

THE 62 GROUP OF TEXTILE ARTISTS COMMITTEE MEETING

12 midday on Saturday June 8th 2019

Royal Festival Hall, London

	Action	Complete
Attending members Chair- Debbie Lyddon Hannah Lamb, Catherine Dormor, Caren Penney, Heather Belcher Imogen Aust		
1. Apologies for Absence received by Richard McVetis, Emily Jo Gibbs, Lucy Brown. Jane McKeating, Isobel Currie, Daisy Collingridge		
2. Minutes from last meeting (March 9th) and Matters Arising <u>Committee Meeting minutes documentation for members</u>		

<p>There was a discussion of member feedback on the decisions made at the previous meeting. It was unanimously agreed that minutes are a public record and should be agreed by the committee before publishing on the website.</p> <p>It was agreed that a precis of the minutes will be circulated to members after the meeting. The full minutes and reports will be posted on the website once agreed by the committee in the following meeting.</p> <p>The March CM minutes and actions were agreed.</p>		
<p>3. Committee and job changes</p>		
<p>4. Finance</p> <p>Heather Belcher</p> <p>Limits to travel expenses were proposed and agreed - maximum of £80 train travel for all meetings – in exceptional circumstances this can be negotiated</p> <p>Car travel expenses @40 p / mile for first 200 miles, then 20 p/mile</p> <p>It was agreed that the Chair and exhibition officer should have expenses reimbursed for carrying out all duties. Expenses for other committee members would be discussed, considered and agreed with the treasurer.</p> <p>Advertising budget</p> <p>It was agreed that we would not set a particular budget but that there was flexibility if Hannah wanted to spend more than in previous years.</p> <p>Proposed and agreed that more can be spent on advertising.</p>	<p>HB to draft guidelines for Finance role</p>	

<p>PayPal – Currently DL. DL to send HB the PayPal account details – HB to manage the account as part of Treasury responsibilities.</p> <p>HB to write guidelines for Finance</p> <p>Website costs – to be confirmed</p>	<p>HB send Website costs direct to Debbie.</p>	<p>Completed 11/6/2019</p>
<p>5. New Members up-date</p> <p><u>Submissions</u></p> <p>Catherine Dormor – 28 UK applications, 8 International - Including 2 x direct to DL</p> <p><u>Selection protocol</u></p> <p>July 6th first selection panel. 11am – 4pm. Emily-Jo Gibbs to host. Bring own lunch. Link committee member – Catherine Dormor. Panel – DC, HB, EJG, DL, LB</p> <p>With ref to GDPR and 62 Group protocol, no feedback will be given to applicants. Panel accept or reject- no comments on the work are recorded.</p> <p>Discussed digital selection for exhibitions - ongoing discussion for AGM</p>	<p>IA to send details of the day to panel.</p> <p>DL</p> <p>Add to AGM agenda</p>	<p>Completed 18.6.2019</p> <p>completed</p>
<p>6. Publicity Up-date</p> <p>Hannah Lamb (See report below*)</p> <p>Social Media (SM) audit undertaken.</p>	<p>DL HL</p> <p>Gather login and passwords</p>	

<p>SM accounts – Different members are looking after Twitter, Instagram, Facebook, Pinterest....Login and Passwords to be held by chair and secretary.</p> <p>Passwords need to be changed and shared with appropriate committee members (i.e. HL, publicity)</p> <p>HL – streamline SM. Overview required as currently work is duplicated. A new post is proposed for a ‘digital comms’ role.</p> <p>Link to all SM platforms is possible – Hootsuite is too expensive.</p> <p>CP- changed Instagram (the62group) to a business account -</p> <p>In the long term- an agreement to be established about reposting - Hannah to draft guidelines</p> <p><u>Report from Hannah Lamb</u></p> <p><u>Social Media Audit</u></p> <ul style="list-style-type: none"> • What are the goals of the group in posting to social media? <ul style="list-style-type: none"> ○ Are these the same across all platforms? • Are there any platforms that are not performing? • Which kinds of posts reach and engage with the most people? • Agree a house style for text and image. • Agree what we will / won’t post and repost. 	<p>And contact Michelle S ref Pinterest</p> <p>DL add to AGM agenda</p> <p>HL to investigate</p> <p>HL to draft mission statement/ guidelines</p>	<p>Completed</p>
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<p>I have spent some time compiling information and written a report about these findings, which I will circulate separately.</p> <p>Key recommendations:</p> <ul style="list-style-type: none"> • Close Ebb & Flow Facebook page as the content is not current. Our website provides a more appropriate place to archive previous exhibitions. Ensure any content required for archive is kept (liaise with Louise Baldwin). • Ensure that passwords for all social media accounts are shared with two senior committee members (suggest chair and secretary) for security. This needs to be checked annually and updated immediately. • Use Pinterest account. Suggest posting directly from website content. • Create a LinkedIn profile as an organisation. • Create a list of 'safe' recognised organisations we will repost from. • Develop a mission statement for each platform. • Create a checklist for reposting e.g. Does it meet with our core aims? Are there any ethical conflicts? Is the quality of the content professional? Is it relevant to our audience? • To explore options for streamlining content (e.g. a central repository for images and content). • To explore costs and implications of using scheduling services. <p><u>New members</u></p> <p>Posted in free online listings where possible.</p>	<p>HL close down Ebb and Flow Facebook, out of date now</p>	
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<p>After Dave added a countdown clock to the website he prompted us to increase posting on social media to raise profile for the approaching deadline. We increased posting on Twitter, Facebook (Debbie and myself) and Instagram (Caron Penny).</p> <p>Has this helped increase applications?</p> <p><u>Construct exhibition publicity</u></p> <p>I prepared a press release for the exhibition and sent with images, which Richard had called in from members. This was sent out to Crafts, Embroidery, Selvedge, Surface Design Journal, etc.</p> <p>Jo Hall is giving us some editorial in July/Aug issue of Embroidery.</p> <p>I also uploaded a listing on the Press Association website - hoping we can gain listings in mainstream press. Please can members let me know if they see any listings.</p> <p>Selvedge - we have paid for a quarter page advert in July/Aug issue costing £270. This includes a complimentary blog post and newsletter feature. Sunny Bank Mill designed the advert at no cost to us.</p> <p>Sunny Bank Mill gallery team will cover a lot of local promotion and online listings, including an advert in Leeds Life magazine. They also distribute about 60,000 flyers to other local arts venues and hotels, etc.</p>		
<p>7. Newsletter & Public Newsletter up-date</p>		
<p>8. Exhibitions & Education up-date</p> <p><u>Report from Richard re. exhibitions</u> Update: Construct</p> <p>Selection date Wednesday 17th July - 11am onward</p>		

<p>Set up of exhibition be on Thursday Friday and Saturday</p> <p>Selection we have the following people - Jane, Debbie, Richard, Nigel, Emily, Julia, Maggie, Hannah, Jane Kay, James For set up we have Jane, Debbie, Richard, Emily, Hannah, Jeannette, Jane kay plus her team.</p> <p>I have asked Jane about the Shop a few times, for smaller items such as postcards she said that she would buy them outright and she is also happy to sell 62 Group catalogues. I will respond to her email now she sent a few days ago and ask her for more specifics.</p> <p>9.</p> <p>Sunny Bank Mills – HL, RMV in correspondence with Jane at Sunny B Mills. Can't give names of artists now for advertising deadlines.</p> <p>Workshops – JMK received one workshop proposal only for Construct. Perhaps because Artists not yet selected to take part? Location? Timing?</p> <p>Proposed and agreed 'Meet The Artists' should happen on PV day. 20th July.</p> <p>HL proposed that June Hill (Local to venue) might write a review, give a gallery talk.... Hannah offered to speak to June.</p> <p>CD suggested the FTM talks could be repeated. CD happy to do this. Will pay expenses/ fee.</p>	<p>RM to contact Jane at SBM to confirm shop sales</p> <p>DL to follow up with Jane and JMK about plans for education</p> <p>HL to contact June Hill DL to contact Joanna</p>	<p>Completed</p> <p>Completed</p> <p>Completed</p> <p>Completed</p>
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<p>Shop- RMV – shop will sell work by individual artists – detail tbc- including artist’s postcards. Agreed that a small number of Ctrl/Shift catalogues should be sold in the shop.</p> <p>Ctrl/shift up-date</p> <p><u>Full report from Sue Stone</u></p> <p>Meeting at 20:21 Visual Arts, Scunthorpe</p> <p>Date: 23 May 2019</p> <p>with Dominic Mason - Exhibitions manager</p> <p>Designated space for the exhibition is 2 wide corridor areas, one is adjacent to the café area. At first glance it doesn’t seem to have much wall space but there are lots of temporary walls that fit over the glass windows giving a total hanging space of at least 28 metres. Dominic will provide a floor plan asap.</p> <p>DM and myself went through all the pieces and identified which may be problematic. Some other pieces may need to be reduced or reconfigured. Liz Cooper will contact the relevant artists to discuss. We are also able to hang work from the ceiling at this venue and have</p>	<p>RMV to confirm shop detail with Jane at S B Mills</p>	<p>Completed</p>
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identified the pieces which may be suitable for this. LC has already hung several shows at this venue and is very familiar with the space.

We can also use the space in the Bell Tower which is 4 metres across. Although whatever goes in there will be a little removed from the rest of the exhibition so it will need some thought!

There will be other exhibitions on in the church area.

NB: Normanby Hall is no longer available to us as a space for the exhibition so we didn't visit that venue. In the Winter it is usually closed and although they have decided to open it next Winter it is only for 1 day a week. Dominic suggested we could use a space at the library building which just across the square from 20:21 if we can't fit everything in but we didn't have chance to look at the space on 23 May. I will go back another time and look at that space after I have had feedback from Liz.

20:21 get a lot of family visitors and there is no stewarding although there is a member of staff on reception/ café at all times during opening hours. There are plenty of glass cabinets and also plinths and they will make any others required. DM will send sizes to LC.

The Project space can be accommodated in the adjacent church entrance where they usually host their regular drop in sessions. There are also 2 cabinets in the café which can be used for visuals.

I have given DM contact details for Hannah Lamb and Jane McKeating to arrange education & publicity for the exhibition and contacted both myself to give them the relevant contact details. Commission on sales of work is 30% +VAT no VAT on catalogues.

They don't do PVs so I suggested a catalogue launch/ meet the artists event on the opening Saturday 14 December.

Catalogue

The catalogue layout is almost finished just waiting for Liz's essay, acknowledgements etc from LC. It will be completed very soon and should be printed by early July. I will contact MAC and NCCD to see if they want a few for their shops and get the lists of those interested in getting a catalogue.

LC is moving back to New Zealand on 11 June but will be back and forth to the UK to work on various projects including Ctrl/Shift. We are still looking at getting one last venue but if that's not possible then it will not affect the ACE funding we already have. The 4th venue was not confirmed at time of applying so basically the outcome would be that the final figure 10% payment will be adjusted to compensate. LC will confirm what will happen to the work at end of 20:21 show but the plan at present is 20:21 will pay to ship the work back to Bill Bowden and then artists will arrange to pick up or courier work from there.

Sue Stone - Reported the 2021 space is reduced to one venue for the exhibition; not across two sites. There is 28m wall space – seen by Liz Cooper and SS.

<p>Discussion around the funding – an application for funding would be put in – discussed budget of £2K. It was felt that the 62Group and FTM were commissioning the piece and should fund it. CP confirmed FTM support is ‘in kind’- the venue etc. Selection process, 1st, 2nd stages. Collaborations or individual proposals.</p> <p>Events /exhibitions for 60th anniversary 2022</p> <p>Exhibition for next year- it was agreed the group would fund a London venue for an exhibition next year- I.e. Barge House – CD has contact at The mall Galleries... Members to research possible venues for next year and forward possible exhibition spaces / galleries. CP offered to support RMV with future exhibition and put together an exhibition proposal</p>	<p>CP to seek written confirmation of ‘in kind’ support from FTM</p> <p>DL will send out info to members</p>	
<p>10. AOB</p> <p><u>Sabbatical request</u> – granted for Hillary Bower</p> <p><u>Exhibition themes</u> – a discussion about the curatorial, broad exhibition themes concluded that as Artists we all work to our own agenda, but having a curatorial title helps hold the exhibition together for audiences and is necessary for publicity.</p> <p>Speaker / event for AGM</p> <p>A speaker is not yet agreed for the AGM.</p>		

Planning for the future- CD proposed that a 'workshop' would help members generate ideas for future events at the AGM.		
11. Date of next meeting 28th September 2019		