



Minutes of the Meeting of the Art Exhibition Working Party

held on Thursday 11th January 2018
in the Maitland Council Office
commencing at 2.00pm

(Subject to confirmation)

ITEM 1 OPEN

- 1.1 Welcome by Chairperson Cr Alan Headon declared the meeting open at 2.04pm and thanked everyone for attending.
- 1.2 Present – Cr Alan Headon, Cr Darren Braund, Pam Headon, Carina Congdon (minute taker), Richard Crane and Leanne Crane
- 1.3 Apologies/leave of absence – Cr Tania Stock, Bobbi Pertini, Lesley-Anne Swaans, Jennifer Robyn.
- 1.4 Minutes of previous meeting –

Leanne Crane moved

Pam Headon seconded

That the Minutes of the Art Exhibition Working Party meeting held on 7th December 2017, as circulated be confirmed as a true record.

CARRIED

- 1.5 Conflict of Interest - The Chairperson reminded members of their obligations in relation to Conflict of Interest provisions.

ITEM 2 CORRESPONDENCE IN

- 2.1 Confirmed incoming correspondence from the following:
 - Email from Ian Archibold regarding judge Merv Simmons who may be available if needed.
 - Email from Monica Hart to advise success of \$3000 grant from CASA
 - Email from Cr Tania Stock regarding Maitland Nurungga Art Show and contact with Gavin Wanganeen.

ITEM 3 CORRESPONDENCE OUT

3.1

- Submission to Australian Artist for advertising of Exhibition in March 2018.
- Acceptance of Grant Conditions and invoice for receipt of CASA grant.

ITEM 4 BUSINESS ARISING

4.1 CASA Funding:

- Funding received – workshop to go ahead as planned.

4.2 Forms and Website Update:

- Updates have been made to website. The developer has advised that she needs to do some work on the forms this will be a good time to shift the forms to the front page of website.
- Website now linked from Council Website

Action: Bobbi to liaise with Developer to have a link to the entry form on front page of website

4.3 Individual Posters for each areas exhibition:

- Suggestion to recolour the Yorketown flyer as the yellow is not a good contrast to the white, suggest green or purple
- Once finalised to be distributed to progress etc to promote the exhibitions

Action: Bobbi to change colour of Yorketown Exhibition

4.4 Pete Dobre – Photography Workshop:

- Emailed to confirm workshop now that funding approved and awaiting reply.

Action: commence working with Yorketown Progress and Pete to fully develop workshop and bring to next meeting – Lesley

4.5 Australian Tourism Data Warehouse:

Action – Bobbi to liaise with Wendy Story

4.6 Social Media Strategy:

- Cr Braund and Carina met earlier and developed Strategy (attached) try to gain a new audience. Looking from the committee to be aware of content and ideas that could be used on our social media

ITEM 5 NEW BUSINESS

5.1 Meeting Frequency – change to fortnightly now

5.2 Opening Night – Margie, Ardrossan Progress, wants to know how many helpers we would need. Garden club is good for stage decorations – Tidy towns sets the screens up – Community club organised for the bar - Progress serving of food 4 – 6 people.

Action: Cr Headon to let Progress know 4-6 people for opening night and will ask who will be available to work over the weekend – we will need to provide training in POS

5.3 EFTPOS

Training to be provided for volunteers – Yorketown, Edithburgh and Ardrossan.

Action: Associations to provide list of volunteers as soon as convenient.

5.4 Country Times

Action: Bobbi/Rachel to follow up with Country Times about advertising in particular to feature the photography workshop once details are finalised.

5.5 Music for Opening Night – Cr Headon has spoken to Jo Neale who is a pianist who is interested – to be confirmed

Action: Cr Headon to confirm with Jo Neale.

5.6 Nurranga Art Exhibition – we are happy to provide promotion and support.

5.7 Alcohol – to be provided on opening night.

Action: Cr Headon to contact local wineries to see if they would like to contribute and liaise with Andrew and David.

5.8 Invitations for Opening Night

Currently sponsors, artists, dignitaries, elected members, staff, past purchasers.

Action: Rachel to find the last from last year to bring to next meeting.

5.9 Flags for exhibition

Action: Cr Headon to investigate whether we will need bases and look to order after next meeting.

ITEM 6 NEXT MEETING

Thursday 1st February 2018, 2.00pm.

ITEM 7 MEETING CLOSE

The meeting closed at 3.04pm

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Chairperson – Alan Headon



YP Art Exhibition 2018 - Social Media Strategy Suggestion

- Goals
 - Grow following (ask key people to share the profiles)
 - Encourage engagement
 - Educate and inform
 - Create momentum/anticipation towards event
- Strategy
 - Link Instagram to Facebook if not already done
 - Refer people to website
- Content
 - Feature raffle
 - Feature artists at work (works in progress)
 - Feature judges/workshop (Peter Dobre etc)
 - Advertise workshop.
 - Link to application form
 - Gavin wanganeen (week prior)
 - Feature exhibition locations
 - Feature major sponsors
 - Quotes from artists
 - Feature exhibition
 - Schools
 - Opening night
- Time line
 - Jan
 - Week 11-10
 - Wednesday- Jan 18, 25 - Post once a week
 - Feb
 - Week 9-6
 - Wednesday Feb 1,8,15,22 – Post once a week
 - March
 - Week 5-2
 - Wednesday 1, 8 – Post once e a week
 - Wednesday 15, 22 – Post twice a week
 - Last week
 - March 24-31 – Each day
- Standards
 - Original photos (artistic integrity)
 - Consistent fonts and type cast
 - Use logo as watermark on photos
- Tools for Iphone
 - WordSwag
 - Canva
- Personnel
 - Darren to volunteer (will need login details)