

Minutes – Andover Film Club AGM 2012.

1. Attendance.

Helen Doyle, Mark Grainger, Vi Grainger, Kirsty Lobb, Sue Mowforth, Phil Ray, Graham Richardson, Jan Torkington, Pete Torkington, Jennifer Verity, Jane Snow, Hylda Wilson. Apologies from Lily Erskine and Stephen Makepiece.

2. Confirmation of accuracy of last year's AGM minutes.

Agreed. Proposed by GR, seconded by MG. Passed.

3. Chair's report, PT.

PT reflected that, whilst we can never afford to be complacent, the Club has had a very good year! At the end of AFC's fourth annual season, attendance, membership, income and reserves are all now at their highest levels in the Club's history.

The big change the Club has had to manage this year has been the change of cinema ownership from the Reel to the Odeon in November 2011. Early communications problems meant that the Club had to cancel our December 2011 screening, the first time that this has happened. We felt that the Odeon was not particularly aware of us as a Club, and so PT wrote to the Chief Executive, introducing ourselves and requesting a constructive working relationship. A 6-month contract was obtained for Jan-June 2012, during which time matters have stabilised. In particular PR liaises with the film booker, and MG with the management on-site.

PT referred back to the discussion at last year's AGM, where the committee hoped that coming to Club screenings could become a habit for enough members and non-members for the Club to become self-financing. Once this habit was established, the Club would still aim to maintain our balance of current, more mainstream films, world cinema and pre-1960s classics.

The committee has also spent time during the 2011-2012 season on reviewing our voting process, which has been amended in order to encourage greater participation. Thus, where we previously had 6-10 films in the ballot, this has now been reduced to 3 films. As a result, monthly participation in the vote is now between 20-25 per month, a substantial increase on the prior levels.

It was agreed that for the coming season 2012-2013, the committee would continue to focus on increasing involvement i.e. attendance; filling in of feedback slips; participation in votes; growing membership.

GR was thanked for his many efforts over the past 4 years as Treasurer. He will remain on the committee with continued responsibility as advocate for Reg Varney's artistic contribution to British film. Kirsty Lobb was thanked for taking over the role of Treasurer, and was officially welcomed in that role following the recent hand-over period.

PT then thanked all the other committee members for their efforts, and in particular MG as Secretary for looking after membership administration and the day-to-day running of the Club.

SM then thanked PT on behalf of the whole committee for his Chairing and “friendly, sociable, convivial” leadership of the Club.

4. Treasurer’s Report.

4.1 Change of financial year-end - The Committee formally agreed to change the financial year so that it terminates on 31st July not 30th June. The June date was an arbitrary one established when the Club was originally founded, but became inconvenient when we introduced an extra July film. Because of the change, the current accounts are provisional, and will be completed formally later in the summer.

4.2 Grants – The Club received a small grant of £250 from Test Valley Borough Council in 2011. We have not applied for any grants since then, and are now operating on the assumption that, as we now cover costs through income and are continuing to build our reserves, future grants would only be available for discreet special events and/or capital item expenditure.

4.3 Membership – Our levels of new members and those renewing at full rate are the same as last year’s. The Club has seen growth in the £15 discounted memberships. Membership fees generated £1k this season.

2.4 Ticket sales – GR reviewed the annual attendance numbers, which he had broken down by film into members, non-members and vouchers. It is non-member sales which make the key difference in audience sizes. The Club has also seen increased take-up of vouchers. Additionally, raffles have generated £183.

Overall, there has been an excellent improvement in the Club’s financial position, with reserves rising from £2115 to £2710. However, GR pointed out that, whilst these rises in income are encouraging, the club cannot realistically expect to achieve these rises each year.

The Club’s main saving has been made by dropping press advertising. This doesn’t seem to impact on attendance, and most months GR is able to place a free press release in the Andover Advertiser.

3.5 Special events – During the 2010-2011 season, the Club lost £450 on special events, and has therefore learned to “de-risk” them by ensuring that costs are kept low.

Jane Snow raised a question about drinks, which the Club would occasionally serve for free before a screening. PT responded that the Club’s contract with the Odeon prevents it from providing alcohol and/or soft drinks and food. In future, the Club may be able to get local agreement for special occasions.

5. Membership and special events.

5.1 Membership - Membership last year was falling and stood at 45 members plus 7 associate members giving a total membership of 52.

This year, however, membership is the highest since the start of the Club with 61 full members and 8 associate members giving a total of 69. The Club now has an email membership list of 63 with a non-member contact list of 125.

We have had 2 recruitment initiatives on September 2011 and on June 2012, offering a discounted membership rate of £15 instead of £20, which in combination brought in 17 new members, plus an additional 17 members who have joined through the course of the year. 19 former members have left the Club, although some are still regular attendees to events as non-members. 3 former associate members are no longer on our list as their role no longer brings them into contact with the Club, but 4 new associate members are now on the club list.

Of the 34 new members, 12 joined on the recommendation of existing members. 11 of the new members used the on-line facility to join.

We planned to introduce Gift Membership at the end of 2011, but due to the cancellation of the December event, this did not get offered to our audience (both members and non-members) until at the January event. To date we have not had any new members by this mechanism, although one member paid for their partner's renewal using a Gift Pack.

5.2. Special events.

As of July 2011, the Club had intended to run a series of short films at an event titled **Films in the Forest**, using the same ADMES Nissen hut in Harewood Forest that we had used for showing Brief Encounter in the Spring of 2011. It was felt that the ambience of the venue was just right for such events.

Unfortunately, the Club was informed that the ADMES hut was no longer available as a venue. The event was re-branded **Andover Local FilmFest** or **ALFF** and held at Screen 5 (subsequently re-located to Screen 1) at the Reel over 2 days.

The event was a programme of short amateur films, all made by people with a connection to Andover or the local area around Andover. Altogether a total of 7 films were shown, made by a total of 6 filmmakers. All but one of the filmmakers were able to attend the first evening and 2 of them were able to attend the second evening. When the filmmakers were present, they introduced their own films, otherwise a short introduction was given by someone from Andover Film Club. There was an opportunity for a Q&A session at the interval and end of each evening. In total 30 people attended and there was some lively discussion especially at the end of the first evening. A small profit of £42.91 was made over the event as whole, £30.00 of that coming from a raffle. After the event it was felt that the content fitted exactly into the ethos of AFC Special Events.

The Club also screened **The Boy Mir**, offered to us by Seventh Art Productions at a very competitive price, with a limited time window in which to show it before it was released on DVD/BlueRay. The management at The Reel agreed to a mid-week showing in Screen 5, and in spite of the very short notice the event managed to generate a total audience of 24, which was shown on 20th October 2011. Despite some critical feedback of the screen, in particular difficulties reading sub-titles, audience reaction was favourable and it was felt that the event was in keeping with the objectives of the Club. By negotiating a low price for venue rental, together with income from the raffle and commission on sales of the DVD the Club made a small profit of £16.07 on the event.

6. Motion re. data protection.

A motion was tabled to alter the Club's data protection procedures in order to allow the names of new-joining members to be distributed in newsletters. Motion was proposed by MG, seconded by GR and passed.

7. Election of officers.

Continuation of current committee was proposed by MG and seconded by GR and passed.

8. Any other business.

8.1 Late-comers to screenings. Vi Grainger raised a concern about people who arrived late at the July screening and then leave without paying. It was pointed out that some late-comers did pay afterwards. It was agreed, however, that PR will in future take responsibility for identifying any late-comers and ensuring that they pay after the screening.

8.2 Other gift products. There was a discussion about extending the range of gift products the Club has available. A new idea was to make "gift films" (as opposed to annual gift memberships) available i.e. specifically-packaged single vouchers which can be purchased as presents.

8.3 Vi Grainger also raised the possibility of requesting that the Odeon allow us to advertise in the lifts.