

Shaftesbury Arts Centre

Minutes of Directors' Meeting held on 19th November 2018

Directors Present: Jenny Parker (Chair), Ruth Drewett, Sue Cadmore, John Cadmore, Sandra Trim, Kevin Harrison, Amber Harrison.

Others: Val Baker, Geoff Spencer, Rosie King and Sophie Lester

No.	Subject	
1.	<p>Open Session: Welcome to Rosie King and Sophie Lester Jenny presented a Marketing Framework. This comprised of a list of tasks related to marketing events particularly Music and Drama together with a list of people willing to undertake tasks. Sophie explained that SAC needed a centralised approach to marketing. She believes we should have a marketing committee with the sole responsibility of marketing the SAC, with a rep. from each area on the committee. Discussion ensued regarding the issues surrounding this. Amber suggested creating a checklist of approaches needed to market a show. i.e. a timeline for marketing a show and when to give information to Amber for promoting it. Amber doesn't always know when events need advertising. Rosie keen to have representation at village shows and Christmas fayres etc. to advertise the Pantomime etc. Discussion included ideas such as 'head hunting' people to become the marketing committee. Action agreed to draw up list of places to drop programmes and posters. Sophie volunteered to gather group of interested people and then allow them to be steered by someone else. It was agreed to return to this as an agenda item in February.</p>	
2.	<p>Apologies for absence: Rick Longfoot , Richard Lloyd, Caroline Hughes.</p>	
3.	<p>Approval and signing of minutes: The minutes were approved and signed</p>	
4.	<p>Matters Arising: 4i. John Parker sorting out planning for dishes on roof 4ii. Gallery heaters up and running 6. Tesco blue disc collection up and running 7. Direct approach for sponsorship could be a focus for marketing committee and will be discussed in February. 8. The insurance status of volunteers will be covered in the same way as members except under those under 16 and over 75 not covered for personal accident. 9. Fringe- apron to be used on Friday and Saturday. Val talked about charges Rutter room to be £25 and £40 for 2 days. Discussion regarding using theatre and 1 room at same time. We decided that we need to establish ticket costs and arrangements into account before we decide on cost of theatre hire.</p>	

5.	<p>Financial matters: Treasurer's Report: GS presented treasurer's report at the moment SAC is being held up by the membership. £85,000 invested. The policy matures in December. Discussion ensued. GS suggested we continue with a 12-month saver. Directors agreed. Coffee machine co. has not responded. 12 months left on the lease.</p> <p>Sponsorship through Facebook This was discussed under matters arising.</p> <p>Approval of Documents Directors approved the Credit card policy.</p> <p>Approval of auditorium fees Not making sufficient profit from outside performers. GS suggested we charge £100 for tech charges. Directors agreed to this. Directors agreed to raise hire of theatre to £ 350.</p>	JP
6.	<p>AGM Pete is chasing people for reports by the end of November. 11th March 2019. Discussion ensued regarding encouraging as many people as possible to attend.</p>	
7.	<p>The Way Ahead Document Needs updating. Directors to reread document and then bring suggestions for updating to next meeting. Agenda item for next meeting.</p>	JP
8.	<p>Phase 4 The feeling of the meeting was that we should start the building so that we don't lose the planning permission. Louise is working towards getting permission to apply for £100,000 from Arts Council. SC suggested that the membership need to know what is happening and perhaps this could happen at the AGM. JC to write something for the newsletter.</p>	JP JC
9.	<p>Director Numbers Very low on Director numbers should be 12. JP suggested that we co opt someone and then they can stand at the AGM. Directors suggested head hunting for new directors.</p>	
10.	<p>Reports Gallery Request for a table to belong in the Gallery cupboard. Directors agreed to this.</p> <p>Fundraising Auction made about £600. Father Christmas is back at Orchard Park from 1:30 pm on a Saturday and Sunday.</p>	
11.	<p>Chairman's Business Rutter Room Ceiling The Rutter room ceiling need repairing and painting since the leak. Directors agreed to paying Paul Baptie to undertake the job. Caroline to be asked to contact him.</p> <p>Caretaking Caretaking materials creating a smell in meeting room.</p>	
	<p>AOB Psychic medium requesting to hire theatre. Directors agreed.</p> <p>Date of Next Meeting 17th December 2018 at 6:30pm</p>	