Cotswold Sculptors Association

Annual General Meeting
28th November 2018, 7.00pm – 9.00pm
Compass Inn, Tormarton, Nr Badminton, Gloucestershire. GL9 1JB

Item	Discussion	Reference
Report from the Chair	"Good evening, thank you for coming and welcome to the second Annual General Meeting of the Cotswold Sculptors Association. (This might be the time to assess whether you're in the right room!) For those who I haven't had the pleasure of meeting yet, welcome. I'm Debs Paproska Cole and I'm presently in the Chair. I also work alongside Zoe with social media, Adrian with general marketing, and Stephanie with Exhibitions. I hope you don't mind us using an on-screen electronic agenda this time. It saves wasting paper and I should also add that there will be an opportunity to ask questions at the end. Permit me to introduce you to my fellow committee members: Debs Harrison – Secretary and Open Forums Coordinator Cameron Scott – Treasurer, Membership Secretary and 'Sculpture Loop' Editor *(Unfortunately Cameron is away but he did assure me it was booked well before this meeting was arranged)* Zoe Woolley – Social Media Coordinator Stephanie Cushing – Exhibitions Coordinator Adrian Bates – Website Coordinator, Marketing and Copywriter *(sadly Adrian is unable to join us as he teaches on Thursday evenings, so he also sends his apologies)* We also said goodbye to one of our founding members, Martin Elphick, who has recently stepped down. Martin enabled us to join forces with a small embryonic group based in Bath. A big thank you to him for all his hard work, notably as editor of 'Sculpture Loop', our very successful electronic newsletter. Martin's contribution and enthusiasm over the last two years has been huge. Thank you again. The CSA committee exists to ensure that the association is administered in a responsible, ethical and efficient manner based around certain principles (in no particular order); that it maintains a sound financial footing, that it promotes sculpture and sculptors in this region (and beyond), that it provides opportunities for its members to showcase their work through exhibitions, social media and the CSA website and that it focuses on both the present and the long-term success of the association … and by definition, continues to promote its members, and their work. We also hold regular meetings where members can get together to meet and share ideas, but I'll let Debs Harrison expand on that later. We would dearly like to have a couple of new people join us but more importantly, there are a few of us who will be serving our third term of office next year and with all progressive, healthy organisations, it's beneficial to introduce new blood who will take the CSA forward with renewed enthusiasm and fresh ideas. I definitely feel it is right for me to	

	step aside and let someone else pick up the reigns so if there is anyone interested, I'd like to offer a few months shadowing with a view to taking over the leadership this time next year – or even before. Please come and see me afterwards or email me later. There is a wonderful story about four people named Everybody, Somebody, Anybody, and Nobody. There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody's job. Everybody thought that Anybody could do it, but Nobody realized that Everybody would not do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done. … I'll leave that one with you! This year, I think it is fair to say that the Cotswold Sculptors Association made an impressive mark in this region. The exhibition held at Abbey House Gardens was a resounding success, one that has effectively changed the profile of the CSA. We have created a presence for our members and stimulated a ready market for high quality sculpture in this area. The emphasis has changed from a loose organisation of individuals to an association representing them and we're honoured to be a part of that – thank you to those who took part and had confidence in us to deliver. Between us, we have generated potential. With that potential comes a responsibility to do it even better in 2020 and that will be our primary focus in the coming year."	
Finance	Debs Paproska Cole summed up the accounts on behalf of Cameron Scott: " We've had a lot of money going through the account this year due to Creating Spaces 2019. *(she talked through the income of £28,045.00 and outgoings of £27,019.43, identified in a graph via PowerPoint, with a balance of £1,237.29 as of Nov 6th 2019)* I will expand on the financial side of the exhibition a little later and Stephanie will go into more detail about our proposals for Creating Spaces 2020. Our membership is healthy and has appeared to stabilise around the 75 mark. The geographical spread has increased which is really encouraging too. Our Membership fee has also remained at £35 for Members, £25 for Students and £15 for Friends but we are considering raising this by £5 for each tier. It should become clear as you hear the reports throughout the evening that we need an increase in revenue in order to give you a better service. There are a number of ways of achieving this, firstly by an increase in membership fees (this proposal would currently raise an extra £300 p/a), seek commission from exhibitions (Stephanie will discuss this a little later) and possible fundraising events. The latter is a more difficult as most of the existing committee members focus primarily on running the association or putting on high quality exhibitions. With a full committee, we may be able to consider holding fund raising events. Moving on to policy documents where Cameron heads up our data protection, he recently sent all members an email asking permission to add the Exhibitions Coordinator to the list of those who have permission to hold Member's data. This is in line with our GDRP policy *(*General Data Protection Regulation*)*. This includes email addresses and contact details.	See appendix 1 2018-2019 Accounts Document is also available in the Membership section of the website

Following the exhibition in April/May this year, it became apparent that it was difficult for Stephanie, who currently fulfils this role, to effectively do her job. The reply's Cameron received were all positive so this has been passed and will be implemented with immediate effect. Just to remind you that all data held by the specified committee members is and will remain password protected and is never shared with anyone. All emails are sent blind copy."

Open Forums

Open Forum Report Debs Harrison

Speaker	Discussion	Place	Date	Attendance
Ann-Margreth Bohl MRSS (stone)	Getting our work seen	Rodborough Community Hall	Monday 11th February 2019	Good
Hot and Cold Bronze Casting	-	Bath Artists Studios	Thursday 2nd May 2019	Very good
Rob Olins (metals)	Applying to and getting membership of sculpture Societies	St Marks Cheltenham	Monday 24th June 2019	Poor
Rosie Musgrave	Plinths – thank you to Shirley for writing this up.	Compass Inn, Tormarton	Tuesday 3rd September 2019	Average
Deborah Van Der Beek	AGM	Compass Inn, Tormarton	Thursday 28th November 2019	15 members 2 non members

- **Advertising**: I put on Facebook then sent to Adrian who put it on the website. Zoe put on instagram
- **Costs:** Roborough Community Hall - £26.50
  Bath Artists Studios - £31.50
  St Marks Cheltenham - £40
  Tormarton - £50
  Total of £148 for room hire.
- **Also refreshments**: costs increasing so included an honesty box.
- **Days**: Variation of days and north, middle and southern members.
- **Visiting AGM Speakers**: Honouree Membership, £60 fee
- **Feedback**: Recorded in Sculpture Loop
- **Recording**: Had made recordings with permission and discussed putting these on the website but decided that it may discourage attendance. Therefore only record for individuals with special permission.
- **Attendance:** Have introduced a signing in sheet so we can record attendance.

Website & Marketing

Debs Paproska Cole read out a report on behalf of Adrian Bates:

Website

The website was developed to showcase the Association's talent and has done a good job for the past couple of years. We currently have 31 member profiles on the site.

The website is functioning well, within its limitations, and as our main organ of communication it serves a vital function for the Association. However, some of those limitations are now becoming apparent: principally; its ability to show images of work in a dynamic and engaging way, the cost of adding member profiles, and the ease of updating information quickly and easily.

(Just to put that into perspective, we currently have over 70 members so there are 40 members who are yet to submit an artist's statement and three photos of their work to upload onto our site. Each member's page, and subsequent links, costs us £20 to administer so that is a potential spend of £800 to find next year for this development part alone)

With the present limitations in mind, it is the intention of the committee to develop a new site to work even harder for our members. This will depend upon securing the necessary funding to carry out the work and is currently on hold whilst the committee seeks ways to raise funds. In the meantime, the existing site will continue to promote the work of the Association and its members.

(It might be worth adding here that a number of CSA members were contacted this year, directly as a result of their presence on our website, inviting them to participate in exhibitions or show their work in other parts of the UK. What that tells us is that the website is working and working well so we need to work harder on getting more members onto it and have better more dynamic functionality. We're also looking into migrating to a better platform.)

Marketing and Publicity

Publicity was a key part of our successful 'Creating Spaces 2019' Exhibition and a crucial aspect of the service the CSA offers to its members. We can't stress enough how, the amount of time and money spent on marketing and publicity, was responsible for this year's show being the triumph it turned out to be. It's safe to say that it was a clear determining factor. With Creating Spaces 2020, we hope to build on this by not only encouraging last year's visitors to return, but also to pull in a whole new audience. This will continue to raise the profile of our brand 'Creating Spaces' which in turn will create more awareness of the high-quality work our members produce … and thereby (hopefully) secure increased future sales.

However, with publications costing so much (and by that we mean printing costs and on-line advertising fees) we need to increase our investment in order to elevate people's awareness of the Association and tap into a more lucrative marketplace. For example, Cotswold Life quote me a four-figure sum when I approached them earlier this year! Naturally, the committee would like to see more funds allocated to this key area – and its fundamental in enabling us doing a better job for you."

*See appendix 2

The Creating Spaces 2019 expenditure

	Debs concluded by talking through a spreadsheet showing this year's Creating Spaces 2019 expenditure* (shown in PowerPoint), highlighting the total budget of £1545.00 and the final deficit of -£363.03. She also stressed the need to spend a lot more on marketing and publicity in 2020.	spreadsheet can also be found in the Members Section of the CSA website
Exhibitions	**Exhibition Report for Stephanie Cushing** Cotswold Sculptors Association achieved a very successful 2 month long exhibition at Abbey House Gardens Malmesbury. Over a period of 6 days in March 40 CSA sculptors installed 114 indoor sculptures and 108 outdoor pieces. The installation went incredibly smoothly with no major hiccups. If you didn't make the exhibition there are plenty of images on our Instagram and Facebook pages. We had a fabulous Private View – the weather couldn't have been better – with between 300 and 400 visitors. The gardens had over 8000 visitors during our two-month period, selling £24,000 worth of sculptures from 20 different artists and generating £4,700 in commission for Abbey House Gardens. Overall we made a slight loss so next year we are having to increase the entry fee to £10 per sculpture – this is still lower than many exhibitions. This slide shows how the sales were distributed. This is fairly typical of this sort of venue with mid-range pieces selling in higher numbers. However as we become more known and buyers realise that we have a high standard of work we hope that sales will increase, in particular in the higher price brackets. We are also planning to increase the commission to 30% - 20% to AHG and 10% to CSA We have been invited to exhibit there again next year. Calls for Entry will go out to every member shortly. There have been some changes to our Terms and Conditions so please make sure that you have read them. New Work only. We have also been invited to exhibit at Berkeley Castle next year – during the month of June. A private view will be held on Sunday 31st May. There is an overlap with AHG so any work that was at AHG this year can go to Berkeley Castle. Installation will be at the end of May and details will go out as soon as AHG submissions have been received.	
Social Media	Zoe Woolley presented a report on this year's and next year's social media activity.	
Conclusion	Debs Paproska Cole wrapped up annual report by saying … "I would like to take this opportunity once again to thank all committee members, past and present, for their continued hard work and the desire and passion each and every one of them brings to the table. They're a great team to work alongside and a hard act to follow --- but don't let that put you off! Thank you also to you, the friends and members. Without you and your support, we wouldn't have been able to achieve what we have this year. So, as I wrap up this second annual report, I hope you'll agree that we've moved on again since this time last year. It's been hard work but infinitely rewarding when you see the sales mounting and hear the wonderful comments people made when they came to see our work in Malmesbury. Next year, we've set ourselves an even bigger target and I'm sure we will	

	achieve it with your continued support and blessing. Thank you."	
Election of Officers	Current committee members had agreed to remain on the committee subject to be elected again. As there were two vacancies, nominations were requested from the floor. Chair – Debs Paprosca Cole (12 votes) Secretary - Debs Harrison (13 votes) Treasurer – Cameron Scott (13 Votes) Member 1 - Stephanie Cushing (13 votes) Member 2 - Zoe Woolley (13 votes) Member 3 – Adrian Bates (13 votes) Member 4 – Philippa Mcarthy (13 votes) Member 5 – Matt Smart (13 votes) Member 6 - Kim Peterbridge (13 Votes)	
Speaker	Following the AGM, Debs Harrison introduced our guest speaker, Deborah van der Beek. After her presentation, she was offered honorary membership which she accepted.	
	The evening concluded at 9.20pm	