



Cornwall Film Festival Trustee Meeting | Monday 2nd February 2016 17:00 at Tremough Innovation Centre, Penryn Campus

Meeting Called to Order at 17:45 at Tremough Innovation Centre.

Members Present:

Vice Chair, Neil Fox
Julie Seyler
Phil Shingler
Eike Cummings
Paul Wyatt
Karl Phillips
Amanda Barnsley White
John Scarlett Davis
Louise Fox
Michael Roberts [recording minutes]

Apologies:

Sarah E Sanderson
Dick Maule
Anna Kiernan

Reading of Agenda

From 17:05 introduction to Cornwall Council Culture Programme Manager, Julie Seyler, who discussed the relationship between Cornwall Film Festival and the regional council. After welcoming and communicating with Mrs Seyler, meeting is officially called to order at 17:45 and apologies from Sarah E Sanderson, Dick Maule and Anna Kiernan are taken.

Matters arising from the Monday 2nd November Trustees Meeting and the Monday 23rd November Creative Planning Meeting

Re branding the 2016 festival. Advertising for the Festival are presented by Louise Fox and unanimously well received. Phil Shingler discusses ongoing cultivation of the festival YouTube channel and the platform's ability to evolve into a potential revenue stream. Eike Cummings emphasised the branding and gave an insight into ad share algorithms, contemporary attitudes toward online advertising and how potentially lucrative such advertising platforms can be. Amanda Barnsley White proposal to make more extensive efforts to develop press releases. Interest in advertising to our sponsorship partners in future YouTube videos was also considered. Vice Chair, Neil Fox moved to look at the long, medium and short term business plan objectives at the next Trustees meeting.

Financial Report

A financial summary from Treasurer, Dick Maule, was circulated. Motion proposed by Louise Fox to move Cornwall Film Festival's end of financial year from December to the end of March was supported by all of the present Trustees. Louise Fox raised issues of financial risk regarding European Social Fund bids, motion to move this discussion to next Trustees was approved.

PM Report

Louise Fox presented the draft Cornwall Film Festival Business plan, PM Report and the Creative Local Growth Plan, funding and project up-dates. *Chalk*, the film produced by the BFI Cornwall Film Academy will be screening on 11th March 2016 at Truro College with a VIP reception starting from 6pm. Potential Invitees to the VIP reception were discussed. Karl Phillips highlighted issues with the communication with extras, LF noted issues for future call outs, the enormous response from prospective extras to *Chalk* was positively received. The longevity of the BFI Film Academy programme in Cornwall was discussed, Phil Shingler expressed his view that there could be potential conflicts with Higher Education and Further Education programmes, Neil Fox & LF suggested that Film Academy is a extra programme to HE/FE with specialisation. Community cinema, *C-Film* is discussed at length by the board of Trustees.

Organisation Issues & Other business

Phil Shingler raises issues regarding the extent to which work from Cornish filmmakers is represented through Cornwall Film Festival projects and channels. LF highlighted the all the great work from young people already on CFF platforms, screened in competition and opportunities on industry pages.

Appointments - Amanda Barnsely White is formally appointed to the role of Company Secretary. Phillippa Giles was co-opt onto the board of Trustees. Intentions to review all charity documents were brought to attention by the Company Secretary, to be discussed at the next meeting, as was a call for the CFF website to include a Governance statement. All Trustees approved these motions.

Trustee roles - LF highlighted the need for clearer roles to assist CFF as it grows. Karl Phillips responded to the assignment of role moves and supported a reinvigorated approach. Noted below Trustees roles, future assignments will be devised in future meetings:

Vice Chair & Overall lead in research methodologies: Neil Fox

Treasurer: Dick Maule

Company Secretary: Amanda Barnsley White

Press and Communications Trustee: Karl Phillips

Human Resources Trustee: Paul Wyatt

Phil Shingler voiced a desire for a deeper level engagement with Beacon and other training and skill development projects. Company Secretary, Amanda Barnsley White announces her development of a Trustees' pack designed to train Trustees and give an overview of their roles and responsibilities in the structure of a charity, these have since been emailed out. Trustees training seminars are also being considered. Louise Fox and Amanda Barnsely White called for increased engagement with trustees during high priority meetings, that their attendance should be expected. This proposition was agreed to by the board.

Louise Fox updates on organisational revenue streams currently in place including Cornwall Film Festival's recent adoption of *Easy Fundraising*, an online application that donates a percentage of all online purchases to Cornwall Film Festival core funding and the renting of our Cinema. Eike Cummings proposes the possibility of crowdfunding options for Cornwall Film Festival projects. Strengths and limitations of this kind of funding are discussed. John Scarlett Davis notes that there is a cultural exhaustion toward crowdfunding and local crowdfunding history is discussed.

Louise Fox announced Cornwall Film Festival's intention to run a selection of Cornish Language projects, this was well received and has potentially positive implications on the charities dedication to one of its objectives - preserving and developing the use of the Cornish language. The Director also brought forward options regarding a potential office share at Tremough Innovation Centre. The board, after considering the strengths and weaknesses of each option overwhelmingly approved the motion to advertise for an office share as opposed to dedicating the entire office to only Cornwall Film Festival.

Motion to call to order a governance meeting before the next AGM is proposed by Vice Chair, Neil Fox and is carried by the rest of the board. The date of the Cornwall Film Festival Governance Meeting to Thursday 17th March 2016 at the Tremough Innovation Centre at 17:00. This was approved by Phil Shingler, Louise Fox, Neil Fox and Amanda Barnsely White. A provisional date of Thursday 19th May 2016 for the Cornwall Film Festival AGM was also set by the board of Trustees.

Vice Chair Neil Fox adjourned the meeting at 19:20.

Cornwall Film Festival thanks all of the trustees who attended the Tremough Innovation Centre on Tuesday 2nd February 2016 and to Dr Neil Fox who chaired the meeting.