

Open Up Sheffield

AGM

Tuesday 28th November 2017

5.30pm Harland Café, John Street

Minutes

Present:

Committee: Annette Petch, Pam Jordan (Treasurer), Rachel Durance, Lizzy Alageswaran, Miranda Trojanowska, Alfreda Reynolds, Phil Lockwood, Alison Riggott

Artists and visitors: Jeremy Lawrence, Sarah Sharpe, Jan Slater, Cath Dunn, Jacqui Hilson, Annie Anthony-Mays, Sue Lancaster.

Apologies:

Nuala Price, Anna Mercedes-Wear, Nikky Wilson (retiring), Jean Luce, Kate Wells, Sarah Williams, Martin Pick, Krishna Alageswaran, Ruth Lockwood

1. Welcome and introductions

In Nuala's absence, Annette Petch volunteered to chair the meeting. All directors and committee members then introduced themselves and described their roles. All other artists present were asked to explain what medium they worked in – as follows:

Annette Petch - Jeweller/Silversmith; OpenUp director responsible for Open Up applications, monitoring email comms (info@), issue of receipts

Pam Jordan – OpenUp Treasurer for 7 years, artist interests - textiles/photos

Rachel Durance – OpenUp committee member responsible for Social Media (photography)

Lizzy Alageswaran – OpenUp director - painter/ mixed media

Jeremy Lawrence - Photographer – proposed idea of creating photo project of artists involved in OpenUp – photography based in own studios, etc

Sarah Sharpe – painter/printmaker

Miranda Trojanowska – abstract expressionist artist – joining committee this year – advertising

Jan Slater – printmaker

Cath Dunn – painter/printmaker

Jacqui Hilson – textile artist

Annie Anthony-Mays – mixed media

Sue Lancaster – textile artist, encouraging others to participate in OpenUp by offering studio space (15 years on committee to last year)

Alfreda Reynolds – coordination/distribution of brochures (photography) design of brochure

Phil Lockwood – mixed media – joint chair

Alison Riggott – jeweller – joining committee this year to shadow Annette on applications, etc, temporary minute taker

2. Apologies for Absence

Apologies for absence were acknowledged from: Nuala Price (retiring chair), Anna Mercedes-Wear, Nikky Wilson (retiring), Jean Luce, Kate Wells, Sarah Williams, Martin Pick, Krishna Alageswaran, Ruth Lockwood

3. Approval of last year's Minutes

AP circulated copies of minutes for perusal; objections invited

Amendment noted: Karin Hessenberg wanted flyers in Treasurer's Report section instead of AOB.

Amendment noted: credit to Alfreda for Bursary scheme

Correction noted: 5. Reports from other officers **(ii) Sheffield Creative Guild:** Phil Lockwood clarified that Open Up does not pay the membership fee for the artist volunteering to represent OpenUp.

Amendments/corrections as above – minutes approved and signed off by Pam and Phil

4. Matters Arising

None

5. Report from Chair

Annette explained Nuala's current health situation and that she has asked Annette to read out report on last year on her behalf.

- Nuala to stand down as Chairman but would like to continue as Director and Committee Member
- Max fee for individual participants remained at £95 for 2017, early bird at £85. Introduced reduced fee for new artists at £50.
- Continued with online application system following 2016 success. Proposed to move to electronic payments only for 2018.
- Noted and thanked committee members for their efforts during 2017 and helping OpenUp reach its 20th year
- Introduced two new committee members, Miranda Trojanowska and Alison Riggott.

6. Report from Treasurer

Pam reported that accounts have not been audited at this stage – expected to be ready in 2 weeks. It was noted that the fee has increased.

Income from artists/advertising £9475 - £1500 down on previous year

Expenditure is down at £7795 leaving a surplus of £1680

Biggest expenditure is advertising, brochures etc at £6423

£11295 balance at end of last year

Currently using KAS accountants as previous year and going forwards if approved

Query on £2 corporation tax – tax owing from 2014-15 – query raised with HMRC and awaiting response

7. Appointment of Auditors

Pam thanked KAS accountants who were appointed to continue for next year by unanimous vote.

8. Reports from Committee Members

Website, applications: Annette

Last year:

81 individual artists, inc 13 newcomers; 6 artist groups; 10 advertisers (without marketing effort)

Venues (with artist listing) marked on map on website, instead of individuals to make it easier to read (created using GoogleMaps so limited ability to adapt – tried using number instead but not as clear, so thinking of reverting to venue name instead for 2018)

Evaluation forms added to homepage for downloading as pdf or doc

This year so far:

30 artists inc 29 early birds and 4 newcomers (awaiting images from 3 applicants so not published yet); 1 application currently unpaid

Pam raised query if someone applies within early bird period, but hasn't paid can they still get reduced fee; Annette clarified that it is the full application including payment that is eligible only – note to amend instructions for next year (2019)

Confirmed that payment is only allowed electronically - BACS payments only, no cheques in order to reduce time overhead

New gold banner designed and published on website to celebrate 20 years

Gallery of images from 2017 event from Nuala/Rachel visits and also from participating artists also published on website.

Brochure design: Nuala and Alfreda

Alfreda reported three on design team and that some issues experienced with proofreading and keeping track of updates

Some issues with outdated/incorrect info in brochure – rectified for 2018 by total refresh of source file. Noted that it is artist's responsibility for proofing own details
Brochure should be eye-catching, Alfreda felt that dark blue not as successful as yellow, pink, etc

Posters – success depends on location/rotation

Jeremy Lawrence – queried whether images would be better larger – less text, more image – Rachel stated that already quite limited text as a lot of contact details are necessary to include and didn't want to increase cost overhead for larger brochure

Annette invited Jeremy to input ideas further following the meeting.

Brochure distribution: Alfreda

7500 brochures were produced for distribution; less than 50 left

Exhibitors were issued 20 each = 1700 brochures, some took additional (3000 extra to exhibitors)

Committee members distributed an extra 1200

Advertisers = some took significant numbers and Alfreda recommends keeping this avenue of distribution

Places – city wide studios, cafes, art spaces, city centre – tourist info, Waterstones tills and café tables, libraries (noted libraries only interested in limited number – Alfreda topped up as necessary)

Apologies to Jan Slater who offered to help as Alfreda missed this and asked if offer was still open for 2018 – Jan confirmed she's happy to help!

Query on whether theatres could be appropriate avenue – City Hall foyer is difficult as have to go through process for permission, and Alfreda isn't sure how successful it is given the 'competition' from other promotional materials

Collection day – would be easier if exhibitors can stick to days allocated/offered for pick up; given additional effort involved in extended period in 2017, Alfreda intends to limit pick up to 1 week only for 2018.

Social Media: Rachel

Rachel described that 2017 saw a successful targeted strategy with artists grouped by postcode

Instagram growing – many followers (499 as at 28/11/17), showing good steady growth

Twitter – complicated, remained steady

Rachel employs cross media publishing to capture all channels using Buffer

Marketing budget was agreed for FB advertising

Questions:

Instagram – queried whether artists should add own photos; Rachel explained that she handles them and ensures equal, dedicated media posts across all artists (keeps record of all dates posted for artists' reference)

Posts three times daily – adheres to posting guidelines re: best time, days

'Stalks' all OU artists and art groups to improve reach

Posted/tweeted from phone whilst out on 2017 artist visits

Press, advertising: Annette

Press release written for us by Peter Kay (following Annette participating in telephone interview), sent to Telegraph (double-page spread for two weeks running), Derbyshire Times, Rotherham Advertiser, Barnsley Chronicle and Yorkshire Post – sent all links to all artists in their areas with links to OU website

Miranda to take this on for 2018

This year due to financial surplus – plans to advertise on Now then, Exposed, possibly in Derbyshire Life/Country Living

Photography of event: Rachel and Nuala

Over the course of both weekend, Rachel visited 50 artists by bus!

Gathered database of photos for website gallery

Nuala visited all new artists

Rachel invited participation from anyone else interested in photography to capture images for 2018 – invited artists to send own images

Also question raised on whether artists can have access to own images – Rachel to make Dropbox folder public and share

Jerry has all images – Rachel to check if he has Dropbox access

Evaluation: Lizzy and Anna

Annette edited down form for 2017 to remove superfluous info

Originally it was an Arts Council requirement to capture info but this is no longer a requirement

Need to consider what we want to gain from evaluation and refine the form and process further

Interesting note that Jenny Mather raised £1000 for charity during event – a lot of drop-in visitors from outdoor signage

Most of visitors from west of city

Only 50 visitor forms received; need to improve numbers

Regarding how event was heard about, forms showed the following:

3 from website; 5 by word of mouth; 15 brochure; 2 artist known; 8 social media; 18 previous visitors; 5 from in-situ signage

Visitors from Derbyshire, but not many from Doncaster area (but only limited forms, so not representative cross-section) suggested artists collect anecdotal info as not possible to collect forms from all

Evaluation forms need to be highly targeted – Lizzy suggested postcard format may be better route – could introduce an incentive that artist supplies postcard

Jeremy suggested that artists should prompt visitors if this is first visit and if so fill in form, not necessary for multiple visits

Have some anecdotal evidence through artist comment books but may be worth considering expanding this and formulating a process for gathering and collating it

Annette invited suggestions from artists on how best to capture info/evaluation for improvement

Minutes and admin: Nikky

Absent and is standing down due to other work commitments

Artists visiting artists: Phil

During the 2017 event, Phil followed up on suggestion for other artists to visit other artists – set up page on his own website to network artists with others, but unfortunately not very successful

Invited suggestions for any ideas to improve and make feasible

Felt that whilst good idea in theory it is logistically difficult to implement

Annette acknowledged the amount of effort that Phil put in and generally felt that it was a really good idea if it could be made to work more effectively and improve

take up.

9. Election of Officers

a. Thank you to retiring members

Thanks to Nikky who is retiring due to other work commitments after 2 years Nuala is standing down as chair but would like to remain in director role – Pam proposed, Phil seconded and carried unanimously
New Chair – Annette Petch proposed by Pam, seconded by Sue Lancaster – voted unanimously and carried

In accordance with OpenUp rules, one third of committee needs to stand down each year. Lizzy stood down – Annette proposed re-election; Pam seconded and carried unanimously.

b. Welcome to new Committee members

Annette welcomed Alison and Miranda as new committee members and explained the roles that they would be fulfilling in terms of who they would be shadowing on the existing committee.
Annette invited more members – Cath Dunn showed interest in evaluation and will join as a committee member and help Lizzy and Anna with improving the evaluation process for the coming year.

10. Any other business

Annie queried whether brochures are distributed to colleges, unis? (Rachel confirmed that she already does some circulation to those types of establishments)

Lizzy queried how OpenUp resources are shared. Suggested workshops could be held for participating artists – eg how to produce photos for brochure, marketing; social media marketing

Annette explained all shadowing roles (see minutes of last committee meeting)

Promotion at other citywide events – Annette invited volunteers to increase promotional reach

Pam to also capture photo during event

Alison to take minutes on a temporary basis but preferably need someone else to do it permanently!

Jeremy revisited photo project idea where he would visit all artists in situ and also portrait approach – Annette suggested that Jeremy contacts Rachel to discuss further.

Pam thanked Annette for chairing.

Meeting closed at 7.30pm