



62 Group
Committee
Meeting

Tuesday, 5th September 2023
7.30pm on Zoom





Who was there & apologies

Present:

Catherine Dormor, Emily Jo Gibbs,
Isobel Currie, Claire Barber,
Christina Hesford, Ealish Wilson,
Jane Walkley, Sally Spinks

Apologies: Vanessa Rolf, Helen
Davies, James Hunting, Hannah
Lamb

Minutes

and matters arising

No amendments. Matters arising will be included in the notes.

June minutes approved.

Treasurer's Report

On the 5th Sept, the Natwest account balance was £15,330.61

On the 5th Sept, the Paypal account balance was £660.68

This is a total of £15,991.29, so an increase of around 1.5k since last committee meeting – mostly from new member application fees.

Annual memberships are coming in through September. Christina was finally able to deposit the cash from Essence, approx £450.

Christina to work with Claire & Ealish to pull together a budget for 62@62. Arts Council England now allow groups to apply with match funding – to be explored as part of budget planning.

ACTION: Catherine to follow up with the volunteer who came forward to take over the Treasurer role from Christina

Membership

Alison Erridge

The sad news of the death of Alison who was a founding member of the group had been circulated to members. Isobel had uncovered a letter from Alison in her archive search. Discussion as to whether we should circulate to members. Catherine to review and potentially send a few quotes.

Sabbatical request

The request from Marilyn Rathbone was approved by the committee. Isobel to check with Ealish/Claire to ensure her sabbatical dates include the submission deadline for Salts Mill.

List of 'all members ever'

Isobel has completed the herculean task of wading through the archives to complete a list of members from founding up to today, including dates. She now has a list of 435 which will be circulated to all current members and friends to see if there are any errors or omissions.

ACTION: Catherine to review Alison Erridge letter

ACTION: Isobel to send list of all members to Sally for circulation to members



Associate Members


ACTION: Vanessa to send Associate
Member Reports to Sally

We received 26 applications this year.

- This was a considerable drop from the 85 in the first year but as we have just 1 available award this year this is a healthy number and possibly we were clearer in our promotion about the kind of work we were hoping for submission.
- Online submissions were reviewed by a panel in June that included members and external panellist Yemi Awosile.
- 4 applicants were invited to apply for full membership due to the established nature of their practice. All 4 took this option and applied to full membership.
- 6 shortlisted applicants were contacted and invited to send work for second selection on 8th September. 5 sent work and one applicant didn't respond despite follow up contact.
- 1 associate member was selected unanimously by the panel.
- All applicants will be notified once all submissions have been returned.
- The 2nd payments of £500 for our 22/23 intake of associate members is now due - to be arranged with the treasurer.




New Members



Applications closed with submissions of 23. The first round of selection process occurred and we chose 3 applicants to move forward to 2nd stage. 5 applicants from the Associates were so strong, they were also put forward to the new members 2nd stage panel.

The panel is being held on Friday 8th September.



ACTION: Ealish & Vanessa to draft packing guidelines for next year

Publicity

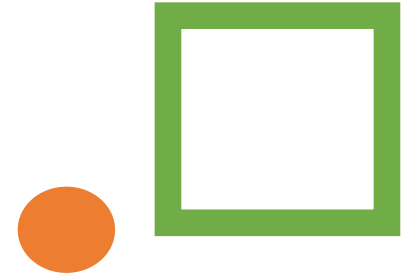
No new updates as there are no imminent exhibitions.

Hannah is organising a time brief Helen and Jane as they take over the role.

ACTION: Hannah to organise hand-over to
Jane and Helen



Social Media



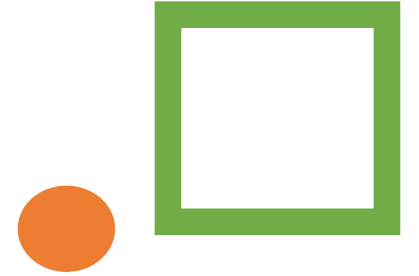
Platform	23 May 2023	4 September 2023	Since May	Last 28 days
Instagram	6773	7135	< 362	4391 post reach / 724 engaged / Overall growth 35 (67 follows / 32 unfollows)
Facebook	7497	7572	< 75	3450 post reach / 456 engaged / 23 new followers
Twitter / X	1976	1976	-	Can't find the data – will investigate where it is held
Threads	No Account			

Overview

We have continued to focus most of our attention to Instagram which auto-reposts to Facebook. Twitter is being used to repost interesting textile news that pops up in our feed, as well as retweeting members posts. Looking at the FB following reposting may not be the best strategy.

- While our Instagram following has grown in recent months, engagement (likes and comments) has remained low from both members and non-members. This suggests that our current strategy of reposting members' work is not resonating with our audience – this is addressed later in the report.
- Currently, our Instagram feed is showing us mainly posts from members whose work we have already shared to our grid. This means that we are seeing the same people over and over again, which limits our exposure to new content. To counteract this, Jane is going through the list of members, setting alerts on their profile to manipulate the algorithm. This should result in a wider group of members being seen by the Social Media team.
- We are posting only high-quality, finished images on our Instagram grid, as this is our public-facing page. We will share all work-in-progress and similar posts in our highlights.
- We are promoting members' workshops by saving them under highlights and drawing followers' attention to them. We source this information from the newsletter and by looking out for members' posts. It is helpful if you tag us (@the62group) so that we are alerted. The next step is to put the workshop data into a calendar/spreadsheet so that we can plan our posts more strategically.
- We can also use this model for members' exhibitions. Once the exhibition or workshop is over, we will remove it from the highlights.

Social Media



Focus Going Forward

- Focus on engagement over follower count. Quality is more important than quantity. Building a community is more valuable than simply collecting numbers.

1.Work closely with Publicity and the venue's social media team in the run-up to the next exhibition. This will help us to avoid misinformation and duplication of posts and ensure that we are all working together.

How can we increase engagement?

- Post a mix of original and reposted content across the three platforms. This could be as simple as reframing content that is already on a member's grid. For example, we could highlight a member once a week by sourcing information from the group's website and the member's grid.

- Post to the grid a maximum of once a day to avoid viewer fatigue. Multiple daily posting is fine for Stories.

- Engage with comments on posts and invite conversation. This is a great way to connect with our audience and build relationships.

- Helen's posts about international days were well-received. We can select a few international days and add them to our calendar/spreadsheet so that we can plan our posts for the year.

- Inviting followers to interact with us through stories is another option to explore. For example, we could invite them to share exhibitions they are taking part in, and we will share and save them to our highlights. Or, we could invite members to share work they have seen and liked once a month.

These ideas need to be explored further, and we need to make sure that the workload is manageable.

Caveat

The Social Media team need to be flexible when working to a calendar/spreadsheet, as we have commitments outside of the 62 Group. The schedule should be a guideline, not a strict rule.

Wishlist

- Develop a unique voice for each social media platform so that the social media team can tailor their content to the specific platform and audience.

Newsletters and Networking

Emily reported we have over 2,000 signed up on Mailchimp to receive the Public Newsletter. Some discussion about the length of the newsletter – on balance having a long newsletter was ok if we had the content, we should share it!

September edition has been circulated.

Members newsletter will be circulated at the end of September.

ACTION: Sally to liaise with Catherine and put in dates for networking calls in the autumn

Exhibitions

Tailored at Sunny Bank Mills 2023

The exhibition was a success. The public response to the work was wonderful, with great appreciation for the quality, variety and depth shown in members' work.

People greatly appreciated the closing event 'speed dating' to gain a little more insight into some of our members practice and working methods - good to do for the next exhibition.

The experience with SBM was very supportive and an incredibly rewarding one. The team there continually went above and beyond for the Group.



Exhibitions

Tailored – Sleaford Invitation

We have been contacted by Lesley Farell at Sleaford as they are very interested in hosting Tailored in 2024. March 30th to July 8th.

Ealish is negotiating a fee – possibly £2000. They will supply a full set up service and publicity.

Ealish and Claire to visit the space for planning. Also need to plan to tie in with Jane Walkley's solo show.

ACTION: Claire/Ealish to work out a process and to draft a note to send to members – do they want to show again? Any new works? Submission? Selection?

ACTION: Catherine to write to Jane at SBM to ask permission to show Tailored

62@62 2024 Salts Mill 'Making as Learning'

Salts Mill is confirmed for September 2024. Ealish/Claire are working with Zoe Silver to finalise the details for a research/study day for members.

They met with June Hill who was very supportive and encouraging regarding Making is Learning and is happy to advise in an unofficial capacity.

There will be extra jobs required as Salts Mill gives the space but does not have a dedicated gallery 'team' so we will need to create a small team to run this exhibition. Also, if people want to create large installations, they will have to take the responsibility to install it themselves. Considering putting in a bid for Arts Council funding to help with the cost of invigilators.

Another idea being explored is to produce a video containing reminiscences of Audrey. This could be talking heads (members and others who knew her) but produced by a third party.

The next networking meeting (when scheduled) will be for Ealish/Claire to outline the practical considerations of exhibiting. Then a further networking call can be used for members to discuss ideas.

ACTION: Claire/Ealish to work up jobs to be done so we can ask for volunteers

ACTION: Claire/Ealish to attend networking meeting to give 'practicalities' of exhibiting at Salts Mill



Education, Inclusion & Diversity

The opportunities around the next exhibition alongside seminars, workshops and education are to be discussed alongside the exhibitions team and member responsible for the handling collection.

Resources for use independently by gallery visitors have been discussed - to explore developing the resources produced by Vanessa for 'Conversations'.



AOB

Committee

Helen Davies & Jane Walkley will be taking on both Publicity and Social Media.
Hannah White and Helen Yardley will take over New Members in 2024
Catherine will pursue conversation with the member who has come forward to take over the role of Treasurer.
New committee members will formally be voted in at the AGM in Dec.

Networking

Dates for Networking calls to be scheduled. Topics – practicalities for Salts Mill and applying for funding.

Next meeting

Next committee and AGM – Saturday 2nd December 9.30

ACTION: Sally/Catherine to agree dates for networking calls and to draft an agenda for the AGM (including UN SDGs)

ACTION: Sally to ask Helen Yardley if we could use her studio for a hybrid AGM (in person and zoom)

