

Annual General Meeting

30 July 2011

The Lights, Andover



Attendees:

Sue Mowforth, Graham Richardson, Pete Torkington, Helen Doyle, Vi Grainger, Phil Ray, Glennis Dale, Mark Grainger.

Apologies: Jenny Verity, Gordon Verity, Dennis Gell, Sarah Miller.

1. Chairman's Review of the Year – Pete Torkington

Last Years' Minutes were accepted.

Pete Torkington reported that AFC's 3rd season has been the most successful yet.

- Two special events organised:
 - Feast of Shorts at the Lights, and
 - a film night in the ADMES hut in Harewood Forest.
- Films continued to be of varied genres, and our audiences had increased.
- New season will begin with a splendid first night, and a healthy bank balance.
- Committee continues to listen to feedback, and makes continual adjustments.
- Contributing to the Cultural life of Andover.
- Club is efficiently run by enthusiastic volunteers.

2. Treasurer's Report – Graham Richardson

Graham presented the Annual Accounts (to be published on the AFC Website at the end of August.)

- Income from Grants is decreasing.
- Membership numbers are static – though there is turnover in actual members.
- Ticket sales by non-members is increasing, now half our income. Importance of film selection e.g. 2 Rashomon compared with 72 Made in Dagenham.
- Expenditure total is static, though experience has changed advertising focus.
- Special Event at the Lights resulted in big loss - lessons learnt.
- Enough reserve to continue next year but,
- Still not self sufficient – key issue for committee.

3. Grants and Fundraising - Helen Doyle

Helen confirmed that the original (2009/10) Grants have kept AFC afloat and enabled us to bed down in the community.

- £5000 H&IOW Community Fund allowed us to get on our feet.
- £1250 Test Valley Council grant. AFC just won a smaller (£250) repeat Grant.
- Unsuccessful application for Grant from Testway Transform Moneybox.
- Need to increase revenue - needs average of 54 to 60 paying tickets per show.
- Need to become financially independent in medium to long term.

4. Membership & Special Events – Mark Grainger

Mark reported on Membership:

- Total Membership @ July 2011 = 52 (45 paying plus 7 Associates)
- Decline of 3 paying members compared with last year.
- Since July 18 members (plus 5 Associates) have left. Reasons for leaving are always sought, not often forthcoming.
- New Members = 15.
- New Associates = 5 (3 = new Reel employees, 2 assist with advertising.)
- At least 4 new memberships were presents. Probably won't renew.
- Mark predicts overall decline in Membership without special initiatives.

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- Special Discount (£15 Membership) at our opening event.
- Proposal of free ticket in exchange for introducing a new member.
- Non-member email contact list = 75 and growing.

Special Events:

- Feast of Shorts Sept 2010 at The Lights. Selection from 2 BFI DVDs.
 - Loss of £510.85 due to high hire/insurance costs and low turnout.
 - Generous offer of free auditorium proved very expensive!
- ADMES Hut in Harewood Forest. The Night Mail and Brief Encounter.
 - Maximum seating capacity = 30, with great ambience.
 - Only made a profit due raffle and refreshments.
- Next Event = ADMES Hut 26th/27th September 'Films in the Forest'
 - Reduced expenditure (free films!)
 - Films with local connections - excellent promo of local talent but unlikely to be able to repeat this format.

5. Film selection – Film Choices and Voting Process

Sue outlined the current procedure (6 / 10 films for one/two months, with members scoring each or any from 1 to 10 points.)

- Few members vote therefore need to change procedure to increase participation.
- Committee proposal that number of titles be reduced to 3. Proposal accepted.
- Advice sought from meeting on scoring system. Proposal for each title to be allocated a graded score (A,B,C where A is best). Proposal accepted.
- Meeting confirmed need to keep links to Reviews/Trailers alongside each title.
- Need to formalise Film Feedback and Film Suggestions with forms handed out at each showing. (Action SM and JV)

6. Election of Offices

Current Committee (plus Phil Ray and Julie Verity) happy to continue for 2011/2012.

There were no other volunteers.

Graham gave notice that he wished to stand down as Treasurer at the next AGM.

7. AOB

- Screen 5 at The Reel will continue to be investigated as an Event Venue.
- Vi Grainger agreed to organise occasional seasonal raffles to boost club funds and Phil has agreed to sell tickets/run the raffles on the night. Very many thanks to both.
- Phil agreed to promote AFC in Anna Valley/the Clatfords through local shops and the Burdock Valley Players.
- Pete thanked the Committee for their hard work during the year.
- The Committee expressed their gratitude to Pete for his sterling Chairmanship.
