

Shaftesbury Arts Centre

Minutes of Directors' Meeting held on 21st December 2015

Directors Present: Jenny Parker (Chair), Sandra Trim, Ruth Drewett, Amber Harrison, Chris Dunford, Pete Ryley, Rick Longfoot, Richard Lloyd, Val Baker, John Skillman

Others:.

| No. | Subject | Action |
|-----|---|----------|
| 1. | Apologies for absence: Karen Tippins, John Cadmore, Sue Cadmore | |
| 2. | Open Session: none | |
| 3. | <p>Approval and signing of the minutes:</p> <p>Matters Arising:</p> <ul style="list-style-type: none"> • £1500 made at Santa's Grotto at Orchard Park Garden Centre. Many thanks to Sue and John Cadmore. • Amber will update email list for board@shaftesburyartscentre.org.uk • Jenny will write to Derek Rowntree. (Hovis loaf collection.) <p>Minutes approved and signed.</p> | AH JP |
| 4. | <p>Treasurer's Report</p> <p>There is £18,000 in the Raise the Roof Fund. Cash flow has risen to about £40,000.</p> <p>Final total for Sweeney Todd :- 8677.10</p> <p>Sum of £1500 for Julia's House. Past minutes will be checked for clarification.</p> <p>Richard Lloyd asked if we could predict future health of finances which was answered by Pete Ryley in 5. Financial Analysis.</p> | |
| 5. | <p>Financial Analysis</p> <p>Pete explained that we are in a much better financial position now than in September due to the income from the latest productions. The Gallery is bringing in a good income. Hirings are doing reasonably well.</p> <p>Analysis for:</p> <ol style="list-style-type: none"> 1. Music and Drama 2. External bookings 3. Films 4. Gallery <p>Excluded hirings income as it is central not 'event based'. Examined individual events in main categories; e.g. in External bookings - 'Animals and Friends', 'Jigdoll' and 'Brief Encounter'. In music and drama – 'Sweeney Todd'. Able to analyse income and specific costs for each event.</p> <p>Films is different because it has a different subscription on top of the SAC subscription. The subscription is related to a 12 month period not linked to financial year of SAC so needs to be adjusted accordingly.</p> | |

| | | |
|----|---|--|
| | <p>Tickets are sometimes bought months in advance so it is difficult to attribute income to specific events at the moment.</p> <p>Costs can only be worked out after the events. Pete has been able to look at costs that are directly attributable to each event.</p> <p>Sweeney Todd did very well compared to original targets, making 60% margin. Income of £7,000 is a contribution to the general central costs of SAC.</p> <p>If any area/event is not reaching expectation/target, directors need to explore how we can help.</p> <p>Where external bookings income matches costs we need to see how we can maximise profit.</p> <p>Films have very low costs and generate significant margins but do not generate high income levels. Pete will work with them to generate income.</p> <p>The Gallery has no costs (except light and heat) and has generated a very good income of £8,000 for SAC.</p> <p>At the moment we are working with best estimate for bar takings. As analysis becomes more sophisticated we will be able to reconcile income. Therefore it is not included in the analysis of each event.</p> <p>Very soon we will be able to have realistic forecasts as more data is collected.</p> | |
| 6. | <p>Website</p> <p>Moving from current provider to a more responsive website/ web design. It will be ready at the end of January. It will extract all content from current site, create new contact forms and give us 3 months of search engine optimisation. It will take over domain.</p> <p>There will be a 1st month review and a 3 month review. There will be a team to support us. It will be a responsive design compatible with tablets, phones etc. It will be easier to navigate. WordPress based systems. Jenny mentioned that some people find it difficult to book online. Amber explained that the booking system is separate from website and new website will be linked to it.</p> <p>Name of provider is untangledweb.uk.com</p> | |
| 7. | <p>Reports</p> <p>Membership</p> <p>Figures slightly up but not significantly. If people don't renew we need to know why. Amber suggested an easy survey link on renewal emails. For those who don't have email communication with SAC. We could encourage them to supply email address. Chris will send renewal form to Amber to add on to website. More people are paying through bank transfers.</p> <p>Buildings and Phase 4</p> <p>£350 estimate to cure damp on back wall – Directors agreed this.</p> <p>Richard Lloyd explained proposed development including widening of stage.</p> <p>Planning permission will be needed.</p> <p>Opportunity to put in a joint application with next door (no.17) would be financially beneficial in terms of sharing costs and upheaval. To enlarge fly tower we would need to access land of no. 17.</p> | |

| | | |
|-----|--|----------|
| | <p>Simon Rutter (planner) has proposed a pre application meeting and cost of £200 would be shared with no. 17 owners. Contractor would be undertaking both projects. Aspects of land and deeds discussed, close scrutiny of deeds needed. Pete explained pitfalls – Communication with the community is key. Management of contactors is vital to ensure all requirements are met completely as planned.</p> <p>Fundraising £1500 made at Santa’s Grotto £20,000 + in Raise the Roof Funds</p> <p>Gallery Zara McQueen, with Ann Wilson and Graham Nolan took over £8,000 in 2 weeks resulting in commission to SAC of £2000+ This s a record for the Gallery. Also most expensive and largest picture sold 5’ x 4’ at a price of £2,500! £7,800 has been made from Gallery for SAC. Ron Homes plaque is in situ in the Foyer and looks very good. Kate Pickard has offered to take on archiving electronically and needs photos from events. Amber will look at the Dropbox system for a small monthly cost. Request:- there have been 3 occasions when refunds are needed to be given to a credit card – there is no authority for this. Discussion ensued regarding this. John Skillman to contact bank business manager.</p> | AH JS |
| 8. | <p>Youth Theatre Richard Lloyd feels that the cost of ‘Anything but Ordinary’ Theatre drama group is prohibitive for some families. We need to continue with Junior Drama but at the same time we need a replacement to lead. It needs to be a complimentary groups to enable all children to participate.</p> | |
| 9. | <p>Chairman’s Business Discussed vacancy for director Summer Closure – month of August Open day Suggestions – weekend of Gold Hill Fair, close to summer show. Shaftesbury Fringe will be hiring rooms. AGM 24/2/15 Reports needed to be included from all areas of SAC. 2-3 paragraphs to celebrate successes.</p> | |
| 10. | <p>AOB 3 more films are planned for Raise the Roof:- Suffragette Lady in the Van Spectre</p> | |
| 11. | <p>Date of Next Meeting 18.1.16</p> | |