

Mercury Bay Art Escape Trust

Meeting of Trustees held on 12th June 2022, Sarah's Hill, Hahei, 1.30pm

Present: Stuart Christie, Marion Mason, Stephan Bosman, Jane Parson, Lynne Kingsbury. Apologies: Peter Hogg, Isabel Gilbert Palmer cancelled visit

Minutes of 16th May 2022 Actions:

No issues so taken as read. Agreed

Matters arising from Minutes

Jean McCanns event . Agreed to support but in future area reps will get involved. SC Hand back to Tairua and if there is a money requirement this goes to Peter.

MM. We agree \$500 max in funding. In future such events would be separately budgeted and the event needs to be communicated in advance.

Agenda

1. Group hubs fee table – MM

Propose that individual members of a group pay \$50 instead of \$100, do not have to be an Art Escape member but must meet selection criteria. Not yet agreed. Group name would pay \$300 and each member pays \$100. There needs to be a minimum of 6, maximum of 10 in a group. Art Hubs can pull in others, up to 5 people and all would pay their \$300. Maximum of 8 pieces for each member. A group must be a recognized named group that meets regularly. Group members don't get full benefits of membership. Art Escape nonmembers must meet Art Escape criteria. For open studios, ideally if the group is more than 6, two artists should be present.

Group

Must be a recognised named group that meet regularly

\$300 group + \$100 each

Group will be the 'member'

1 Guide listing, (includes individual names)

1 web page (max 10 images)

1 opening night ticket

1 work in Showcase Exhibition

1 sign/flag

Professionally prepare and display max of 8 original handmade works per group

member which must be recently completed and for sale

Hub

Member artists who come together for the purpose of Open Studios who don't normally meet

All members individually pay \$300

(usual member benefits)

No restriction on amount of works displayed

Minimum of 6, Max of 10 people
Each member must meet selection and location criteria

Up to 5 people
Each member must meet selection and location criteria

2. Steering Group update

Anne Bowden has joined Steering Group.

- **Revised logo – JP**
Jane dealing with Raewyn Helms Davis. Circle is a key design element. Raewyn asked to come up with two designs and update typeface. Steering Group unanimous on one version. Back to dark blue colour. Raewyn will be asked if she can do different versions for different formats. Bolder art is better. New logo will be up as soon as finalized. Circulate blue infill draft
- **Guide 2022 revision and distribution – JP**
Still more old guides to come back in. Stickers paid for and guides distributed. New format not decided yet. Lynette keen to review guide design. Agreed her work on this would be a separate fee and suggested she gives us a quote for this work. Waiheke art guide looked at as an example. SB thinks it will be cheaper. Trustees in favour of the Waiheke format. Agreed that food venues need to be listed in the Guide. SC to contact Waiheke Gallery to find \$ cost.
- **Visits to 2022 new members by Sally and Jane - JP**
One more to see, has gone well, good feedback . Claire Elliott has come on board as Kuaotunu area rep. Still looking in Whitianga, Paula will be asked if she will take on role. Artists have been asked to reach out to others to help.
- **Flag inventory interim report – JP**
JP should have completed this week, still a few missing that were handed to Ian.
- **New members form, members renewal form – MM**
New members, current members renewal form and guidelines reviewed, confirmed with JP and SS. Still to run by Monique (Selection Panel Lead) Lynette will put on website. Forms will go to Admin (LK) to forward to Monique and Jane. Ad calling for new members in the Mercury Bay area and message to members booked for Informer 4th and 25th of July. Closing date 31st August . Media release will go out to publications, organisations and radio stations.
Media release re new members for 20th June. To go to:
The Informer, The Seagull, Matarangi Beach Paper, TCDC – Our Coromandel, Creative Coromandel, Mercury Bay Business Association, Hahei Business Association, All About Whitianga, Tairua Advertiser, Hauraki

Herald and local FB groups.

- **Marketing**
All go for 2023. Media release to go out with new logo this week for 20th June edition Informer and as above plus: Destination Coromandel, Creative Waikato, Creative Bay of Plenty, Creative Taranaki, Hauraki Herald, Coromandel Town Chronicle, The Valley Profile – Thames to Te Aroha, local Facebook pages
- **Road signs**
Southern ones removed by MM at 5 locations, Gary completed central, only one at Waterways to be removed. Frame at Kopu is permanent **MM**
- **Video** – Artists are keen. Quote has been sent through. Music gratis by Alan Rhodes. Discussed having a short and long version and different formats depending on where they were used.

3. Members and ex members get together 16 July 5pm at Lost Springs TBC – MM

All go, just needs to be confirmed with Lost Springs. Will go in next newsletter. Ex and current members will be invited.

4. Website update – MM

Design brief sent to Solute Digital, Full website design with members portal and payment gateway \$6570 + gst. Same with +Ecommerce: \$7370 + gst, Media Flair: \$6675. Waiting to hear from Kitchen Table and Just Add Waters. Creative Coromandel funding being researched.

New website should be live November/December. Artists details need to be in by September. MM will keep everybody informed as to website progress.

8. Finance Report - PH (proxy SC)

Not sent through for meeting

Two ads in Informer were discounted. Other expenditure was for Facebook. SC.

Assumed that these expenditures are fine.

Website; We have \$3,700, will work on outside funding for balance otherwise use reserves. Fully funded, so Steering Committee can move ahead. SC

SB. Media works, money has been paid for digital marketing. (Leanne Adams) expenditure occurred and has been paid. More FM want to remain involved, but we will decline digital marketing.

Assume no big changes

9. Dropbox – LK

A folder has been created MBAE Trustee Meetings 2022 and minutes and agenda files are in this folder with everybody being given access. The direct link is

<https://www.dropbox.com/home/MBAE%202022%20Files/MBAE%20Trustee%20meetings>

LK will use Stephen's new personal email. stephanbosman@xtra.co.nz

12. Social activities –responsibilities - LK

16th July members and ex members get together. Suggested Artists get together on Sunday afternoon 11th September. Will be a members social gathering and help with renewal forms and profiles. Venue to be found. LK/ MM

13. Building relationships

SB. Sponsorship efforts. Revisit the current packages. A priority is getting out to people, existing and new. SB will talk to Bayleys new owners. SC rang Chris Bayley. SB deals with Sean Patterson. Waterways, low hanging fruit. Can we offer art for show homes?

SB. Need to address iwi relationship. MB Area School could be on Art Trail. George Grey's work at Stella Evered park.

Noted that a base requirement is to be working with Iwi; Joe Davis followup.

MM - New Friends newsletter required saying all go for 2023, news incl call for new members. MM/ SC

JP. Visitors need visitor experience not just art sales.

Feedback from discussions between Gary and Lubecks who own Flaxmill. Jeremy keen to see artists involved in governance of organization. MM suggested SC ask Gary if he can contribute as a Trustee. Looking for more Trustees and Steering Committee members

SC. Kayley Finnis actively involved in business in US. May be a candidate for Steering Committee. However she is out of the region much of the time.

Chores

New artists forms to JP and Monique. Renewals to MM. Fees need to close on 23rd September

Sandra offered to help. May be she could update website? MM will check and liaise with Sandra

Next Meeting : 17th July, 2021, 1.30pm. Sarah's Hill, Hahei

Meeting Closed 4.10pm