



Present: Nicola Coleby (Chair) – NC
Katie Morton – KM
Julie Biddlecombe-Brown – JBB
Emma Daker – ED
Roz Bonnet – RB
Elena Saggars – ES

Natalie Patel – NP
Maria Ragan – MR
Dana Andrew – DA
Ann Barnes – AB
Charlie Alexander – CA
Andrew Deathe – AJD

Apologies were received from Janine Parrish (JP), Amisha Karia (AK), Sonja Kielty (SK), Alanna Davidson (AD), Karen Lewis (KL), Alice Lobb (AL), Sandy Wood (SW), Charlotte Dew (CD) and Aaron Rossi (AR) (co-opted).

CA was welcomed to her first meeting, and the Committee introduced themselves.

1. Review of Action Register from November meeting

1.1a

All Committee Officer role descriptions are now in. The Marketing Officer is to be finalised and uploaded by RB. Everything else is in Dropbox.

NC to forward Professional Development Manager role description to RB

Asako has written a handover document for Web. NC to create job advert, probably for interview in March. CA's temporary appointment to be extended until then.

1.1d

AB to forward list of previous Marketplace venues to all of the Committee. Everyone is then welcome to make suggestions for a venue for 2021.

1.1e

See section 2 below.

1.2

Sponsorship of the website is an ongoing discussion. AB and RB to report at next meeting.

KL did some benchmarking into the costs of advertising with GEM, AIM and Museums Association. This was included in the Marketing Update everyone received. As she was not able to make this meeting, KL is asked to continue the discussion at the next meeting.

1.5

It was agreed to revisit the idea of developing a Commissioning Agreement Workshop (CD and DA) and talking to Momart about a visit to their new Heathrow warehouse (CD and AB) after Marketplace2020. As ticket sales for that event have started, AB will monitor numbers of programme managers from National museums attending.

2c

The Committee structure has been updated in the Induction Manual and AJD will send the page to everyone.

2e

See section 8 below

3

NC has talked to various organisations about their transition to CIO status. She has also spoken with solicitor, Jon Benjamin, a consultant specialising in charities and not-for-profit sector governance (www.mjbconsulting.biz). It has been agreed after consulting with Charlotte on funding available for the transition to CIO to contract him at £125 per hour, for which money had already been set aside. JBB-We needed the specialist at this stage. Jon Benjamin is happy with where we are so far, in particular the draft constitution created by DA. See also section 3 below.

4

Charlie Alexander has taken over the day-to-day running of the website from Asako Yokoya. NC conveyed the Committee's thanks to Asako for her work, and a plant was given to her as a farewell gift.

CA and AB have been working with Surface Impression so that members can add information to the website.

There are still broken links on the website. CA to attend to this.

5

KL circulated a report as requested. She commissioned the creation of the TEG Christmas card and ensured that it was sent to all our members.

6

NP to arrange meeting with Emma Chaplin when we have CIO status. Emma to be invited to the Committee meeting after Marketplace.

Leaflets to publicise the Marketplace 2020 have been printed and are with CD. DA will arrange collection of some for distribution at the ICOM 2020 Working Internationally meeting at Leeds Art Gallery on 12 March 2020.

7

CD was unable to make the meeting and has been asked to report on her discussions with Arts Council England and the Art Fund at the next meeting.

Other matters in the actions table are covered in section 7 below.

8

AB has circulated a list of members who have not paid or re-joined in the last twelve months, Committee members are asked to contact the people who's names they have been supplied.

Data of former individual and organisational members has not yet been deleted but will be by AB. CD will advise members.

AB has paused review of corporate leaflet. It will be picked up again after the Marketplace 2020.

9

CD has spoken to V&A about the reforming of the sustainable exhibitions group.

Henry McGhie booked to speak at Marketplace 2020

NP has 5-minute share in hand. Speakers for each slot are already being booked in.

Other Marketplace information is in section 9 below. Constantine are sponsoring along with Momart. Leaflets with CD

Contacts for promoting Marketplace 2020 to AB as soon as possible please. AB and AJD to coordinate dispersal of info.

12

NC and AB will delete personal information of coordinator post candidates other than contact information, which all candidates are happy to be kept on file for 12 months from Oct 2019.

12

AJD carried out a survey of Committee travel expenses but records only date back for 2 years so evidence of costs was inconclusive. We will keep paying at the current rate for now. DA raised that not everyone has an employer to pay for them and thanked TEG for paying.

13

AJD to alter passage on ICOM UK marketing and then minutes from 26 November 2019 can be saved as signed by NC.

2. Working Group Update: Risk Register (SK & MR)

MR will update the Risk Register again following comments on the last update. She will then circulate it again to Committee members.

A Web Accessibility Statement will also be written by MR, in liaison with CA

This subject will be removed from the Agenda for the next Committee meeting but revisited again at the July meeting.

3. Progress on drafting Constitution and CIO application (NC & JBB)

NC showed the document drafted by DA to Jon Benjamin, a specialist charities solicitor. He was full of praise for the work done so far and had only a few comments to make, regarding some minor changes to wording:

- He suggested that we note Northern Ireland and Scotland administrations in wording, so that we are covered in those territories, although the charity will be registered in England and Wales only.
- Wording regarding membership fees changed to say that TEG 'may require' members to pay a fee, rather than they 'must', as we can't insist on something that may exclude participants because of poverty.
- Questioned if every charity trustee must be a member of the CIO, in case we wanted to bring in a specialist who is not a member. All agreed we would be better to leave options open and NC will raise this with Jon Benjamin for clarification.
- Trustees roles and titles – 'Trustees' will have defined executive officer roles on the Committee (Chair, Secretary etc). Those without defined roles will be called 'Advisory Board Members'. This will improve chance of being quorate at Committee meetings. As well as Trustees in defined roles we can also have additional 'Trustees Without Portfolio'. Committee members were asked if the title of 'Advisory Board Member' was acceptable and this was agreed unanimously.
- Trustees must be named. We will keep to eight in number – Chairperson; Vice-Chairperson; Secretary; Treasurer; Membership Officer; Events Officer; Marketing Officer; Publications Officer.

Committee decided to keep rotation of one third of Trustees standing down at AGM and keeping to maximum of two terms of three years each for executive officers. This will follow the current established pattern

NC to circulate document with Jon Ben's comments. All Committee to respond by 5 February. A 'clean copy' will then be sent to members for a vote on their ratification before the AGM on 1 May 2020.

JBB said there will be new secretary required, a new Vice Chair too (congratulations to KM, who will be taking maternity leave from her job), and we need a publications officer.

RB will like to stand for one year extra as Membership Officer to enable her to continue work with AB on the membership structure and fees. This was agreed by Committee.

NP is interested in being secretary, JBB will include her in all correspondence for the next few months as a transition. Anyone else interested is to stand. They should inform JBB, who will copy documents to them as well.

Ordinary members of three years serving are encouraged to stand for executive roles. AL and DA in this bracket. All other current Committee members are also encouraged to talk to JBB about executive roles.

AB asked if we need to limit the number of ordinary Committee members. We don't currently but NC said that having the current number (18) on the Committee was useful for all of the work we do. RB suggested 15 in total for Committee as a cost saving. After discussion it was agreed to keep to a maximum of 18 in total - 8 executive / 10 advisory.

The TEG Constitution says that Committee members must attend at least 2 meetings a year. **AJD will look back at attendance for the last 12 months** and **NC will speak to members who have not been able to make meetings** to see if they wish to continue.

3a. SSO Status

See section 1 (6) above.

4. Website / New Website Development

Charlie Alexander was appointed as temporary Website Manager for two months, since extended to three months. CA has done a lot of work getting to grips with the site, including time spent training with Surface Impression. AB and CA working together on updates to web site.

The number of exhibitions on the website has dropped slightly but not enough to be especially worried about, especially as there is usually a drop at this time of year.

CA checked if people were happy with current layout of report. DA asked for references to earlier year to see progress. RB asked if information in the Website Manager report could be tabulated to help identify trends. **CA agreed to do so in future.**

There was a technical glitch in the Google analytics for a very short period but despite an upward trend in the number of website viewers generally. Page views have also increased, with exhibitions the most popular pages.

AB is concerned about how easy it is to find suppliers on the site. Views are slightly increasing for them but perhaps we should look to improve the ease of finding them, as they pay well as members and this is a benefit of being with TEG which we emphasise to them. ED suggested proactive marketing of this facility on social media. NC said that she thought people don't think to go to TEG for suppliers but that is something we should be telling people we are here for. **Volunteers were asked for to write an article on this for a newsletter.**

CA was asked to link to MOMART from their logo on Marketplace page.

It has been encouraging to see referrals coming from LinkedIn during period of promotional work.

RB questioned why Museums Association was not referring much. Should we look at where we're *not* getting traffic from? NC asked do we need to contact all referral links that have provided zero traffic? **CA to do so.**

CA asked if grouping downloads by category (publications, exhibitions, suppliers etc) would be useful. All agreed it would.

5. Marketing and Communications

In her absence the Committee read through KL's report.

All agreed that the benchmarking of marketing posts at AIM, GEM and the Museums Association should be taken into account when creating and recruiting the Marketing Manager post, and that in turn should inform the Marketing Officer role description.

Several people have administration rights to the TEG LinkedIn account, and NC said we should promote more things through it. Promotion of the organisation through Twitter can be done from personal accounts by citing @TEGnetwork on posts. **ALL to try and do that where relevant.**

5a. Marketing Manager post

KL has written a summary of what she and Dave Lewis currently do as a basis for what a paid Marketing Manager might do in the future. NC questioned whether some of the tasks listed were actually 'marketing' – i.e. newsletter design. The Committee agreed that the role needs to move from being reactive to proactive, and the roles of both Manager and Officer should be written to encourage that.

Those who received KL's proposal need to review it, comment and circulate to all. **RB and NC by 16 February.**

DA asked if we can we come up with a short-term framework calendar for the Marketing Officer to work on while the longer term strategy is developed. **DA and RB to draw up and circulate.**

The Marketing Manager post is to be advertised, interviewed and appointed by end of March **(NC)**. The Marketing Officer post to be elected at AGM.

6. TEG at Large – 2020 opportunities

There is a possible opportunity to speak at European Congress of Registrars in Strasbourg during November– **DA to forward details to CD.**

The next MusCon conference will be held in Milan during October 2020. **CD to look into opportunities to speak there.**

The MA conference will be in Edinburgh in November 2020 – **AB and CD to follow up opportunities here.**

Welsh Museums Federation Conference is in Bangor on 5 March 2020 – **AJD to ask about promoting Marketplace 2020 with leaflets, and to ask if speakers are still required.**

ES will take Marketplace leaflets to the UKRG event on 7 February.

CD will ask AD if she is attending the Museum Next event in Edinburgh on 23-25 March and to ask her to take Marketplace leaflets if she is.

7. Preparing to Borrow and Professional Development Programme

NC congratulated CD in her absence for a well-developed and busy programme.

Everyone expressed their satisfaction with the evaluation report on the Sharing Symposium but asked **CD to bring it back to the April meeting** if there is anything in particular she would like to flag up.

8. Membership

AB has done a big chase of missing members and hopefully results will show up in the next finance report. **Committee members asked if they could contact the ex-members they were given and asked to copy AB in.** There has been a rise in the number of organisations saying they aren't leaving but are pausing their membership for a year, usually for project or financial reasons.

ED is working with contacts in Stafford Borough Council and answering their questions about TEG.

There is a timetable for moving forward with the revision of membership fees/structure. **AB and RB will continue to work on this.**

A review of sponsorship and grants received for the last 8 or so years will be carried out – AJD, CD and AB

9. Marketplace 2020

RB will email AJD and CD with contact details for Alexander Bird from University of Manchester as a potential speaker for Marketplace.

JBB and AR could speak about a previous project in Durham to cover the 'regions' remit. JBB has sent details to CD.

ED will look at Making Futures biennial conference programme from last September to see if there is anything there worth repeating at the Marketplace seminar.

NP – Whitworth could be a Manchester link. Also Royal Academy and the Baltic Centre for Contemporary Art also have potential for providing speakers and NP will send details to CD.

AB suggested a panel of exhibition transporters to discuss logistics in a sustainable world, to include all sponsors (MOMART and Constantine) and others. Maybe with someone from Museums Sustainability Group as chair. AB to inform CD which corporate members are attending and could be approached.

There was some discussion around sustainability in the way in which we run the conference. We will encourage all stands to be environmentally friendly and although we will print the agenda, we will also make sure there are recycling facilities. AB to investigate facilities for this with the People's History Museum.

CD can offer a paper on exhibitions and sustainability in Japan. AB to discuss with her.

A keynote speaker for Friday is required. The Julie's Bicycle organisation is a possibility, as are the National Trust, although NP will check they didn't do it last year.

ED to talk to National Arboretum and direct them towards 5-minute share.

AB reported that after her negotiations, Constantine have confirmed sponsorship of £1000.

ED has put together a list of possible venues for tours and the drinks reception on Thursday morning/evening. There is nothing specifically related to Sustainability/Environment but there are lots of interesting options. John Rylands Library looks like the best option for a drinks reception as it is close to People's History Museum and offers a different type of venue. The fall-back venue could be PHM now that we have more money through sponsorship. This year we will have a drinks reception only, not an organised meal afterwards. Delegates will be encouraged to make their own arrangements for eating. After some discussion of ED's list, the Committee decided that the two venues we would like for tours are the Museum of Science and Industry and Manchester Art Gallery. Back up options are Castlefield Gallery and the National Football Museum. ED to continue liaising with AB to finalise a programme.

The contract for the venue hire has been signed with PHM. They are also now offering tours of the galleries without charge. AB to continue programming these for the Friday.

RB suggested Julie's Bicycle could do a surgery. RB to enquire.

The Committee discussed ways to increase the number of delegates attending Marketplace 2020. JBB suggest advertising to Museums Studies students in Manchester University. NC with AJD and CD will look at budgets for bursaries. AB will enquire if Julies Bicycle could help to fund these.

Blue Tokay have been in touch and would like to sponsor delegate packs. ED has sourced paper bags as discussed at the last meeting but they are from Italy. Discussion centred around a 'bring your own bag' concept and the logistics of preparing pack materials for the bags, or what we could do if there were leftover bags. It was decided

to go with the 'bring your own bag' idea and to ask Blue Tokay to support bursaries instead. **AB to speak to Blue Tokay.**

RB suggested coloured stickers on the name badges to identify TEG staff, Stand holder or Delegate. ED asked for bigger print on badges.

When delegates sign up for Marketplace on Eventbrite, they will now be asked for their permission to share their email address and/or Twitter handle with other delegates. It is hoped that this will increase the networking potential of the event. **AJD will change the Eventbrite booking system.**

AB will investigate the availability of a projector and screen to show a live Twitter feed of messages using the hashtag for the Marketplace.

AB/RB will contact National Programme Managers to encourage them to attend Marketplace.

Committee actions – see anything in red:

AB will ask for names of TEG staff attending each day and assign roles for them – Registration, Supervising Tours, Delegate pack-stuffing etc.

AJD will send codes for free Marketplace and Seminar tickets to those on the Committee who will be working for TEG at the events.

NC will take the TEG banner to the Seminar and Marketplace. She asks if AD or SW could then take it away with them, ready for Museums Association conference in Edinburgh?

10. Financial situation and budgets

Although there were some queries around the current disparity between income and expenditure, it was clear that much of this was down to awaiting income from membership fees. DA did notice however that some of the figures on the spreadsheet did not add up. This seems to be a problem with some of the formulas, which **AJD will look at and amend where required.**

AJD said he would look at creating new spreadsheets for the 2020/21 financial year and have them ready before the next meeting.

In view of our transition to CIO status, NC will show the financial report to Jon Benjamin and ask if there is anything that we must record/show and currently do not. **NC, report to AJD**

11. Minutes of the last meeting

See above

12. Any other business

NC suggested we could ask a corporate member to be on the board, bringing expertise in that field. Others thought this might need discussion to make sure that there was no conflict of interest with sponsors and other corporate members working in similar fields etc. **All to think about it,** matter to be discussed again at the next meeting.

The Julie's Bicycle project was looked at to see is there some way we can work to publicise it to our members. RB asked if we could invite them to speak at Marketplace? **AB to discuss with CD.**

RB also asked if TEG wants to sign up to the Julie's Bicycle project as an organisation? AB pointed out that if we do, we have to commit to doing something for the project and we may not have the capacity for this. **CD to be asked to talk to Julie's Bicycle about how we might work with them.**

AJD reported on the Committee Skills Audit he had undertaken for NC. In general it was thought that the Committee had a strong levels of most of the skills required to run TEG but that the audit highlighted some areas in which we could direct our future recruitment to improve further.

13. Date and location of next meeting

Due to constraints of TEG Marketplace, work pressures and holidays the next meeting will take place on 31 March or 3 April 2020. A Doodle poll will be sent to members to find the best date. The venue will be outside of London.
AJD to send date poll and book a venue.

To be certified as a true record of the meeting.

Signed NICOLA COLEBY

Nicola Coleby
Chair, Touring Exhibitions Group

Date 08-06-2020