

Shaftesbury Arts Centre

Minutes of Directors' Meeting held on 17th December 2018

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

Others: Val Baker, Geoff Spencer.

No.	Subject	
1.	<p>Open Session</p> <p>None</p>	
2.	<p>Apologies for absence: Rick Longfoot</p>	
3.	<p>Approval and signing of minutes: The minutes were approved and signed</p>	
4.	<p>Matters Arising:</p> <p>4i. John Parker sorting out planning for dishes on roof – gone out for consultation 4ii. Gallery heaters up and running but issues over altering temperature to be sorted. 5i. Coffee machine co. still not responded. 6. All reports for the Annual Report are in. 7. The Way Ahead document has been distributed via email. 9. New directors will be sort at the AGM 11. Caroline to ask Paul to paint Rutter room ceiling where water leaked, Caroline to ask him to quote to do whole room.</p>	
5.	<p>Financial matters: Treasurer's Report:</p> <p>Adjusted income from General Operations (i.e. not fundraising) for the 3 months to 30 November was £39,845, whilst expenditures were £23,290 (including the general running costs) resulting in an apparent surplus for the 3 months of £16,554. Annual accounts with Ward Goodman.</p> <p>Fund-raising events and donations have generated £5,106 in the 3 months, as detailed on the schedule - £4,568 for phase iv (Future) funding, and £539 for general running costs.</p>	
6.	<p>Marketing</p> <p>Amber talked through a very comprehensive document showing Shaftesbury demographics together with where SAC already advertise and the costs. It highlighted areas where marketing to improve reach can be made with sufficient resources:</p> <ul style="list-style-type: none"> • Extend programme delivery to local cafes / shops / sponsors / B&Bs / hotels in Shaftesbury • Include posters for specific events in local cafes / shops / stores • Supply the monthly What's On poster to local shops / cafes o Create a list and assign people to drop them off • Use Breeze and Ocean radio stations • Use the Films for a What's Coming promotion for other events • Use the twist banner that promotes the Arts Centre generally • Add the Gallery text and contact details back over the gallery front – it got painted over! • Use the wall to the left of the Gallery window for long drop banners to promote key shows. 	

	<ul style="list-style-type: none"> • Take advantage of the empty shops in the High Street to do a 'pop-up', like the Silver Band have in the old Age Concern shop. <p>Discussion ensued regarding siting banners. It was suggested that we open in August to enable access for families with young children. This would possibly put more load on voluntary members of SAC. Discussion ensued, and it was raised that there is a need to expand the technical team to relieve the pressure and also to enable more bookings to be taken.</p> <p>Amber concluded that we already do a lot of marketing, but we can only market the information that we are given. The marketing meeting will be deferred until March as Amber is away and in the meantime we will enlist people willing to help.</p> <p>Amber was thanked for her hard work in the creation of this very comprehensive document. If anyone is interested to read it Amber will email it to them.</p>	
7.	<p>The Way Ahead Document Certain aspects which need altering. JP to update introduction. AH to update Town and Community profile. P13 AH to update marketing. P23 GS to update to include a simple pie chart to show where income comes from.</p> <p>Directors to read and make comments for January meeting</p>	JP AH GS
8.	<p>Chairman's business</p> <p>There are pictures to be put up in SAC and need a 'handy person' to put pictures up. We need people generally to undertake odd jobs. Volunteer job descriptions are available. JP to email AH to put on website. KH suggested putting request for volunteers in the window.</p>	JC JP
9.	<p>AOB Grotto is doing very well. Thank you very much to SC for sorting out grotto.</p>	
	<p>Date of Next Meeting 21st January 2019 at 6:30pm</p>	