

**Green Door Annual General Meeting 2020**

**MINUTES**

**Thursday 12 November, via Zoom, 7.30pm**

**Present:**

Tina Allonby, Roger Bell, Janice Benson (Secretary), Shaun Blezard, Liz Clement (Steering), John Davenport (Chair), Liz Ford (Steering), Ray Green, Heather Hanna, Sue Kyme, Kath Lockhart (Steering), Eric Pye (Steering), Colin Reynolds (Steering), Scott Reynolds, Sue Rowland (Steering), Dave Sharps, Elizabeth Shorrocks (Steering), Keith Shorrocks, Gilli Slater, Liz Tracey (Steering)

**Apologies for Absence:**

Eileen Gledhill, Mary Sanders

**1. Minutes of last AGM**

The minutes were taken as a true and fair record of the meeting.

Proposed: Roger Bell

Seconded: Liz Ford

**2. Matters Arising from the Minutes**

There were no matters arising.

**3. Chair's Report**

Welcome to this, the 25<sup>th</sup> AGM of Green Door Artists. To get a perspective on 2020, I looked back over the minutes of Steering for January 2020. Amongst other things, we were happily making plans and setting dates:

- Four Seasons – celebrating a year in Holehird Gardens would be held at Brockhole, with a private view on 9 April.
- Wood, Water, Wool at Low Sizergh Barn would run for six weeks from 25 September so as to link up with the Torchlight Gathering.
- Natterjacks in Ulverston were offering us an exhibition from 27 April to 26 June, linking with the Printfest fringe.
- All our 20 spaces at the Cartmel Show had already been taken up.
- Plans to exhibit at the Westmorland Show were well in hand.

- 25<sup>th</sup> Anniversary celebrations were being considered, possibly including a trip to Liverpool.
- The Art Trail would, of course, take place in September.
- And, Oh Yes, the AGM would be held at Castle Street on Tuesday 5<sup>th</sup> May.

What can I say? We all know the rest of the story. What we don't know is the story for 2021.

We have been giving a lot of thought to that question and have decided that the situation is so unpredictable that all we can do is to prepare for a continuation of restrictions whilst doing our best to keep the Green Door ajar by helping members in whichever ways we can.

I have been impressed with the imagination and dedication shown by the team, deploying social media and Zoom to keep members in touch with each other and providing communication with the outside world.

At this stage I can only promise that we will continue to do everything possible to continue this work in 2021, so that when the tide does eventually turn, Green Door will still be there to begin the trek back to normality.

I don't want to single out individuals, but must take this opportunity to thank everyone, both for their direct inputs, but also for every member's continuing support during these difficult times.

I will now hand over to Colin for his Treasurer's Report.

John Davenport

#### **4. Treasurer's Report**

These are our accounts for the year ended 31 March 2020 together with a comparison to 2019. We made a surplus of £1,491 according to these figures, however the Green Door Studios made a profit of £2,439 and this is included in these figures, so GD made a small loss of just £948. This was planned.

Key differences - The studio was fully occupied for the whole year hence the increase in Income, membership was up and reflected our success in recruiting new members. The Art Trail and art sales made small surpluses of £366 and £229 respectively. Generally, expenses were in line with what we expected and increases eg Art

Sales were up because the sales themselves were up. Admin was higher but reflects the increased work that Janice puts in and is reflected in figures such as increased membership. We decided to create a separate line for exhibition expenses that were shown in previews and other partly to reflect that we invested in new hardware or replaced existing hardware eg hanging systems etc.

The key take out which we have previously discussed is that with our current account setup we are in a position where nearly a third of our bank account total of £7,561 belonged to the studio. This is studio money; in the eight years they have made a total profit of £2,095. This money needs to be ringfenced. As such I propose that we use GD Rising account for this money, transferring an amount of £1195 from the GD

Rising Account to our current account so that the GD Rising account has a balance equal to the profit after 8 years.

I propose to take this further and ask the studio artists to change their standing orders towards the GD Rising Accounts and then pay studio costs out of this account so that they are a separate entity entirely. This allows us greater and simpler control of the Green Door members' money and avoids having to constantly reconcile the two accounts.

The progress with a Covid vaccine gives us hope that 2021 will be a year to look forward to better things.

Colin Reynolds

Keith Shorrocks asked about the surplus and Colin predicted that we will use another £1,000 in the year to March 2021.

A copy of the accounts for the year to March 2020 is attached. These are accepted by the meeting.

Proposed: Elizabeth Shorrocks

Seconded: Ray Green

## 5. Art Trail Report

As usual, everybody's feedback gives a slightly different picture but I've tried to pull together a general picture of the weekend.

### VISITOR NUMBERS

Sadly only one venue reported an increase in visitor numbers, in 5 venues the numbers were down and in another 5 they were similar. There were also new venues that had no basis for comparison. Kendal venues were affected by Torchlight on Friday night and the associated festivities on the Saturday. This change of date by them needs addressing. The weather on the Sunday was appalling which may well have affected visitor numbers adversely.

### SALES

Mixed reports about sales but generally the trend seems to have been down. There were a few people who had really good sales and interestingly these all seemed to be painters. Coincidence? Total sales were buoyed by the few who sold well and reported sales came in at over £12,000 which is a lot better than any recent exhibitions but is less than the last couple of years. MY experience of other events this year is that this is a general pattern at the moment.

### PUBLICITY

We advertised in all the usual places and had increased paid Facebook advertising some of which was very carefully targeted. There was also an excellent write up in the Westmorland Gazette. I can't emphasise enough the importance of ALL Trail participants taking responsibility for publicising the Trail and getting the catalogues and posters out there. It really is a joint effort. On the subject of publicity the Correx signs are getting very tatty and are due for replacement. The move back to the end of September has been a real

bonus in publicity terms as it means we can hit all the big summer events like Potfest and Art in the Pen with our catalogues as well as advertising in the Trail brochures of Silverdale and Arnside and Evan and also the Printfest catalogue.

## BROCHURES

Shaun did a great job on the brochure again, we always get lots of compliments on it. We do get people suggesting that we should make a charge for it but this would cause great difficulties in distribution. The Trail venues are so widely spread I can't think of a way we could have enough places prepared to take money for brochures on our behalf. It is not like the Silverdale and Arnside Trail which is a local event and has its local supporters (shops etc) who sell the brochures. The distribution to participants worked really well this year with people collecting from Abbott Hall carpark and later from Booths

## WEBSITE

Liz does a great job of getting the brochure onto the website and the fact that the catalogue can be downloaded from it really helps in getting the information out to supporters who live outside our geographical area and we do consistently have visitors from much further afield.

## FINANCES

The Trail fee was kept the same at £80 which is very good value. It is great that we can be completely self funded from the exhibitor fee and some local advertising.

## SOME GENERAL THOUGHTS

It was very obvious that the majority of members feel the Trail is an important part of what we do as Green Door and that it should be kept as an annual event. It was also very obvious from the Feedback that came in that the vast majority of you had enjoyed the Trail whether your sales were good or not. The people in group venues seem to have particularly enjoyed the company of the other artists as well as the public. It isn't just about sales (although they are very nice!) but it can lead on to commissions, opportunities to lead workshops etc and lots of people do keep hold of the brochures for future reference.

Thank you very much for the suggestions for improvements etc. I have copied and pasted them all onto one document which will be a good basis for discussion and planning for next year.

Finally, can I say that this is my seventh and last Trail as organiser. Although it is hard work I have enjoyed doing it but it is time to pass it on into the capable hands of Sue Rowland.

The Trail is a real team effort between me, Shaun, Janice and Liz. I'm the person who does all the nagging (and often gets the credit) but I couldn't do it without their expertise We each have our own strengths and support each other well.

And of course, the Trail couldn't happen without all of you and the hard work you all put in getting your houses and studios ready, distributing brochures etc. and welcoming the public in to see your work. Thank you all very much!

We have a lot of loyal Trail followers and the Trail really does raise Green Door's profile.

Elizabeth Shorrock

## 6. Election of Officers

John Davenport was elected Chair (proposed by Shaun Blezard; seconded by Colin Reynolds).

Janice Benson was elected Secretary (proposed by Liz Clement; seconded by Sue Rowland).

Colin Reynolds stood down as Treasurer. John thanked for his work since time immemorial (2012).

Elizabeth Shorrock was elected Treasurer (proposed by Colin Reynolds; seconded by Liz Tracey).

Gilli Slater was elected to Steering (proposed by Liz Tracey; seconded by Liz Ford).

Colin said we should recognise the work Elizabeth has done on the Trail for the last seven years. Sue Rowland thanked Elizabeth for passing on all the information.

DRAFT