

# MERCURY BAY ART ESCAPE TRUST

MEETING OF TRUSTEES HELD ON 30<sup>th</sup> OCTOBER, 2022, 32 GRANGE ROAD,  
HAHEI, 1PM

**Present:** Stuart Christie, Jane Parson, Stephan Bosman, Marion Manson, Peter Hogg, Lynne Kingsbury. No apologies.

## Minutes of meeting 10<sup>th</sup> September 2022

Minutes of 10<sup>th</sup> of September confirmed with items to be covered. SC move that last Minutes taken as as read. Agreed

**Correspondence:** No significant correspondance. Membership question on time period of membership. SB will review trust deeds. LK asked if there was a list of all artists who have been involved in MBAE. PH can create this list. MM to put ex members on the MBAE friends list

## Finance Report: PH

Small surplus. Artists fees approx \$14,000. Currently approx \$54,000 in account. Accounts presented for approval. PH will send MM copy of Lynette's invoices with split of marketing and database work. PH asked if Lynette could diary or provide timesheet. MM will follow up.

Freeparking has been renewed for another year. MM will clarify Freeparking. Wix platform will still be used. PH has sorted out membership payments, 41 members have paid with Whitianga Art Group as one. PH moved Income Statement be received and the accounts listed below be approved for payment. PH/SC

### Accounts For Approval

Chasing the Sun	35.94	Trustee Meeting Venue
Lynette Hendrikse	990.00	Marketing & Comms
Whitianga Hotel	150.00	Gift Voucher - Audit
Lynette Hendrikse	870.00	Marketing and Comms
Solute Consulting	3,829.50	Web Development
Freeparking Ltd	196.06	Email-Web

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6,071.50

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## **Steering Group Report: MM,JP, AB, SS**

Membership update: 41 members, 7 new plus Colin Verner renewing

Guide design: JP presented first draft of guide, awaiting confirmation of sponsors for inclusion. Cover approved by the design committee. PH suggested 6,000 printed as in previous years. Printing booked with Brebner Print, 11th November. JP to decide on paper quality.

Signs: Updated list presented by the Steering Committee. Decisions needed on material for new road signs and their locations. Sponsor's logos to come. The design is blue back ground as in previous years with the new logo.

JP to order boards. Need to confirm with land owners, organise helpers for December. Kuaotunu members asked for location suggestions.

Totara Vineyard - double

Kopu Gorge - Goudie fence double

SH25 Jury farm - double

Paunau Road - single

Sh25 Coroglen McNeill farm - double

Joan Gaskell, Whitianga double (SC has spoken to Waterways about this)

Wharton Farm - double

Harsant Farm gate HH turn off corner - single

Kuaotunu location – double

Total 15 signs ( 7 doubles and 2 smaller

Cost approximately \$3,500. SC will spec out timber. This expenditure plus sandwich board to come from marketing budget.

PH requested budget transfer \$3,000 from Marketing & Coms to Open Studio costs, bringing total to \$11,000. Agreed.

PH will provide update on previous expenditure in this area.

Sandwich board needs wheels fixed. Agreed.

MM. signs and plinths still missing. JP will chase up. Signs are Open Studio cost .

Flags and Studio signs: All new members have been given flag kits. Ian Preece still not responded to requests for his and other flags but 2 of the flags attributed to being in his care have been returned from Mosaic. They had not been recorded. Another small sandwich board and 2 plinths are missing following OS 2021. Believed to be with Ian.

Flags to be returned from Claire Elliot, Peter Johnston and Roimata Taimana. Colin Verner is taking over Ian Websters flag. All flag and studio signs are stored at Janes.

Next Members newsletter: 800mm size limit for work at Hot Waves. Timeframe for delivery, one person from each area to collect content. Help needed for Guide distribution and to deliver and restock in target areas . Betty's news article to be included. Friends newsletter content and dates to be discussed

Print expenditure. SC recommended: Informer, Informer Summer magazine, Verve, Ponsonby Express.

\$7,000 budget includes local newspapers, not Tairua or Kuaunui. Budget revision for Open Studios. SB in favour of paid print media outside of the area, local newspapers should include as part of their coverage. MM will remind Lynette to contact RNZ. Verve and Gay Express recommended.

Video: SG proposal for 2 videos. One short 45 second for website users, second longer video which could be used in a commercial environments. JP will ascertain if 5 minute video worth doing. Angie has provided a quote for 2 videos at a cost of \$2,000. JP talked to Pourhouse, for them the longer the video, the better. SB will talk to Whitianga Twin Cinemas.

Hot Waves Gala Opening 2023: Sally will contact Michelle after 20 November to sort details. Possible increase of ticket price to \$50. Flox suggested as speaker. JP will follow up. MM. Plan B would be Jo Morgan or Linda Halihan

Exhibition at Hot Waves: 12 artworks exhibited 9 paintings ,1 ceramic and 2 jewellery (in cabinet). Hung on 9 October. Changeover again December 14<sup>th</sup>. LK will coordinate.

Scholarship: Under control. 2 x \$100 Gordon Harris vouchers with Janet Hoogwerf, Anne will attend prizegiving on 5 November.

Members Workshop and Get Together 11th September: Very successful with 26 people attending. Mercury Bay Boat Club was a good venue. Social Media expert Chloe Watts recorded her session to be included in members Newsletter

Members Christmas Garden Party: Sunday 27 November. Souzie Speerstras new garden, shared lunch. 'Save the date' newsletter sent 19 October.

Over Labour weekend 12 member artists exhibited in group exhibitions and no one informed MBAE. Need more cooperation from members that MBAE is not just two weekends in March. Should we promote through the year? Mention in next newsletter . Could have had more art for current Hot Waves exhibition.

Marion retiring from Steering Group after March 2023. SC suggested an ad in The Informer for people to volunteer. MM would like a Coordinator employed to take the pressure off artists on the Steering Group and an increase of SG members to share the load.

Open Studios Statistics collection: Steer required on numbers, visitors, where they are from, how they heard? Offer to join friends list? Record total sales from members.

**Website Project:** Work in progress, changes to colour and font. On track for December. MM met with Jen Jacobsen, (Solute Digital) and Lynette. Contract confirmed and half deposit paid \$3,829.50. Jen has produced first draft of Homepage which needs some tweeking. Proposal from Jen for options including event/strategy planning, Google ads. SC would like recommendations from Steering Group on what is feasible. MM suggested using Jen for digital marketing. Budget total required by Steering Group. Approximately \$12,000 available. MM will work on budget to be then approved virtually.  
Freeparking renewed. User name mbae password Artists2022\*

### **Sponsorship:**

SC. Smaller sponsors are really donors. Need to be careful of scattergun approach. SB emphasised that sponsorship needs to be beneficial. Waterways not happy about communication around the Art Escape cancellation. MoreFM is keen, SB to follow up. SC holding off contacting Big Toe yet. MM suggested sponsors could pay for an administrator.

Locked up. Silver sponsorship Guthrie Bowron, Lea Jurkovich. CFM and Bayleys have committed to involvement. About 10 so far. Need now to focus now on the Bronze.

Artists choice has no sponsor yet. Agreed an award to continue. JP to contact Gordon Harris. Kaizen suggested as sponsor for Peoples choice.

Noted that Tairua Group cannot get sponsorship from Bayleys under name of MBAE

### **General Business**

Whitianga Arts Centre : Whitianga Arts Centre Feasibility Steering Group has \$60,000 from lotteries for engineering feasibility. Expectation if it gets close to feasible, Lotteries commission will fund a proportion. Council keen for a temporary Arts Centre in Whitianga.

### **Appointments: Trustees and Steering group.**

No response from Warwick Lidguard to work as a Trustee. SC reiterated need more Trustees

Meeting closed: 4.40pm