

**Clarence Valley Council
Grafton Regional Gallery Advisory Committee
MEETING**

5:00pm Monday 16 November 2020 Electronic meeting

Minutes

1	Welcome by Niomi Sands	
2	Acknowledgement of Country – Niomi Sands We acknowledge the Bundjalung peoples Traditional Custodian of these lands on which this meeting is taking place and pay tribute and respect to the Elders both past and present of the Bundjalung, Gumbaynggirr and Yaegl nations which lie within the Council boundary.	
3	Attendance	Bree Hiatt, Lesley Apps, Heather Brown, Geoff Crispin, Steve McKimm, Cllr Peter Ellem (CVC), Des Schroder (CVC) and Niomi Sands, Gallery Director
3.1	Apologies	Rhonda Tetley, Jane Kreis, Pam Fysh
4	Declarations of Interest	nil
5	Adoption of previous meeting Minutes (20 July 2020) - Confirmed and adopted by Lesley Apps and Cllr Peter Ellem, with one change noted; Attendance of Lesley Apps at the meeting.	
6	Business Arising from the Minutes - Niomi has not been in touch with John van der Kolk re creating a timber sculpture out of the remaining mango wood for the sculpture garden and will follow up.	
7	<p>Business for this meeting</p> <ul style="list-style-type: none"> - Building Update <p>Construction is on track and the budget is sitting within the contingency buffer. Refer to images on the agenda which were taken 11 November 2020.</p> <ul style="list-style-type: none"> - Staffing Overview <p>Caity Reynolds, Exhibitions and Collection officer was appointed and started 3 weeks ago. Four extra casuals have been appointed for install, due to natural attrition that has taken place over time. New casuals are: Kade Valja, Danny Lloyd, Angela Lagos Jay and Juan Cosgoine.</p> <ul style="list-style-type: none"> - JADA update <p>Have been overwhelmed with the positive response and excitement generated by the exhibition, which had brought in many visitors. The virtual tour on the Gallery website has been very popular. The JADA has been a highlight of the year exhibition wise. During the JADA exhibition the gallery shop has been achieving projected weekly budget.</p> <p>Niomi acknowledged the support from the FOGG, noting that the 2020 JADA has been a testament to that support and the number of entries (659) displays the nationwide reach of marketing of this project.</p> <p>Heather Brown, FOGG President noted that the FOGG have had a fabulous response from the community in terms of 2020/21 membership to support the JADA and the gallery, with several business houses pledging ongoing corporate membership.</p> <p>Heather congratulated Niomi and her team on the work achieved this year under incredible circumstances.</p> <ul style="list-style-type: none"> - Grant & Yulgilbar update <p>There was a sector wide shock in not receiving program funding from Create NSW. A campaign was launched by Regional & Public Galleries to question what had happened. The crux was that the advertised process had another process added that wasn't fair or equitable.</p>	

This application was highly detailed and checked by an independent professional before submission. The Gallery ranked 17, which was a good spot to be in.

Niomi has requested feedback from both Ken Crouch and Peter Woods and had feedback from two Create NSW staff members who each gave conflicting feedback.

The gallery has applied for two grants, one through Create NSW for the opening of the new gallery project and the other through Regional Arts to employ artists to travel to local schools affected by bushfires to create story poles which will be installed outdoors. Clay is the medium to be used, due to its tactile nature.

The Yulgilbar Foundation (TYF) have pledged support of \$100,000 per year commencing March 2021 for three years. This funding is not to fill gaps that have been created by lack of Create NSW funding. This funding is for new programs and allows for experimentation to expand audiences to enable the gallery to reach its full potential.

Nine Creative has just completed and presented an Audience Development Project with the outcomes being used to inform marketing, promotions, and programs.

Galleries 2 and 3 will be known as The Yulgilbar Galleries and an acknowledgement to Mr and Mrs Myer will be placed on the Studio for their passion in supporting the arts and the Gallery. Niomi is looking at acknowledging the Cullen Family in the Library to honour their donation of the Lindt photos, and Ken Done will be acknowledged on a Sponsor's board to be located in Prentice House alongside Information about FOGG and the Gallery Foundation and a history of the Gallery. Niomi will talk to each respective group.

At some point Niomi will develop a fundraising plan.

A glass donor wall prototype was shown to the committee, trials are being run on placing text onto the glass and this wall will be located adjacent to the stairwell of the new gallery.

- Opening program update

Preparations for opening exhibitions are well underway, five well known Sydney based, and three local artists spent five days in the valley doing preliminary works responding to the landscape and presenting new perspectives on the Clarence. This exhibition is titled "River to the Sea", which was documented through photography and film and will feature a catalogue.

"Our Place" has been advertised to local artists of all ages who will be given an A4 sized canvas board to create artworks that also respond to the Clarence Valley and will be installed like a giant mural.

"Unwrapping" – a giant inflatable which will be constructed from sheets of plastics, the result of plastics collected from the community, and a partnership between GAS, the gallery, and local artists.

A ribbon cutting ceremony will be held on 12 February, numbers may be specific due to Covid regulations and a weekend of celebrations/activities is planned for all the Clarence community to enjoy. Dates are to be confirmed.

- Café

Niomi is working with a business broker in Coffs Harbour who will try to target the right business for the café, which is a different approach to that of the past. There is confidence that the proposition of a new space will be an attractive and positive proposition for a potential lessee.

- Shop

Niomi has engaged a retail consultant to work with the gallery on the layout and product content of the revamped Gallery Store. This process has been very helpful and essential to ensure that the Store is a success in the way the gallery wishes it to be.

- Overview of performance

Visitor numbers have been limited due to Covid and space availability during construction as it is difficult to see that the gallery is open and providing cultural services to the community. The JADA has proved very popular with daily visitation of 30 – 60 during Jacaranda

Have outreach exhibitions at the Libraries, Old Kirk, CVC buildings and launched a partnership with the hospital for collection works in the new wing as well as the SCU study

	<p>centre and Dougherty Villa aged care facility which display collection works as well.</p> <p>There have been limited public programs although the uptake of online programs has been encouraging with engagement in a series of online workshops was held, facilitated by GAS for local art lovers to contribute works which GAS will include in a sculpture to be included in Sculpture by the Sea in 2021.</p> <p>The Gallery has achieved many of the projects we wanted to do, and people have appreciated the community involvement.</p> <p>Steve noted the importance of getting accurate information on the history board and suggested that she talk to Pam Fysh and Geoff Crispin.</p>	
8	<p>Items for next meeting</p> <p>Niomi to organise a tour of the new gallery, committee members to advise her of best dates to get some commonality.</p> <p>Niomi will do another virtual tour walk within the next couple of weeks.</p> <p>Next meeting to be a combination of zoom and onsite with a walk through.</p>	
9	<p>Time, date and venue of next meeting</p>	<p>Time: 4:30pm</p> <p>Date: 18 January 2021</p> <p>Electronic and onsite meeting</p>
10	<p>Meeting close</p>	<p>5:30pm</p>





DATA COLLECTION (GRG)	Q1- Benchmarks		
	July	August	September
Activity			
NUMBER OF PROGRAMS			
Number of exhibitions (GRG)	2	2	2
Number of incoming exhibitions touring	-	-	-
Number of Outreach exhibitions	4	6	6
Number of Public Program/Education & events	-	4	6
TOTAL	6	12	14
GENERAL ATTENDANCE			
General attendance	416	221	156
Public Program - events attendance	-	23	69
Education Attendance	-	-	-
Outreach Program Attendance	629	1092	738
Tour Outreach Exhibition Attendance (JADA)	N/A	N/A	N/A
Venue Hire Attendance	-	-	-
TGF & FoGG events	-	-	-
Onsite Meetings			
TOTAL ATTENDANCE	1,045	1,336	963
Outward Loans (Collection)			
Website Unique users	9,525	5,244	4,163
Website Sessions	2,746	1,134	875
Instagram & Facebook Followers	3,463	3,458	3,688
Volunteers (number)	-	-	-
Volunteer hours	-	-	-
Number of days open to public	23	21	23

Re: Advisory committee minutes for approval



Bree Hiatt <bree.hiatt@bigpond.com>
To: Avron Thompson

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.



Wed 2/12/2020 10:45 PM

Dear Avron,

The minutes are confirmed via email response, with no change requested.

Thanks,

Bree.

ECM ref: 2176383