

ED VIDEO MEDIA ARTS CENTRE ANNUAL POLICY MEETING MINUTES

Monday, June 24, 2019

ANNUAL POLICY MEETING

In Attendance: Marty Younge, Scott McGovern, Gillian Elder, James Burgie, Liz Dent, Rob Ring, Andy Wolting, Leonard Gantioqui, Tyler Young, Mary Lalonde, Elia Morrison, Carlomagno (Mango) Alvarado, Peter Szabo, Joaquín Ríos Labrín

Call to Order

- James did this.

Approval of the Minutes of the Annual Policy Meeting, June 25, 2018

- Motion by Mango
- seconded by Mary
- Motion carries

Executive Director's Report

- Liz delivered an oral report, addressing Ed Video's long & short term goals, and summarizing recent activity.
- Thanks to fellow staff, Directors, and volunteers!
 - Despite its challenges, Catch The Ace will benefit Ed Video in various ways. We brought in ~\$2411 net profit

Review of the information pertaining to Project 404

- we are an artist run centre with an identity crisis, struggling with funding, and looking for a permanent home.
- a space to build community through culture
- one of our biggest challenges is our identity - our name confuses people. They often think Ed is a person, or that we are a production house for hire. These issues have persisted for decades.
- a rebrand could provide organizational clarity & make our identity more literal /explicit to the public (eg Guelph Digital Arts Center)
- Tyler: I'm in support of everything you're saying. People associate the name with Ed Pickersgill.
- This rebrand would happen in conjunction with the building purchase.

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- Peter: I empathize with the concern & the challenge and commend you and the Board for having the courage to look at this. What could be some of the drawbacks to rebranding?
 - James almost never encourages a total rebrand (43 year history). Usually it makes sense to move forward with your established brand and let it evolve. However, in our case these issues aren't going away. The hardest part of this process could be the fear of letting go.
 - This is a move to the future, not an abandonment of the history.
- Peter: who, legally, has the authority to do this? The Board? Or is it up to the membership? How does that work from a legal standpoint? I would propose that the membership be included in that discussion.
 - James has some consultants in mind who could help us navigate that.
 - We would not move forward without the support of the membership.
- Ed Video Inc is our legal operating name. To maintain our charitable status we would need to keep that. We could be "Ed Video Inc, operating as Guelph Digital Arts Center" (or similar).

Thank you to Volunteers

- Liz thanked volunteers who have volunteered beyond the call and made significant contributions to Ed Video this year.
 - Peter
 - Mary
 - Gillian
 - Marty
 - James
- Liz thanked the retiring Board members
 - Adrienne (in absentia), Tyler, Theo (in absentia), Jennifer (in absentia)

Approval of the Budget for the coming year

- Mango: So, there is no more fundraising committee?
 - No, the Board will be organizing some events (based more on social events than on ticket sales)
 - We need to do fundraising that enables our mission, not fundraising that gets in the way of making art happen.

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Confirmation of Membership Dues

- Dues will remain unchanged.
- Motion to approve membership dues by James
- Seconded by Gillian
- Motion carries

Directions of the coming year

- Mango: Get solid board members
 - If you know strong candidates please recommend them.
- Peter: What's the vision for the new position?
 - Training Production Coordinator. Running basic (intro) level workshops, and organizing & overseeing workshops run by others. This position is not tied to equipment etc.
- Marty: When hiring, look for somebody not only with demonstrated skill, but also with the ability to teach. Being good at something does not mean you can teach it effectively.
- Mary: Maybe request suggestions from the membership via email
 - strategic planning survey?

Adjourned
9:24 PM