

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



**13 July 2022**

**Meeting held online**

**DRAFT MINUTES**

**Present:**

Miranda Stacey – MS (Co-chair)

Alanna Davidson – AD (Co-chair)

Felicity Sylvester – FS

Janine Parrish – JP

Emma Dakar – ED

Maria Ragan – MR

Karen Lewis – KL

Sonja Kielty – SK

Elena Saggars – ES

Charlie Alexander – CA

Andrew Deathe – AJD

Dana Andrew – DA

Ann Barnes – AB

Apologies received from: Andrew Bullock – ABk; Aaron Rossi – AR; Katie Morton – KM; Natalie Patel – NP; Alice Lobb – AL

Sandy Wood – SW was not in attendance

**1. Minutes of the last meeting and Review of Action Register from April meeting**

1 There were no matters arising from the minutes of the last meeting. AJD will now post these on the website.

1 AJD will send all Committee members a copy of the IPSO application. The next Committee meeting will be held after the announcement of IPSO awards, which is due in late October.

1 Trainers are still required to run TEG workshops. If you are interested in joining the list of potential trainers, please contact DA as soon as possible (Open to all Committee members).

1.1.7 CA will write a statement of policy for dealing with requests for data about our website. AB will review this and pass it to AJD for filing in Dropbox.

1.1.4 NP and KM to forward finished policy texts to AJD who will send them to Catherine Livsey for turning into PDFs and upload those to the website.

1.6 A new social media rota is on Trello (<https://trello.com/b/1LZupO3h/teg-marcomms>). All Committee members should check the rota and if they are not included on it, or they are not available on their allotted weeks, they should contact KL. KL has noted to make a new rota in advance of the end of the current one in February 2023.

1.7 The following statement was unanimously agreed on by the six trustees at the meeting:

**1. Authorisation**

*“It was resolved that a banking relationship will be maintained with National Westminster Bank PLC (the Bank) in accordance with the mandate and that:*

- *The individuals identified as Authorised Signatories may, in accordance with the Signing Rules:*
  - *Sign cheques and give instructions for Standing Orders, Direct debits, electronic payments, banker’s drafts and other payments on the accounts even if it causes an account to be overdrawn or exceed any limit*
  - *Sign, accept or endorse bills of exchange.*
- *Authorised Signatories identified in the Signing Rules for unlimited amounts may, in accordance with the Signing Rules:*
  - *Sign agreements for electronic products, including payment systems, and appoint or remove administrators and operators of those electronic products. The Organisation authorises the administrators and operators to exercise the powers detailed in the terms of each electronic product. These powers may be extensive and include the power to make payments and access information on behalf of the Organisation, and in the case of administrator, the power to appoint and remove other administrators (with the same powers) and operators.*
- *Any Authorised Signatory may give other instructions or requests for information to the Bank in relation to the accounts; opening accounts with the same Signing Rules and Authorised Signatories; closing accounts; or other banking services or products*
- *The Bank may accept instructions that do not have an original written signature provided the Bank is satisfied that the instruction is genuine. Acceptance will be subject to any other agreement the bank may require for those instructions.*
- *The mandate will continue until the Customer completes a new mandate / passes a new Authority advising the changes in the authority on the accounts.”*

## **2. Signing rules**

*“All financial transactions from the Touring Exhibitions Group NatWest Business Accounts, which require signature, will be agreed by any two of the three authorised signatories.”*

## **3. Authorised signatories**

*“The authorised signatories will be the Chair, Treasurer and Secretary of Touring Exhibitions Group, as appointed at the AGM.*

*The current holders of the offices and signatories as of 13 July 2022 will be:*

*Co-Chair – Miranda Stacey*

*Co-Chair – Alanna Davidson*

*Treasurer – Janine Parrish*

*Secretary – Natalie Patel”*

AJD will now pass these minutes to NatWest bank in order to update the signatories on our bank account.

5. AJD will create a Google Calendar to which all Committee members will be invited. As well as scheduling TEG events and meetings, everyone is asked to add other sector-related events (i.e. MA conference; M&H Show etc) at which TEG might want to have a presence to promote our work.

## **2. Finances / Budget**

JP went through the historic data of income, expenditure, balance and reserves in TEG finances.

Secretariat costs are roughly equivalent to membership income and the latter appears to be rising again following recovery from the pandemic.

Income for the 2022-23 year to date has been slightly higher than predicted and Expenditure slightly lower.

Professional Development does not appear to cover its costs without grant aid or sponsorship. This matter needs attention but no one knew an example of an organisation that ran affordable training schemes which were able to cover all costs, or make a profit.

Marketplace has usually made a small profit but the costs in the past have not included the Secretariat time to create and manage the event. When that cost was factored in for 2022, the event made a loss of £2,346. JP did an analysis of previous events using the 2022 Secretariat figures, which showed that Marketplace could make a small (<£2,000) profit or loss in any given year. It was discussed and agreed that these findings should help shape the model for the event we want in future years.

AD pointed out that even if the IPSO application is successful, funding will not start until April 2023. Therefore, a short-term plan for managing reserves is required, with the possibility of making it into a long-term plan if the IPSO application fails. Dependent on which costs are taken into account, and assuming there is no income at all, the organisation currently has reserves enabling it to run for between 12 and 7 months. A working party of AD, JP, MS, NP and KM will look into creating a short-term plan.

### **3. Secretariat reports**

#### **Website:**

CA announced that she has handed in her notice as website manager. She has taken on another, full-time, job and will finish on 3<sup>rd</sup> August. She is willing to do necessary handover work after the end of the contract when a new appointee is in place. AD thanked CA for her work over the past two and a half years.

CA noted that Google analytics stats for the website look good in the past quarter. Two unusual anomalies, spikes in traffic, occurred but investigations did not reveal any issues or causes.

Support time with Surface Impression is currently at 26 hours and 30 minutes. Two hours will be used to move to the new version of Google Analytics.

DA shared a link to Cyber Security training for small charities:

<https://www.ncsc.gov.uk/training/v4/Small+organisations/Web+package/content/index.html#/> A volunteer from the Committee is required to look into cyber security for the future.

#### **Professional Development**

DA has been in conversation with Art Fund (along with MAGNET) about their application to NLHF for a touring exhibitions networking project. They would like TEG to support this with

training workshops. DA will write a section on this for the application, for which Art Fund will pay for her time, and AD will review it. The project is projected to start in January 2023 and will last for 18 months.

ED asked if our contacts list created through Eventbrite can be used to market future workshops to past participants. DA and AB both said this constituted a legitimate use of people's email addresses, as long as it is restricted to advertising events only.

AJD will order some generic TEG business cards, on which Committee members can write their contact details when handing them out. Initially these will be used by AD and DA at the ICOM meeting in Prague, August 2022.

It was agreed to drop the idea of applying to ACE for funds to develop new Professional Development Workshops until the outcome of the IPSO application is known.

The pilot phase of the MAGNET project has come to an end, so they are currently without a coordinator. They have applied to ACE for further funding, the outcome of which will be announced later this year. DA and ABk will keep aware of future MAGNET activity.

### **Membership**

As requested by MS, AB will provide future reports to a template to enable easier cross referencing with historic data.

If any Committee members see organisations or people they know on the lapsed membership lists, they should contact the former member to see if they can be encouraged to re-join. If Committee members prefer, they can pass on contact details of anyone they know within an organisation for Ann to contact them.

AB, ES and AJD have drafted an email promoting the Education category of membership, to be sent to all universities running heritage/museum/curatorship courses early in the Autumn term.

AJD and AB will look at systems for people paying by direct debit or credit card, as soon as the bank signatories are resolved (see 1.7 above).

AD asked if we are marketing ourselves directly to Corporate members. AB said that this is something we can do, but asked if the Committee thought this was the time to do it, and what should our message be to attract them. AB asked for recommendations of companies to contact.

### **Marketing**

KL will create future Marketing reports based on the template created by Megan Birchall and stored at:

<https://docs.google.com/spreadsheets/d/1ZEStpYulf2FEWIOgOCvI7ukoXWAOmJGT/edit?usp=sharing&ouid=115736950940239013554&rtpof=true&sd=true>

KL reported that the newsletter has an excellent 'open' rate, well above the sector average.

KL has one potential case study to chase and asked for recommendations for others. SK has sent details of one from Bradford. MS suggested KL speaking to ABk about exhibitions in Liverpool. ED offered something from Craftspace, and would also encourage the designers to become Commercial members too. AB will advertise for case studies in the August newsletter. DA requested that this happens every two months.

#### **4. Marketplace 2021**

MS praised the Marketplace 2022 event and the resulting report and evaluation survey. She said that there were no question over the organisation of the event but the survey did bring up some matters to look at for the future:

It was felt by many delegates that there was an imbalance between the number of 'sellers' and 'buyers' attending. A comment that the event would be better with more opportunities to meet delegates from other small, mid-sized, independent and local authority venues summed up the general feeling. MS asked do we need to separate the different elements of Marketplace into separate events to attract more targeted audiences.

DA said that many of the speaker sessions, including the share sessions, should be held online and the in-person event used as a follow up, to allow people to meet and form partnerships based on the talks. AB said that Corporate members were very keen to attend with stands, and perhaps Marketplace could be held for them and as a follow up to online talks.

There was general agreement that we should be trying to reach a targeted rather than a broad audience.

MS pointed out that most attendees were mid-career, middle management level, and the speakers should reflect that, with an emphasis on practice and skills, rather than policy level material. DA said that this is the same demographic at workshops. Early to mid-career professionals gives us a focussed niche without excluding sizes of organisations and collection types. It will also help us with marketing copy.

The outcomes of the conversation were:

- No longer use the name 'Marketplace' but to rebrand the event.
- Focus on practical learning from speakers and surgery sessions.
- Share Sessions to move online, preferably held in advance of an in-person event.
- Some of the speakers would have been as good, or better, presenting online (for example Art Fund) and this method of delivery should be utilised in the future, perhaps spreading events across the year.

Action is required [BY WHOM?] to re-survey those who replied to the evaluation about our thoughts on changing the Share Session format and asking their opinion of our ideas to change to:

- Website only presentation
- Online live session
- Videoed presentations at our table at the M&H Show

The preferred option would initially be offered only to members, as an inducement to renew membership.

The cost of tickets was discussed, with the general agreement being that it was pitched correctly this time. There was some discussion around pricing and bursaries to make the event attractive to early career professionals and pricing and content to attract freelancers. It was agreed that a review of the ticket pricing would be carried out. [BY WHOM?]

A discussion was held about reducing the space devoted to stands. Committee members' experience suggests that the stands are not as useful for Organisation members as the general networking is but that having a stand is an important attraction for Corporate members. It was agreed that the next event retains stands for Corporate members but not for Organisation members.

The inclusion of the AGM at the event was discussed. Feedback about the AGM being held in the main room of this year's Marketplace was generally negative but logistics forced that in this instance. Having the AGM with another event is essential to draw attendees but it does not have to be with Marketplace. The next AGM must be held after 31<sup>st</sup> March 2023 (end of the financial year) and before 28<sup>th</sup> July 2023 (within 15 months after the last AGM). Because of this, TEG should hold an interim event with AGM in Summer 2023, and then move it to Autumn 2024, essentially moving it on 15 months each time.

AD mentioned that, when making changes, we need to bear in mind the time and money required for the Secretariat to organise and run these new events and that we must be able to make them affordable and sustainable as long-term activities. AJD, AB and DA backed this up.

A general decision was made to hold an online event in October 2022 and the Marketplace (renamed) around 20<sup>th</sup> or 27<sup>th</sup> April 2023. A working group needs to be established to organise these [BY WHOM?]

## **5. Risk Assessment**

As usual, if anyone has any further additions or comments to make about the Risk Assessment, please discuss these with NP.

## **6. Any other business**

AD asked if there is a list of active Working Groups, to enable a better spread of workload through the Committee:

- ED offered to reconvene the EDI working group, but mentioned that she cannot accommodate both that and Marketplace.
- AB leads the Marketplace working group.
- KL currently leads the Marketing working group. ABk has a background in marketing and AD wondered if he could take the lead.
- There was a Fundraising working group, which morphed into the IPSO application group. It was agreed that a Fundraising group would still be a useful thing to strategically approach the matter. FS agreed to be a part of this.
- SK and JP agreed to work with Marketplace Working Group

- DA requested that a Professional Development Working Group is set up.

AJD will send a list of the working groups to the Committee members and ask that everyone sign up to at least one group.

A discussion took place on the idea of creating a 'TEG Champion' for each of the home nations. Not necessarily a Committee member but someone who could be kept informed of TEG activities and asked to promote them in their country.

SW to be asked if he can take the role in Scotland.

AJD will take the role in Wales.

AB will write a short text to advertise the role in the Irish Museums Association newsletter

MS will seek a partner in England

AD asked if people were happy with the new format of a 'theme' for Committee meetings. There was general agreement.

AJD asked all Committee members to inform him if they change work or personal details (address etc) so that he can update the records.

AD and MS meet together on Fridays and requested that if anyone has questions or actions to report to them, that they bear this in mind.

## **7. Date and location of next meeting**

An in-person meeting will be held to discuss the outcome of the IPSO application, followed a week later by a full Committee meeting online. AJD will send a Doodle Poll to everyone establish the best date, which will start at 1pm.

ED asked if the meetings could be hybrid – both in-person and online – but AD thought that was too much of a complication to consider at the moment. A survey of those in the current meeting suggested that online was a preferable option compared to in-person. If an in-person meeting is too difficult to book at any time, we will revert to an online meeting.

Dates for the following meetings will be; 25th January 2023; 26th April 2023 (possibly in-person and dependent on Marketplace dates); 26th July 2023. AJD will send calendar bookings to everyone.