

Annual General Meeting and Garden Party

17 July 2010

Belle Vue Road, Andover



Attendees: 21 people attended the Garden Party,
14 of whom were present at the AGM
(2 having to leave early + 1 late arrival)

1. Review

As Acting Chair, Sue Mowforth thanked the members for attending the meeting, outlined the agenda and presented a review of the 2009/2010 season.

Overview

We should congratulate ourselves on still being here! We have shown 11 films in the season, all chosen and voted for by the members. We continue to have a good relationship with the Reel. Watching films in comfort in a big screen environment is seen by our members as our biggest plus point.

The Committee had hoped that this year we would have significantly increased our membership and therefore started to become self sustaining. We haven't. This is our biggest concern. The committee continues to puzzle over this. Is it our membership model, insufficient advertising, the choice of films? We don't know and need feedback.

We have kept going by being awarded Grants. The GrassRoots Grant of £5000 issued by the Hampshire and Isle of Wight Foundation was supplemented by a £1250 grant from Test Valley Borough Council. Without these we would have folded. We can't expect many more grants in the current financial climate and need either to increase our income or reduce our outgoings.

Publicity

Andover has a population of 52,000. AFC membership is still just over 50: that is, only one in 1,000. Maybe not everyone knows we exist. Yet we stopped our radio advertising with Andover Sound as we felt it wasn't cost efficient. We continue with our press releases and ads in the Andover Advertiser and place flyers in the libraries at Andover and Basingstoke. We had a display in the Andover library in February. One member suggested using Twitter, a good idea. She will be asked if she could set it up. More advertising would probably bring in more Members, provided that we could find a balance between cost, effort and return.

Venue

Although they cost £250 each month, it was agreed that film presentations would continue to be held at the Reel Cinema, Andover, on the first Monday of the month. The small digital screen would not be used. A brief discussion on start times reached no firm conclusion.

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Events

No events were organised for this season.

We will be presenting a series of Shorts on Tuesday 14th September.

Challenges

We need some new blood on the committee for the coming season. The committee can't operate with fewer than four people. We need special skills and could co-opt for specific tasks such as Grant Applications, marketing, organising special events and so on. We also need fresh ideas.

Thanks were recorded for the Pete Torkington's hard work in leadership, communications and website. Pete has agreed to return to the committee.

2. Finances

Graham Richardson reviewed the year's finances and draft accounts for the year ending June 30th 2010.

The club was successful in its applications for two grants during the year, totalling £6250. Taken together with £755 in membership fees and £1450 from tickets sales, the resultant income was a healthy £8455, which means that the film club is financially secure for the upcoming 2010/11 season.

However, the future thereafter is less certain. The average ticket income per presentation in the past season was £145 as against a venue/film hire charge of £250 and a press advertisement charge of £90. In the current financial environment the prospect for gaining further grants to plug the gap is much reduced and the club must therefore aim to increase its audience in order to become self-sustaining. The gratifying attendance of 52 for the final film of the 2009/10 season (The Ghost) needs to become the norm rather than the exception.

The accounts were accepted by the meeting.

3. Membership

Mark Grainger discussed membership, including data protection requirements and members' feedback to the committee.

Membership:

Start of 2009 / 20010	52 members + 8 Associates = 60 Total
End of October 2009	42 members + 8 Associates = 50 Total

During October 2009 – July 2010. 9 members left and 2 Associates left The Reel. 12 new members joined plus 1 new Associate member.

Current membership: 48 members & 7 Associates = **55 Total**

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Reasons for leaving the club:-

Moved away (1); Financial (1); Left The Reel (2); Club not for them (3);
No reason given (14)

Associate Members:-

The reason for having Associate members is to benefit from the experience of those involved in film (eg: staff at the Reel), or those with publicity or grants knowledge. AMs have all the benefits of members except that they are not issued with vouchers and cannot vote at the AGM. They can participate in film selection process.

Data Protection Act

Will need to renew agreement to store data every year.

Membership feedback

We've not had nearly as much feedback as we'd like. There has been some positive stuff – usually passed on – both on venue and films shown. And there has been some criticism of film choices, both for voting and film chosen.

Views Sought:

Vouchers – members at the AGM generally thought they were a good idea, even though there's no evidence of vouchers helping to increase the membership. Members were reminded that they must be at the film to use the voucher.

Attracting more members & bigger audiences

Posters and flyers in Libraries would continue. We have booked space in the Andover library window (in September) and welcome ideas. Posters and flyers will also continue on the Tesco community board and in the canteen; at the Reel; in retirement homes such as Westfield Court; at The Lights; at TVBC Offices.

4. Film presentations and selection

Hans van Well discussed films shown so far and summarised the difficulties in obtaining many of the titles suggested by members. We have so far shown 21 films, 15 of them released on or after 2000. This proportion is only slightly higher than the ration of films members have asked for.

Of the 380 or so films put forward, fewer than half are available on 35mm film stock. More suggestions are needed.

- 4.1 Members' suggestions would continue to form the mainstay of the presentations. In addition, the committee may decide to show a 'special' up to 3 times a year.
- 4.2 Film voting lists to continue to hold 6 titles. The lists should include a short description and a link to the page on imdb.com for each film.

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5. Publicity

Suggestions for more locations for AFC posters included Lloyds and The Lights.

6. AFC Officers

Nominations for membership of the new committee were proposed and seconded. Officers for 2010/2011 are:-

Pete Torkington	Chair
Graham Richardson	Treasurer
Mark Grainger	Membership Secretary
Sue Mowforth	Committee Member
Helen Doyle	Committee Member

Help with specific activities was also offered:-

Jennifer Verity	Liaison with the Reel Cinema
Phil Ray	Graphics and press advertising
Hans van Well	Film Selection, database and liaison with film booker

7. Any Other Business

- 7.1 Family Cinema Ticket prize-winner: Helen Doyle
- 7.2 Special thanks to Mark and Vi Grainger for inviting the club to their home for the AGM and Garden Party.