

Board Meeting Minutes – October 3, 2009

In attendance: Anna-Maria Potamiti, Doug Smardon, Peter Berger and Joel Libin

Meeting called to order at 2:10pm

August 15 minutes read and approved.

Financials: The Treasurer reported that as the end of August the Society has lost over \$6,000. Reasons for the financial short fall were discussed.

- In January the Board added 2 more sessions per week, Wednesday and Friday mornings increasing weekly sessions from 9 to 11. It was hoped this would amortize the Societies fixed operating costs (an estimated \$85 per day) over two sessions. The problem was there was no significant increase in revenue models. This was recognized early in the year but no action was taken until July when the Wednesday am session was voted to be dropped; taking effect in August. To cover daily costs on a one session day 16 paying artists are needed and on a two session day 22 paying artists are needed (11 per session). This assumes each artist pays an average of \$10. On analysis the only sessions making money were, Wednesday evening and Saturday morning. Thursdays and Sundays were breaking even over the two sessions. Two sessions, Monday morning and Friday evening were less than 50% of what is needed. Of the 10 sessions being offered each week 2 are making money, 4 are just breaking even and 4 are losing money. It is estimated adding these two extra sessions cost the Society \$260 per month in lost revenues or \$2,100 by diluting attendance over more sessions.
- To the end of May we had a studio administrator that cost us over \$2,100. Over \$1,000 were paid out last year.
- In 2009 the Society had to start paying for Hydro and a bill of over \$700 was paid this summer.
- Modeling fees were increased by \$5 in May costing an estimated \$1,200.

In total there is an estimated \$5,100 in costs that did not exist last year. There was some increase in attendance over last year but it still averages approximately 500 visits per month. The slight increase is attributed to volunteers taking advantage of free sessions so it is believed no net increase in revenue was realized.

Insurance is another big cost, \$3200 per year that the Board has been grappling with to reduce with out success.

To try and curb further losses the Board voted to drop Monday morning and Friday evening sessions to bring the weekly total back to 9; effective November 1, 2009. Feed back from the membership on this decision is welcomed.

Models: The models being hired were discussed to determine if the quality of modeling needs to improve. Nothing conclusive was decided but it was agreed that a female to male ratio of 3:1 was

preferred.

Revenue Canada Notice: a notice has been received asking why we are not making standard employee deductions. The Board assumes this has something to do with the Studio Administrator who was hired under the terms of a contractor. The President will respond to Revenue Canada's notice.

Session Managers Training Session: On October 17, 2009, from 2 to 4:30 pm, there will be a training session and all volunteers will be invited to attend. The objective is to give all session managers a clear understanding of what their duties are in the hopes of improving the quality of our sessions.

Courses: The art courses Randal Cullen is offering are in full swing with an advanced drawing course completed in September and a painting course now running through October.

Joel Libin made a proposal to start up a painting course of his own. The Board directed him to come back with a more detailed proposal and advised him Randal's course only came off following a series of detailed negotiations which resulted in the signing of a rental agreement between Randal and the Society for every course he offers.

Promotion: Joel was invited by the Board to attend this meeting following the success of his show. *It was thought what ever talents he has to pull off a successful show could rub off on us.* After some discussion Joel was offered a volunteer position as *Media Publications and Promotions*. He has agreed to try and see if he can expand our presence and work with our Gallery Curator to promote our Gallery openings. The Board welcomed his enthusiasm and interest. Joel presently volunteers Tuesday afternoons to run Gallery hours.

ECC: Elizabeth was not in attendance to update the Board but it is understood she is trying to line up some athletes for models through November to co-inside with the East Side Cultural Crawl and in keeping with the Olympic spirit. The proposal for sessions the weekend of November 20, 21 and 22 is to have a free Friday evening session and no sessions on the Saturday or Sunday.

Gallery: Regarding costs it was discussed that each gallery opening costs the Society approximately \$400 per show for insurance, invitations, food, alcohol and licensing. The Board will be exploring the ideal that members wanting to show in our gallery may have to accept some of these costs.

Treasurers Resignation: Peter Berger our esteemed Treasurer is resigning unable to carry on due to other commitments. He will hang on to the AGM if necessary but would like someone else to step in and is willing to train them over the next few months. Interested inquiries to take on this most important task for the Society can be directed to any Board Member.

All business being discussed the meeting was adjourned at 4:00 pm.