

**Touring Exhibitions Group
Meeting of the Executive and Advisory Boards**



**5 August 2021
Meeting held online
DRAFT MINUTES**

Present:

Nicola Coleby (Chair) – NC
Elena Saggars – ES

Maria Ragan – MR

Ann Barnes – AB
Charlie Alexander – CA

Dana Andrew – DA
Andrew Deathe – AJD

Apologies received from: Janine Parrish – JP; Natalie Patel – NP; Alanna Davidson – AD; Felicity Sylvester – FS; Katie Morton – KM; Karen Lewis – KL; Emma Dakar – ED; Sandy Wood – SW; Miranda Stacey – MS

1. Committee membership update

KM is returning to work from maternity leave, but MR will remain as vice-chair until at least October. NC and MR to talk to KM about what has happened in TEG in the last 12 months.

Amisha Karia has had to leave the board as other commitments mean that she does not feel she can give TEG the time it deserves. NC will contact her to wish her well.

AJD will update the TEG website with changes.

NP will contact everyone on the Committee and check that they wish to stay on at the October AGM. FS could stand for elected membership if she wished (currently co-opted). NC will ask MS if she wishes to stay on the Advisory Board once Alice Lobb returns to work. Andrew Bullock (National Museums Liverpool) will be approached by NP, to ask if he would like to join the Advisory Board from the next AGM.

DA will be paid from the Art Fund Project budget until the end of August and from then under the normal TEG budget until March 2022, with a view to renewing the contract for a year as Professional Development is key to what we do as an organisation.

2. Review of Action Register from April meeting

Anything already completed was passed over, and anything deemed as 'ongoing' was assumed to be still in that state.

1.x8 – AJD to contact KL to see if the update of the Privacy Policy is still in hand.

1.7 – NP to check if there is a Constitutional requirement for how long minutes should remain available online. Currently we keep them on the website for three years but could reduce this to eighteen months or one year if the Constitution allows.

2 – All Committee members are reminded to forward funding opportunities which may be relevant to TEG to MR, NC, NP or DA.

3 – AJD to remind those Committee members who have not yet done so to send an updated short biography for display on the TEG website.

4 – Any Committee members interested in becoming trainers for TEG workshops should contact DA to be added to the pool.

3. Coronavirus risk Assessment and recovery plan

DA asked that TEG continue with online training only, until at least January 2022 due to the continuing uncertainty around Covid. NC agreed that the situation was still too fluid and with the need to market everything in advance, all training events and Committee meetings should happen online, with another assessment made at our October Committee meeting, and ongoing each quarter if necessary. AJD will email all Committee members to ask for agreement or their opinion.

Marketplace 2022 is planned to be a ‘real life’ event at the People’s History Museum in Manchester towards the end of April.

A small working group have been working towards a grant funding bid with Arts Council England, hopefully for financial support for 18 months. The application will hopefully be completed by the end of August and there is currently a 12-16 week turnaround before a decision is made. The application is being put together through the Grantium portal and any Committee members who have experience of this or other funding applications are asked to contact NC if they are able to help with the process.

To date, there have been no discussions on reducing Secretariat working hours, as part of financial savings. The financial situation continues to be monitored through the finance working group.

DA has organised a ticket for all TEG Committee members to attend the MuseumNext Digital Exhibitions Summit December 2021. All trustees and advisory board members should have received an email with details of how to sign up for the event for free. If you have not received the details, please speak to AJD.

Under ‘Reputational Damage’ (Risk Assessment, page 2) DA questioned whether the ‘low risk’ rating was still accurate, particularly when we sometimes have issues over marketing our events and work. NC agreed and said that we should increase it the risk level to high,

helping to keep it in our minds. NC will be speaking to ACE about the Government Indemnity Scheme, both as a user of the scheme through her work and as a representative of TEG. Activities like this help to keep TEG's profile high.

The frequency of Committee meetings is now back to quarterly and this needs to be updated in the Risk Assessment (page 2). Regular financial meetings are paused just now but may resume in the autumn. The 2022 AGM will be held at the end of April at the Marketplace, as we have done in the past, to bring us back to following the end of the financial year.

Amisha Karia will not be returning to TEG and this needs to be updated in the Recovery Plan (see section 1 above).

NC and MR will be having individual conversations with everyone on the Committee as part of a skills audit and finding out who would like to be involved in which areas of our work.

NP to contact DA with regards to updating the section on the Professional Development programme and funding application.

DA has applied to Manchester University for up to two student interns to work with us in the next 12 months. One role is in marketing and the other with assisting at Marketplace 2022. These will run over a longer period than the 2021 placement to allow the students to fit time with TEG into their university and other work. The placements will run from November 2021 until May 2022 and we will know if any students are coming to us from September this year.

Details for the Marketplace and AGM in both 2021 and 2022 need to be updated.

Information on the funding application needs to be updated (page 3).

NC pointed out that the Risk Assessment is a document we will need to keep going but the Recovery Plan will hopefully be something we'll eventually be able to put aside, perhaps within eighteen months.

4. Marketplace and Seminar 2021

Session themes for 2021 will be under the overall title of 'The Sustainability of Our Industry', with three sub themes: Economic situation and Digital technology and skills; Equality, diversity and inclusion; Future workforce. These were agreed by the Committee.

Timings for the various elements of each day were discussed and slightly adjusted. The adjustments can be reached with a slightly earlier start and later finish to each day. The keynote speaker for the first day will now last for 20 minutes, starting at 10.20am. Virtual tours will start at 9.30am. Case studies will now have 15 minutes each. The keynote at the

end of the second day will last for 15-20 minutes, to wrap up the event, with some notes on the event provided to the speaker by TEG.

Session speakers were discussed and agreed for AB, FS or ED to contact:

Derby Museum of Making was originally first choice for keynote on Day 1 but DA pointed out that the British Art Show at Aberdeen/Heyward Gallery is a closer fit to TEG's remit and is probably more difficult to hear about elsewhere. NC suggested that Derby Museum could be a virtual tour instead.

- Tamsin Russell (AIM) will be asked (by DA) to host session 1, with representatives from St Barbe Museum and Brighton Pavilion Trust. NC will contact Henrik Yau, RPMT former intern, to speak about diversity in the workforce and pass his contact details to AB if he is available.
- DA will contact Kathryn Simpson (NMDC) to host session 2 and also Art Fund to contribute case studies. The case studies will reflect each side of a loan project (lender and borrower). This session will last for 45 minutes.
- For session 3 (Day 2), AB will speak to Constantine and Momart. Each will be invited to present a case study along with a museum or gallery partner. A TEG Committee member will be required to host the session and field questions from the audience, everyone is asked to consider volunteering for the role.
- Session 4 is a 50-minute session. DA pointed out that we have a lot of National organisations already speaking and should use this session to work with non-Nationals. CA will find a link to Helen Marriage of Artichoke, who produce a lot of community art exhibitions. NC will pass on contact details on Geraldine Pilgrim, an artist who produces community works at heritage sites. AB will also speak to People's History Museum about their community-led projects as this will be a link into Marketplace 2022.
- MR has emailed Dr Sarah Posey of ACE to ask her to do the closing keynote speech, or to recommend an ACE speaker, possibly Isabelle Wilson or Liz Johnson.

The meeting considered a standalone session 5 with a presentation by Emma Denness, looking at her work around three-partner loans for Artist Rooms. DA offered to take the idea and build it into a separate webinar to be held in January 2021, as an intermediary event between the two Marketplaces. MR suggested that Partnerships could be the theme for Marketplace 2022 and this speaker could lead into that.

For 1-2-1 surgeries at Marketplace 2021, it was agreed to invite Art Fund and ACE to participate. There was discussion around an option for a third participant. AB will speak to Museum Freelance, DA will speak to Art Fund and MR will wait to hear back from ACE for their input.

AB opened a discussion on how we would run group themed discussions at Marketplace 2021. Looking at different themes, each group would be a breakout from the main conference, hosted in either the Wonder or Hopin platforms. A moderator/organiser would be needed for each group and we would have to decide on how many groups we would

have and the themes for each. Part of the issue we have is not knowing how many people will be attending the event, as Wonder has limits on the number of people in a group (15). AB will continue to work on devising this part of the programme.

Choice of platform for the hosting the groups was discussed. *Wonder* was widely well received at the 'coffee morning' and is free but has limits. *Hopin* seems to offer more options but has costs running to hundreds of pounds. FS has been looking at *Hopin* but it has not been tested by so many people. It may also have an integrated ticket system which would present difficulties as we have already started selling tickets on Eventbrite, although DA thought that Hopin would work with Eventbrite. Zoom is also an option, if it can do all of the things we want to achieve. DA said that breakout rooms were not available in Zoom webinars, although they are available from standard Zoom meetings. Concurrent sessions would also be difficult to manage from Zoom.

Padlet was also mentioned as another add on for running as a message board. AJD raised the issue of the number of different platforms and programs overwhelming delegates and said that we should try to keep to as few as possible. CA added that the more things we have going on, the more TEG personnel we require to run everything.

AB, DA and FS will get together in mid-August to finalise which platform we will use for the Marketplace.

It may be possible to raise sponsorship from Momart and Constantine to cover, or partially cover the costs of the platform we use. NC suggested £250 from each. In an email correspondence to convey to the meeting, Emma Dakar had also backed this idea. DA pointed out that if we took a year's subscription to Hopin (roughly £600) we could use it to produce a hybrid event for Marketplace 2022. AB said we could also try using it for the Professional Development programme.

Marketing of the Marketplace 2021 has been fairly low key so far and AB asked if anyone could take on promotional duties urgently. Another newsletter is planned for August but we need to promote to non-members through as many networks as possible. All Committee members are asked to consider which networks they can access if AB or AJD supply them with copy to post. KL will schedule some Tweets over August CA will change the TEG website to make Marketplace the headline whenever anyone accesses the page.

[DA left the meeting at this point]

For use of sponsorship money, NC asked if it was worth considering an advert with the Museums Association. She will find out the cost. MR thought that it could possibly be added to ICOM weekly bulletins and will ask DA. We should include any sponsor's logo in all marketing.

The idea of sending out snack boxes to delegates has been dropped.

Dates for the 2022 meeting will be firmed up in the Autumn but the end of April is looking most likely.

5. Membership Report

Membership is still around 280 members and is staying very steady.

Advertising via Museums Freelance has been helpful in bringing in new memberships for the new category.

Membership income is roughly on target to be the same as last year, although the income was cautiously set at 5% lower.

Details of members who have been lapsed for longer than 18 months have now been deleted.

NC asked which type of Corporate members have not renewed. A few of the transport companies haven't renewed but there are also some product suppliers missing. There is no particular pattern but clearly the pandemic has impacted on our membership.

AJD said that he would renew efforts with NatWest to change the account signatories and after that the ability to accept online payments.

AB and ES will make an effort to contact Universities to promote education memberships before they return to lessons in late September. JP has pulled together a list of courses and universities.

[AB and ES left the meeting at this point]

6. Professional Development Programme

As DA had left the meeting and most of the Committee were not present at this point, NC asked if the Professional Development report could be re-circulated to all trustees and advisory board members, to ask if anyone had questions to raise or points to make. AJD will do this and insert comments into these minutes.

7. Website Report

The Surface Impression support package has not yet been renewed, as it has lasted longer than we had thought it would. This is good news for budgetary implications. Hopefully the long standing 'teething' problems of the site have now been removed and there will be less work required in the future.

CA will contact DA and KL to see if she can account for why there were strong spikes in visits to the website from North America on 24 March and 26 April. There may be a connection with the Association of American Museums conference.

To tidy up the list of TEG emails, it was agreed that CA would delete 'lists@teg.org.uk'; and 'admin@teg.org.uk'.

'contact@teg.org.uk' will be linked to AJD's email in case it is used by anyone to reach TEG. CA will check with DA to see if 'handbook@teg.org.uk' is still required and delete it if not.

A second organisation has asked for website traffic statistics connected to their exhibition listing. There was general feeling that we probably should provide this information where requested, as analytics is becoming an important marketing tool for companies but it also highlighted the need for marketing TEG, as there is a concern that low traffic to our site will discourage membership. CA will summarise the issue in an email to all Committee Members to initiate a discussion on what our future policy towards these sorts of requests should be.

NC thanked CA for her work which is helping the website to run smoothly and the reports are very clear.

8. Marketing Report

KL has sent out some social media about Marketplace this week and has scheduled other messages to go out.

NC will speak to KL about future programming for marketing, so that the burden is shared more widely. Using an online calendar, they will look at individuals from the Committee taking responsibility for posting to Twitter and LinkedIn for a week at a time. We need to have a system in place by September/October.

Funding towards marketing will be an element of the forthcoming ACE grant application.

9. Financial Situation / Budget

The finance working group has not met for a few months but there are no major issues with the budget, which does seem to be running as predicted at the beginning of the year.

DA has asked AJD to make a few changes to the way Professional Development budget lines are written up, which will reduce the number of lines overall, aiding clarity, and will differentiate between bespoke training and consultancy work.

Surface Impression have said that work on the new membership categories for the website is now complete and they will undertake any further snagging without charge to our support package. AJD will forward the invoice to NC and JP for approval to pay. This amount (£1,485) was budgeted for expenditure in the first quarter of the year.

10. Working Group feedback – Funding

Work on the funding application to Arts Council England has stalled a little, mainly due to the usual disruptions of summer. The aim is still to complete the application by the end of August.

11. Minutes of the last meeting: Matters arising

As the meeting was not quorate at this point, AJD will email a copy of the minutes from the last meeting to all Committee members to ask for comments, and/or to agree to sign them off. He will then post them on the website.

12. Any other business

No other business.

13. Date and location of next meeting

The next meeting will be held online on 13 October 2021, at 1pm.

Dates for meetings for the next year have been arranged and AJD will send calendar appointments to all Committee members for these.

Action Register:

Agenda item	Action	Responsibility	Deadline/ Milestones
1	Hold discussion about vice-chair role	NC, MR, KM	Oct 2021
1	Send thank you and farewell message to Amisha Karia	NC	Aug 2021
1	Update Committee details on TEG website	AJD	Aug 2021
1	Contact all Committee members to ascertain commitment to stay on after 2021 AGM	NP	Oct 2021
1	Ask Miranda Stacey if she wishes to stay on the Committee after Alice Lobb returns	NC	Oct 2021
1	Contact Andrew Bullock at Liverpool Museum to invite him to join the Committee	NP	Oct 2021
2.1.x8	Update Privacy Policy PDF.	KL, Dave Lewis	Autumn 2021
2.1.7	Check constitutional requirements for how long minutes must stay available online	NP	Oct 2021

2.2	Forward funding opportunities which may be relevant to TEG to MR, NC, DA or NP	All	Ongoing
2.3	Request Committee biographies for website where required	AJD	May 2021
2.4	Committee members interested in joining TEG training provider pool to contact DA	All	Oct 2021
3	Contact Committee members with regard to continuing meetings and training events online only until end of 2021	AJD	Oct 2021
3	Committee members to contact NC if able to contribute grant experience to ACE application	All	Aug 2021
3	Contact AJD if you have not received details of attending MuseumNext Digital Exhibitions Summit December 2021	All	Oct 2021
3	Increase 'Reputational Damage' (Risk Assessment, page 2) risk level to 'high'	NP	Oct 2021
3	Hold individual 'skills audit' conversations with every Committee member	NC, MR	Oct 2021
3	Speak to DA about updates to Professional Development section of Recovery Plan	NP	Oct 2021
3	Speak to AB about updates to Marketplace and AGM section of Recovery Plan	NP	Oct 2021
3	Speak to NC about updates to Financial Situation / Budget section of Recovery Plan	NP	Oct 2021
4	Ask Tamsin Russell (AIM) to be keynote speaker at Marketplace 2021	DA	Aug 2021
4	Ask Kathryn Simpson (NMDC) to host a session at Marketplace 2021	DA	Aug 2021
4	Ask Art Fund for case studies for a session at Marketplace 2021	DA	Aug 2021
4	Ask Constantine and Momart for £250 each sponsorship for Marketplace 2021, and invite them to speak with a museum or gallery partner	AB	Aug 2021
4	Find details for and contact Helen Marriage of Artichoke, Geraldine Pilgrim and People's History Museum, to speak at Marketplace 2021	CA, NC, AB	Aug 2021
4	Follow up email to Dr Sarah Posey (ACE) to be closing keynote speaker at Marketplace 2021	MR	Aug 2021
4	Speak to Emma Denness, Artist Rooms about creating webinar to be held in January 2021	DA	Oct 2021

4	Speak to Museum Freelance, Art Fund and ACE to ask them to participate in 1-2-1 surgeries at Marketplace 2021	AB, DA, MR respectively	Aug 2021
4	Finalise which digital platform we will use for Marketplace 2021	AB, DA and FS	Aug 2021
4	AB, DA or AJD supply all Committee members with advertising copy to post to online forums	All	Aug 2021
4	Schedule marketing tweets for Marketplace 2021 throughout August	KL	Aug 2021
4	Change the TEG website to make Marketplace 2021 the headline	CA	Aug 2021
4	Price an advert for Marketplace 2021 with Museums Association.	NC	Aug 2021
4	Investigate promoting Marketplace 2021 through ICOM weekly bulletins	MR, DA	Aug 2021
5	Renew attempts to change bank account signatories	AJD	Aug 2021
5	Contact universities running museum course to promote Education membership category to students	AB, ES	Sep 2021
6	Circulate Professional Development report to Committee, asking for comments	AJD	Aug 2021
7	Try to ascertain why the website saw spikes in visitors during March and April	CA	Oct 2021
7	Delete unused @TEG email addresses or assign to individuals where necessary	CA	Oct 2021
7	Summarise requests for website information in email to all Committee to initiate discussion and work towards a future policy on handling such requests	CA	Oct 2021
8	Devise weekly calendar for social media marketing to share responsibility among the Committee	NC, KL	Oct 2021
9	Make changes to Finance sheet headings, as suggested by DA	AJD	Aug 2021
9	Forward invoice from Surface Impression to NC and JP for approval to pay	AJD	Aug 2021
11	Email minutes of April meeting to all Committee for signing off	AJD	Aug 2021
11	Add minutes of April meeting to website	AJD	Aug 2021
13	Arrange and post date for Committee meetings from Oct 2021 to Jul 2022	AJD	Aug 2021