

Meeting Notes

FCA Executive, 2008-11-12

Present: Agnes Cornell, Jean Ives, Jean Wilmshurst, Les Funk, Marney Ward, Margot Clayton, Kerry Fleetwood, Brian Norman, Caroline Hunter, Barbara Callow, Mary Ann Laing

Call to order 7:45

Minutes: Moved by Jean Wilmshurst that the minutes be approved as emended.
Jean Ives Carried

Committee Reports

Education: Questions to be solicited for the April AGM
Programs Glen Howarth is pleased to do a critique at the May meeting but hasn't confirmed the date. It is the Thursday before the Painters at Painters weekend (May 22-24) which may impact him as well as some Chapter members. Barbara will check availability of Windsor Park for May 14 but that is just before the long weekend so also problematic.

Barbara Callow

Barbara moved that the Chapter commit to reserving the Windsor Park facility for the 2009/2010 meeting season at the rate of \$85.00. The the booking is for 4 hours each night. Carried

Education: The Mark Heine workshop has been confirmed with 15 participants.
Workshops The membership is to be asked about suggestions for a fall workshop. A pastel workshop with Nancy Slaght was proposed.
Kerry Fleetwood Workshops are an important source of revenue for the Chapter.

Exhibitions: Jurors: David Goatley, Catherine Moffatt, Margot Clayton
Marney Ward Drop off, Thursday April 9, 1-5
Spring Show, CACGV Jury on Good Friday, hang on Saturday, opening reception Monday April 13, 2-4. Show closes Wednesday April 22.
Publicity is the main concern and getting a good crowd to the opening.

Fall Show Goward House

Grapevine: The February Grapevine is a full issue rather than a mini GV. Jean assumes that once we have a website mini GV's will be posted to the website rather than emailed to members. The site will be more current and information will be posted as it comes in. It will still be important to have a focused Grapevine 4 times each year. There are ~22 members without email and one who expressed unwillingness to receive email GV's.
Jean Wilmshurst Les asked about archiving GV's: recent ones will be kept on the website for reference but eventually will be stored on disc as well as in hard copy. No time parameters were discussed.

Membership: <i>Margot Clayton</i>	There are a surprising number of names on the membership list who have not paid dues, some for more than one year. Margot would like to clear up the list and several people volunteered to help contact those in arrears:
Membership list:	Agnes, Jean W., Kerry, Margot, Caroline. Question to be asked is "what can the FCA do to improve your experience" (or variation of that concept)
Name badges/tags:	<p>There was general discussion about the cost, function and readability of permanent name tags. Agnes recapped the history of the discussion, and Margot brought a sample that cost \$12.00. The price we've been quoted for 12 letters and \$.20 for every extra letter is from Victoria Trophy and is set for an order of 100. The potential cost is too high to justify buying one for each member. The nametags are still considered an important part of an effort to increase member pride and visibility at shows.</p> <p>There was also discussion about the conflict of letters with the Federation of Chartered Accountants and confusion over the FCA signature artists. Agnes will introduce the concept and a sign-up list for those members who want to purchase a nametag.</p> <p>Members with short names will be subsidizing other members.</p> <p>Les moved that the motion of November 12, "that the association buy metal (sic) name tags for the membership" be rescinded. Carried</p> <p>Caroline moved that The Chapter provide metallic coloured name tags to those members who want them for a cost of \$5.00 per member, the difference to be paid by The Chapter. Carried</p>
Publicity: <i>Marney Ward and Robin Hall</i> <i>With advice from Kristi Bridgeman</i>	This discussion morphed from specific details about the spring show to developing a 5 year marketing plan with a budget.
Spring Show	<p>Phillipa Hudson's image will be used for ads for the spring show because of its strong graphic nature, along with Marney's daisies. Pricing for ads in Focus, the News Group, and the TC will be investigated. We still need a robust committee to deliver and follow up on press releases and publicity. Types of press releases, stories, and images are all important.</p> <p>Kristi has given Marney much information about the local scene.</p> <p>Brian says we can spend \$1000 on publicity.</p>
Marketing Plan	<p>Les posited the need for a long term consistent plan with a specific image and relationships with the local media. Ideas that were brainstormed were themed shows, "how did you hear about the show" question to attendees, buying an ad on the Robert Amos column day page. Jean W. will work with Agnes (and others?) to develop a marketing plan.</p> <p>Building a relationship with Robert Amos despite his policy against promoting groups might be important.</p>
Website	Lisa Danesin is going to use the Nanaimo site she developed to demonstrate what can be done as well as a concept for the Victoria Chapter. Marney will check with Kristi for a digital projector and Caroline has access to a back-up one.
Standards <i>Les Funk</i>	No report
Treasurer:	Brian has put \$6000.00 in a short term deposit with Coast Capitol at 2.3%

Brian Norman

interest. He chose this option because of the completely flexible in/out access to funds.

There is still ~\$5000.00 in the chequing account.

Brian is willing to put together an annual budget if committees can submit their projected costs.

In general we lose money on shows and revenue comes from workshops and member fees.

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- Other Business:** Presently no one (SFCAs only) from the Victoria chapter attends the FCA annual Board of Governors meeting in Vancouver. A Chapter presence helps keep the local profile active and is a voice for local members seeking signature status.
- Board of Governors meeting in Vancouver Les moved that the Chapter reimburse the costs for two members to attend the Board of Governors meeting in Vancouver. Carried. While no limit was established it was understood that the reimbursement would be for ferry/gas/incidentals expenses for a day trip.
- Award names Marney proposed a change of name for the show awards to increase the incentive for artists to enter their best works and to clarify the awards. She suggested Best in Show, 2nd and 3rd place, and 3 honourable mentions. It was decided to add this to the AGM agenda for general discussion.
- Action:**
- Agnes: For general mtg, ask for workshop ideas and talk about name tags
Investigate ad prices at TC
With Jean W. develop marketing plan
With Margot, check on members list
- Barbara: Track down Glen Howarth
- Marney: Check availability of WP for May 14
- Jean W.: Ask Kristi about projector for Jan 15.
With Agnes work on marketing plan
With Margot, check on members list
- Margot: With others, check on members list
- Caroline: With Margot, check on members list
- Kerry: With Margot, check on members list
- Mary Ann: With Margot, check on members list
- Adjourned:** 9:35
- Next Exec meeting:** Wednesday, Feb. 11, 2009