 3 events per year and each event will attract a participation fee (TBD per event)*   + *This income for The Gap Creative Inc. will include a professional marketing strategy + campaign to help promote as a collective arts group to the broader community.*   + *This will also help cover the cost of food + drink* * *The Artist Trail will be 1 x per year for 1 weekend and will attract a participation fee of $250 / artist or $400 / couple. (up to $14,000 / year revenue)*   + *This income for The Gap Creative Inc. will include a professional marketing strategy + campaign to help promote as a collective arts group to the broader community.*   + *This will also help cover the cost of food + drink*   ***Membership for Corporate sponsors:***  *$200 / year for up to 10 corporate sponsors = $2,000 revenue)*  ***Membership includes:***  *2 x ads per year on socials 1 x newsletter mention website listing with your logo as a supporter on our homepage + link to your page if someone clicks on your logo*  *Membership helps cover the cost of our insurance, website costs and incorporation costs as well as delivery of professional workshops + public events for the broader community.*  *--------------------------------------------------------------------------------------------------------------------Corporate Sponsorship via Website is now streamlined*  *Committee voted YES for Kim from Spotart is to rebrand the Gap Creative Logo into a square. 3 designs will be provided and voted on. Colin to organize this.*  *Catherine Kemp, a jewelry designer has a shop in The Gap and is keen to support local artists. Committee voted YES for her to be a corporate sponsor. She is keen to do collaborations with us and do a champagne launch.*    ***Positions on Committee***  *Marketing + Social Media Scheduling, including Canva design: 10 hours per month* ***Position Filled by*** *Ashley*  *Website Maintenance + design: 3 hours per month* ***Position Filled by:*** *Ashley   Newsletter writing + design: 3 hours every quarter* ***Position Filled*** *by : Ashley*  *Email correspondence + monitoring: 3 hours per month* ***Position Filled by.*** *Marianne and Diana*  *Social Media monitoring (replying to queries, comments and delegating or notifying): 2 hours per month* ***Position Filled by: ALL TO KEEP AN EYE ON IT*** *Corporate Sponsor + network liaison (seeking new sponsors, building relationships with current ones – invite them personally to events, etc.): 2 hours per month* ***Position Filled by:*** *Colin Bushell*  *Grant Research + application: 2 hours per month* ***Position filled by****: Leona Reif*  *Budget monitoring + expense report + bank monitoring: 3 hours per month* ***Position Filled by****: Cherylene*  *Event curator (activities research, liaison with Bruce, food + drink delegation / coordination, bump in / out coordination, coordination of sub-committee): 4 x per year with each event varying hours.* ***Position filled by****: Natarsha Schneider*  *Member experience coordinator (organize member meet ups, social networking, member art gatherings): 1 hour per month* ***Position Filled by:*** *Diana*  *Secretarial roles (agenda writing, meeting dates called, minutes taken, assistance with receipts / banking): 4 hours per month* ***Position filled by****: Marianne Badnall Wilson*  *Cherylene is away from 3/8 to 10/10* |
| **Next Meeting** | **Meeting closed at 7PM** |