**Minutes of Board Meeting of Royal Burgh of Pittenweem Arts Festival Ltd**

**Thursday 2 May 2024**

**Commencing at 7:00pm by Teams**

Present:

Julie Arbuthnott (JA) – Chair

Scott Cochrane (SC)

Simon Learoyd (SL) – Co. Secretary

Fiona Cathcart (FC) - Treasurer

Katie Smith (KS)

Carolyn McNeish (CM)

Gillian Smith (GS)

Jackie Clark (JC)

Anne Barclay (AB)

Shelley Jupitus (SJ)

Keny Drew (KD)

In Attendance:

Shaun Ramsay (SR)

Rachael Loughlan (RL)

Apologies: Shona Cherry

1. **Board Administration**

There were no conflicts of interest declared.

Board members were reminded to return their completed membership forms and register of interest declarations to RL by 20 May – **Action – All**

Agreed to organise full day review of 2024 Festival and headline plans for 2025 in September**. Action - SL**

1. **Approval of Minutes**

The Minutes of the meeting held on 28 March 2024 were approved with one amendment. The payment to the Henderson Bursary runners up will be £250 each

1. **Outstanding Actions**

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| --- | --- | --- | --- |
| Action | Due Date | Responsibility | Open/Closed |
| Make £1000 contribution to Pittenweem playground appeal | Sept 2024 | FC | Open – fundraising Committee now established- long process |
| Application to Fife Council for collection box permit at car park | Apr 2024 | SR | Open – application submitted |
| Liaise with Hendersons on underspend of bursary in 2022 and 2023 | April 2024 | SC | Closed |
| Open Art Exhibition – plans to be agreed | April 2024 | SJ/AB | Open – to be discussed at this meeting |
| Update planner on sharepoint | April 2024 | All | Open – to be discussed at this meeting |
| Develop marketing plan for festival | April 2024 | All | Open – to be discussed at this meeting |
| Brochure Update | April 2024 | KS | Open – to be discussed at this meeting |
| 2025 invited artist proposals | May 2025 | SC | Open – to be discussed at this meeting |
| Website launch | May 2025 | JA | Open to be discussed at this meeting |
| Merchandising | May 2025 | JA | Open – to be discussed at this meeting |
| Catering plan | May 2025 | SC/SCh | Open – to be discussed at this meeting |
| Events Plan | May 2025 | JA/SL | Open – to be discussed at this meeting |
| Recruitment Plan | May 2025 | CM/SR | Open to be discussed at this meeting |
| Bursary arrangements for 2025 | May 2025 | SL/KS | Open |
| Copyright branding | April 2024 | SC | Open |
| To investigate establishment of Festival You Tube channel | April 2024 | KS | Open |
| Complete annual conflicts of interest return | April 2024 | SL | Closed - circulated to all Board members for completion |

1. **Stakeholder Feedback**

Generally positive about media and communications. Good liaison meeting with Community Council with a number of helpful suggestions that will be acted upon mainly relating to events.

**Items for Decision**

1. **Festival Plans**

Plan reviewed and updated. Generally all on track. Container requires clearing out. **Action SL/SR.** Agreed to set up a sub group to organise visitor/artist research and feedback during the Festival. **Action – SL/CM/GS/JC**

1. **Open Art Exhibition**

SJ gave update on plans. Arrangements will be communicated mid-March. Entrance fee will be £15 per artist to cover cost of hiring a gallery sitter. Hand in will be at Festival Office in weekend of 27-28 July. **Action – SJ and AB**

1. **Events and Catering**

Overall events plan being finalised. Details and budget will be shared with board for sign off mid-May . **Action SL**. Application submitted to Fife Council for funding towards cost of events programme. Agreed to include an events organiser. **Action – RL**. Board members asked to advise RL of availability to help with events during the Festival. **Action – All**. Update on catering proposals provided. Additional coffee/light snacks to be included. Fife Council to be advised. Discussion about plans to extend catering offering in 2025. Agreed important to consult local businesses as part of planning process. **Action -SL**

1. **2025 Invited Artists**

SC gave an update on suggestions provided by Board members. SC to put together Board sub group to take forward. **Action SC.** Agreed in principle to takeforward proposal to hire a marquee for 2025 to give a venue for first time exhibitors to be located at West Braes subject to confirmation no objection from Fife Council, FCCT and West Braes Trust

1. **AGM**

SL gave an update on plans for AGM on 25 May. SC gave a briefing on rationale for proposed changes to Articles principally to limit length of term of Board members and officers. Board was supportive of these proposals.

1. **Brochure**

KS gave an update on timeline for brochure completion. All in hand. SL to request text from Library. Board members will be approached to proofread detail.

1. **Website**

JA gave an update on website development. Planned to go live week of 6 May with soft launch and then full launch following week. Board thanked JA and Aiden Tobyn for considerable work undertaken.

1. **Marketing and Comms**

Continued focus on the use of social media to advance key messages. Important that once through the artist registration period the channels are used more to promote artists**. Marketing plan to be updated Action – KS/JA/JC/GS**

Festival will be promoted on both digital and traditional media. Press release to be prepared Broadcast media to be approached . **Action JA/JC**

Festival podcast to be delivered**– Action KD.**

Proposed merchandise package reviewed and approved.

**AOB**

Agreed to review and update artists pack for festival . **Action JA/KS/SL**

1. **Date of next meeting**

Saturday 25 May at 10 am Festival Office

**Confidential Item**

**Recruitment**

CM gave an update on recruitment. RL will lead the Festival Office during the Festival. She will be supported by one other person full time for 4 weeks. There will be 3 gallery sitters (OTH, Gyles and Open Art) and one events/office support person. People identified for each of these roles. In addition SR will need to recruit infrastructure staff. CM to support that. Brochure sellers are also required – approach to be made to Waid Academy. **Action CM**