

Shaftesbury Arts Centre

Minutes of Directors' Meeting held via Teams on 14th September 2020

Directors Present: Jenny Parker (Chair), Ruth Drewett, Caroline Hughes, Rosie King, Kevin Harrison, Richard Lloyd, Jo Johnson, Karren Burkett, Alex Chase

Others: Geoff Spencer

No.	Subject	
1.	Open Session None	
2.	Apologies for absence: Val Baker, Sue Cadmore, John Cadmore	
3.	Approval and signing of minutes: Minutes approved and signed.	
4.	Matters Arising Banners. Quotes have been sought. Signrite was the highest quote but probably the most professional. KH recommends Signrite. RL asked if there was a guarantee for the life of the banners. KH thought that it may be 3 years. JP to ask for a price reduction and for the company to hang them. All directors agreed to Signrite.	JP
5.	Matters Arising from notes of August Extraordinary meeting. Membership KH proposed extending everyone's membership by 6 months as members have not accessed the Arts Centre since March. To clarify everyone who is a member now will have membership extended for 6 months. GS suggested that this would cost the Arts Centre circa £12,000. KH suggested that if we asked them to renew now, they probably would not but if we extended for 6 months they probably would at a later date. JP suggested a careful letter to suggest that members could donate the difference if they would like to support the Arts Centre. CH suggested that if we had a cash flow problem then maybe we should give everyone 18 months membership. GS didn't think this would be necessary and felt they may not renew anyway, and we would lose customers. RL voted for this, KB seconded this.	JP
4.	Reports Treasurer's Report GS prepared report. Outflow in August of around £4,000 including repayment of loans and Covid resources. We do have funds from Arts Council and Government to support this. KH asked about credit card charges. GS answered that they are standard charges for credit card facilities. Music and Drama have asked board for a donation for use of Abbey Grounds for performances. Small profit made. SC and JC suggested £10 RK said it was too low. RL suggested £50 which is more than profit. KB suggested £25 (circa half the profit) and explain that a small profit was made. All agreed. Accountants have raised the cost of their services. GS very happy to agree this. All agreed. AC suggested getting quotes for next year. GS doesn't think we will get it for much less we need a large company who specialises in charities. We all agreed to look at this another time.	

	<p>Other Reports submitted Membership Report Fundraising report Gallery</p>	
5.	<p>Marketing Report</p> <ol style="list-style-type: none"> 1. Suggested having a member of the marketing team at the Board meetings Clarification of powers of elected rather than co-opted member: - there is no difference. RL suggested co-opting 1 member at Board meeting and then they could be elected at next AGM. AC expressed that they should understand that they are on the Board but not purely as a representative of Marketing team. 2. Seeks Board's support for 6 monthly planning meetings. The idea is good if agreed with the different groups regarding promotion required. KH feels that they are not building on what is already happening, but they have not checked. JP feels that although a plan was made for Military Wives, JP and VB had to pick up some of the actions. 3. Are they able to advertise for other posts? Agreed .KH would like to know skills and what they do currently. They do intend to produce all the posters for events. They have done a poster for Military Wives. We need volunteers to put up posters. 4. Marketing Team asks that the Board ensures that all promotions are checked and approved for accurate branding. 5. Marketing tools to promote the number of posts on social media. Asking to acquire Canva Pro: - agreed. 6. Agreement from Board sought to trial Anchor FM: this was agreed. KH feels they need direction on priorities for marketing/promotion. AC feels we haven't always given direction. This was agreed. 7. Seeking an initial budget of £200 per month until December they will then produce statistics to support spending. KB would like to see statistics to date. GS feels they will spend it on advertising through local magazines etc. but can't comment further. GS happy to support. This was agreed. <p>RK will abstain from commenting on any part of this report.</p>	
6.	<p>Complaints Policy. Board needs to take charge as it needs to be a whole centre policy. JP produced a brief policy. CH felt it was too brief. RD suggested a positive policy based on how we behave at the Arts Centre.</p>	RD
7.	<p>Jenny's list of those who have been involved in SAC during lock down To be added to the list; KB:- John Parker has been into SAC every day. CH :- could this go out in newsletter. KH:- all initiatives from Marketing group which have been posted on web site Lockdown Moves and Grooves Outside Delights CH:- Andrea promoted competition , KH supported access to Teams and ensured all archives are centrally accessible, Gallery area also accessible.</p>	
8.	<p>Covid safe Arrangements SAC has acquired a fogging machine; we should be able to welcome audiences safely to the Arts Centre. Areas still need to be cleared.</p>	

	<p>Front of House staff will have a meeting beforehand to clarify roles and procedures.</p> <p>Directors</p> <p>RK Should refuse costumes or bric a brac donations.</p> <p>Audiences need to buy masks if forgotten, children need to be encouraged to wear masks.</p> <p>Discussion ensued regarding Covid Risk assessment.</p> <p>GS:- has cleaner been approached regarding extra cost? We need to know what monthly figure he is going to be asking for the extra cleaning.</p> <p>RL would like to be ready by the end of this week (18th September 2020).</p>	
	<p>AOB:-</p> <p>KB:If Directors are not prepared to meet in Arts Centre can we expect other to meet there.</p> <p>RL did not agree as it is about reducing risk.</p> <p>CH:- please could we book decorator for annual painting of Gallery</p> <p>JP:- fire escape by toilets needs painting JP to ask Paul</p> <p>Proposed by AC seconded by KH</p>	
	<p>Date of Next Meeting</p> <p>19th October 2020 7.30pm</p>	