

BOARD MEETING MINUTES - THE VANCOUVER LIFE DRAWING SOCIETY

5 November 2024 / 6:00-8:00 PM / At the studio, 1011 Main St.

ATTENDEES:

Chair: Lindsay Towns

Attending: Kevin Hartwig, Christian Geiser

Guests:

STANDING ITEMS:

1. Meeting called to order: 6:20pm
2. Adoption of agenda: Adopted
3. **Financial report (Bryce):** Lots of large, planned purchases in October and November. (Easels, marketing for the Crawl, and lighting.) Duo session looks like it will sell out!
4. **Secretary's Report:**
 - a. Working on revising Code of Conduct. Will have something for review next month.
 - b. Making adjustments and updates to the BI website per Nick's email of change requests.
 - c. Working with Cheree and Chieh on Newsletter and social media updates
 - d. Ron proposed 2 new ELP sessions for Winter season

OLD BUSINESS

1. **Culture Crawl Update (Lindsay)**
 - a. Poster pricing update
 - i. Approx. \$450 for 500 posters with art organization discount. Lindsay recommends using them in the future, though they should be ordered much earlier in advance.

- b. Georgia Straight advertising update
 - i. David reports that Georgia Straight's article suggestion service is just a simple web form and we should consider it for all gallery events.
- c. Live Model update: Harvey has arranged for Chloe to model for the clothed drawing demo on Saturday the 16th.

2. Easel Replacement Project Update (Lindsay)

- a. Easels expected to arrive mid-month. They will need duty paid on them when they enter Canada.
- b. Send out mail to members to pick up old easels (first come, first serve)
 - i. Have session managers mention easels are up for grabs.
 - ii. Bryce disassembled some easels to make room.

3. Robostrar Replacement Update (David)

- a. David talked with Square and determined that they don't have anything out of box that will work well for our organization. Additionally, their support has been lacking at best.
- b. David suggests sunseting Robostrar slowly, stopping ticket sales at some point but allowing registrants time to use their tickets.
- c. All present agree we'd like to take another look at MindBody.

4. Back Closet Organization/Cleaning Update (Lindsay)

- a. Sean and Kevin organized the closet and replaced the white shelf with a better utility shelf that you can hang tools on.
- b. Expensive equipment like the camera and spotlight used for Basic Online should either be sold or put to use.
- c. Ideally we can get white shelf and plywood out to the dump by next Thursday so they won't interfere with the Crawl.

5. Fan Expo / Sparks CG Update (Killian) - Tabled

6. Student Ticket Rates

- a. Explore the options for reviving group tickets and the pros/cons. Nick has supplied some information about Robostrar and the estimated scope of work for this to be implemented. Those present wonder if it's worth adding to Robostrar with plans to replace the system.
- b. Kevin and Christian suggest a new category of membership for students that makes their tickets cost \$15 apiece; would require checking ID annually- who could take on that task?
- c. Christian offers to talk to students he knows that attend Basic to get an idea of what would be appealing and profitable for Basic as well. Ask session managers to communicate with their regulars to ask for suggestions.

7. Code of Conduct Revision Update (Sarah) - Tabled

NEW BUSINESS:

1. Set aside marketing budget on a quarterly or annual basis (Lindsay)

- a. There are opportunities to advertise for both specific events as well as for the studio in general, and the board members would like to explore the idea of having a budget for these expenses.
- b. All present agree we'd like to do a general poster campaign for the studio after the Crawl, as well as new schedule postcards. Basic appears to be the only life drawing studio that offers daily sessions on a regular schedule.
- c. Lindsay's friend suggested on-screen advertising at the Rio Theatre. Cheree inquired on our behalf- they offer arts rates and we have many people who could put together a professional looking advertisement.
- d. Christian suggests \$500 quarter, with room for flexibility for big events or advertising pushes. Those present agreed we'd like to discuss with Bryce regarding finances.

2. Change cost of ELP sessions

- a. ELP sessions have been run at a rate of \$78 for 6 sessions, or \$13 per session. The board would like to raise the fee to \$15 a session to comfortably cover the model fee and contribute to general studio maintenance costs as well.
- b. Majority voted in favor of \$15/session for members and \$20/session for non members via email- Ron agreed to check for membership status as artists register.

3. Checking the Phone

- a. Lindsay brought up that there is no one designated to check the phone. Christian and Kevin both offered to check it before their sessions to clear messages and direct inquiries to the correct email.

Meeting Adjourned: