

**Perthshire Open Studios
(Community Interest Company)**

Draft Minutes of 2018 AGM on Thursday 25th October from 7.00 - 9.00pm

at Perth Museum and Art Gallery Lecture Theatre PH1 5LB

1. The Chair welcomed everyone (29 attended) and asked Gill Hunt to read out the list of apologies.

Apologies received from:

Julie Close
Manus McGinty
Maria Nordgren
Tricia Brown
Petrina Menzies - Kirkmichael Session House
Pat Spicer
Anne Walls
Sarah Howard
Richard Deveria
Kate Kirby
Stella M Kinread
Kate West
Caron Ironside
Andrew Hunter

2. Approval of Minutes of the 2017 AGM. Minutes were approved by Gill Hunt and seconded by Mo Kelson.

3. Matters arising. The Chair pointed out that the 2017 meeting had suggested that Galleries be entered on a separate page in the brochure, but the Committee later decided this would not be a positive move.

The Chair then asked the Committee to introduce themselves. This included: Scott Carruthers: Membership Secretary, Iona McGregor: Marketing and Publicity, Marion Foster: Treasurer, Sybil Galbraith: Secretary, Gill Hunt: Artist Liaison, Gillian Skene: Route Coordinator Liaison.

Two retiring Committee members were thanked for their services: Gill Hunt (retiring as Membership Secretary and assuming the role of Artist Liaison) and John Easson, retiring as Secretary.

4. Chair's Report

Introduction

2018 was probably one of the most challenging years ever for the organisation of POS. The planning committee was beset with various health issues and at one stage was down to 2 or 3 working members, which is simply not enough to run the event.

Our gratitude is due to that small group who kept us afloat (Gill, Kate and Marion handling the application process, John working on the Showcase invitations list and chasing up sponsors and Gill Skene helping me deal with the printers after Andrew's accident) and to Luisa who steadied the ship by going out to recruit new committee members and also to secure the support and backing of key members of the Perthshire and Kinross-shire Community. The presence of both the Provost and the Lord Lieutenant at our Opening Night at The Bield and the successful recruitment of two new committee members was evidence that 'out there' there is strong support for POS and a will for it to survive and succeed. THANK YOU LUISA for your inspirational and enthusiastic leadership just when we needed it!

Sadly, again due to health issues, two others whom Luisa recruited have been unable to take up their positions and I am grateful to Sybil Galbraith and Gill Skene for stepping in to fill these places. This evening we are seeking one more committee member to share the tasks that need cover.

a). Thanks to Task Managers

The Committee, however committed, simply cannot do all the jobs that a successful event demands and this year, following on from last year's AGM, we had the willing and much appreciated help of help of a number of members who organised the distribution of publicity materials and brochures in their local areas. Our thanks go to Gill Skene who as well as being a route co-ordinator herself, organised all the brochure distribution with area helpers:

i) Route Coordinators:

Rhona Kirkpatrick, Liz Dulley, Gill Skene, Lorna Radbourne, Yvonne Hair, Kath and Mo Kelson, Lorna Ross.

ii) Cafe contacts:

Rhona Kirkpatrick, John Easson, Marion Foster, Diana Law, Louise McLaren, Kate West, Kathy Burns

iii) to Dave Hunt for the mock up of the brochure, essential for the brochure designer, for helping George with the hanging at The Bield and for taking some super promotional photos at short notice.

iv) to Lynsey Ewan and her team for the best organised Opening Night we have ever had.

Jane Drysdale
Gill Skene
Mo Gibson-Kelly
Kath Gibson-Kelly
Diana Law
Sybil Galbraith
Ceri White
Annette Cameron
Neil Combe
David Merrie

v) to Caron Ironside who did the following for us:

- Early meetings with Luisa
- Introduction to Matthew Shelley
- Meeting with Luisa & Matthew Shelley
- Advice with GDPR/Gill to members
- POS on Perthshire Creates Summer Design Market Postcard x 3000
- Updated 'How to promote your participation' details for website
- Copy supplied for newsletter to accompany 'How to promote your participation' resource on website
- Press Release for brochure launch
- Met with Perth City Centre and liaison to secure new POS page added to Perth City Centre website at no cost to POS, and provision of additional information to support social media promotion by Perth City Centre
- Liaison with Kate/Dave/Luisa re content for Perth City Centre piece
- Listings set up on: Perth City Centre, SCBP, Perth Gazette -The Perthshire Magazine, Love Perthshire, What's On in Perthshire, + others
- Article on Perthshire Creates website about POS 2018

- Social Media posts on FB & Twitter promoting exhibitions and main event

vi) Thank you to all of YOU for committing to the event and giving it your all. Without you and all the terrific work you produce there IS no Perthshire Open Studios

And finally, thank you to the 25 people who have responded to say they are available to help in 2019. We may well be calling you!

b). New Initiatives

This year we have seen the exciting development of more local initiatives, the most notable of which, in terms of publicity, was

i) The Leslie Street Art Trail in Blairgowrie, organised by Wendy Mackie. This involved a number of POS members from the Blairgowrie area exhibiting samples of their work in shops on Leslie Street in the town. Wendy has done an evaluation of the event which demonstrates that it was effective in spreading the word about POS, although individual artists who participated, seemed to benefit more than the larger groups. The plan is to extend the initiative next year to give opportunity to all the artists on the Orange Route to participate.

ii) The Turquoise route, although very small this year, also organised their own flyers and a pop up exhibition in a well patronised local cafe and I believe this is a model for other routes to follow. Of course, the Geography will be different on each route and this will determine the best way of 'showcasing' the work of all the artists on the route. The focal point may be one town, or one business, or whatever.

iii) Discussions are already underway amongst **Lime Route** Artists and with the involvement and backing of the Councillor Angus Forbes, Ward Cllr for The Carse of Gowrie. Our task on the committee will be to foster and support these developments but also to ensure that the branding is consistent with the overall promotional materials of the event.

c). Going forward to 2019

We continue to discuss the same issues: groups versus individual studios; galleries or not... where all the visitors go and don't go... Too many venues? Too few venues? All, incidentally, on the agenda of the 2015 AGM. Here's the breakdown for 2018:

122 venues

Solo Artists - 83

Ad hoc Groups -24

Established Groups - 8

Galleries - 7

My view is that there is room for all of these formats, and there is no evidence that groups universally take visitors away from solo artists. They may indeed attract visitors to a location who then go on to visit solo artists in the same area. Numbers of solo artists are buoyant and the number of visitors that go to any particular venue depends on a whole range of factors: the product, the location, accessibility, loyalty, etc. The public are fickle. We can only do our best and build on recognised strengths and lessons learned.

Perthshire Open Studios is becoming more valued and appreciated in this area with more public figures coming out in support of what we do and already three new and prestigious Route Sponsors signed up for next year. There is strength in numbers and in co-operation and talking each other up to visitors. I believe that Route collaboration has a lot to offer for the future.

d). And finally, A week in the life of the President of POS involved this past week:

Meeting with Cllr Angus Forbes and Lime Route Coordinator Liz Dulley at Invergowrie, brainstorming ideas to raise the profile of the Lime Route and involving capitalising on its proximity to the V&A in Dundee as well as involving some of the many businesses along the M90.

A trip to Pitlochry via Perth to check on a painting which had been in the PFT exhibition and appeared to have suffered some marks on the frame. Discussing the implications with the artist and the PFT Exhibition Coordinator. Lessons learned - paintings need to be closely supervised when being moved from their wall space to the artists' pick up point. PFT are requesting that POS be present for the hanging and taking down of the paintings in future.*

A meeting with Jake Eadie, PKC Roads Maintenance Officer, with regards to signs a council employee removed from lamp posts in Cooper Drive. He explained that the officer was in fact enforcing the law as required and gave me some guidelines as to how to avoid this kind of confrontation in future. Expect a whole new raft of POS guidelines for 2019!

Glenys Andrews BA, MA, FRSA
President POS

At this point Gill Hunt proposed a vote of thanks to the President for responding to the challenge of leading POS at a crucial stage.

5. Treasurer's Report

The Treasurer presented the annual financial report for March 2018-Feb 2019.

Summary:

Total income: £22,857.72.(Members' subscriptions, Sponsorship and advertising, Exhibition sales, etc.)

Total Outgoings: £20,754.24 (Print and Design costs, Website design and maintenance, Marketing and advertising, etc.)

End of year balance: £2,103.48

The Treasurer was warmly thanked for the sterling work involved in creating an accounting system involving the complex details of monitoring income and expenditure from such a variety of sources and which also conforms to Companies House requirements.

Discussion followed about the need to make as accurate as possible an estimate of the numbers of brochures required to avoid waste.

6. Nomination for one Committee Member: Mo Kelson volunteered and was seconded by Kath Kelson,

7. Report on Members' and Visitors' Evaluation Surveys (published on POS website) followed by Prize Draw. Winner: Karen Ellis Sowerby

8. Open Discussion: Feedback on POS 2018 including Route initiatives

a) A request was made for a directory of disciplines in the brochure and website. Response: We will ask the web designer but it will be difficult to achieve in the current application form, especially for groups.

b) Advertising and visibility. The comment was made that The Bield is not a well known location and we need to promote it better.

c) People book their holidays in advance so we need to advertise our event earlier in the year.

d) GDPR means we have lost our visitor and interested artists data base. We need to do more up front advertising for both participants and potential visitors.

e) Signage. No pointy fingers, please - just a plain and clearly visible arrow. Also the orange colour was too dark.

f) Dundee was highlighted as an area to target with brochures, flyers etc.

g) Visit Scotland also needs to be targeted for advertising via the Perth shop and also the website.

e) Better use of Social media. Gill volunteered to set up an Instagram account and Dave offered to conduct workshops in video production. Need for a house style.

f) Agreed to have FB Group Page open only to POS members and FB page used for public membership and participation.

9. A.O.B.

Sybil Galbraith, Secretary POS

* At the end of the meeting, Audrey Slorance indicated to the Chair that she would be happy to help with the supervision at PFT