



Promoting Films By Women

Film & Video Distribution

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MANAGEMENT COMMITTEE MEETING

JANUARY 29th 1992

Present: Anna Liebschner, Liane Harris, Gill Henderson
Carla Mitchel, Elaine Burrows, Sara Bowman

Apologies: Satwant Gill, Julia Knight, Hinchee Hung

Minutes: Carla Mitchel

REPORT BACK ON BFI MEETINGS

1st meeting held at Cinenova with Ian Christie (BFI), Irene Whitehead (BFI) Tony Kirkhope (Metro Pictures), Hinchee Hung Gill Henderson and Liane Harris.

The BFI found the 300% increase in self-generated income forecasted for 92/93 unrealistic. But agreed that the rest of the budget was very realistic and were pleased with the business plan overall. They made no committment (or indication of amount if any) to grant aid.

2nd meeting held at the BFI on 24/1/92 with Ian, Liane and Gill. Ian proposed an "acceleration" year and suggested using Connoisseur Videos as a vehicle to help promote Cinenova's profile and increase income by putting out a lesbian/women's package.

Gill thinks Connoisseur is a good idea for publicity especially since video sell-through is not a viable project for Cinenova to set up on our own given the necessity for initial large cash injection. Gill also asked Elaine about rights for "OLIVIA" as this would be an excellent film to go out on Connoisseur. Elaine suggested clarifying position with Hogarth Press as it might be worth suggesting that they re-publish the book in paper back in line with video sell-through of the film.

There is also the possiblility of two potential Cinenova acquisitions in negotiation right now (DOMESTIC BLISS and RESERVAAT) to go on a lesbian and gay label for Virgin Vision

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Ian also suggested Cinenova having 2 strands in distribution, i.e., a "cult film" strand and an educational one. This is already outlined in the BFI application but Liane reiterated saying that theatrical and non-theatrical could be mutually beneficial, offering exposure to lesser known titles through creative programming and in turn increasing self-generated income. In effect, there need not be a hierarchy which is important to keep in mind in view of Charitable Status.

Ian said he will liaise with Glenbuck (as he's on the board of directors to help 'unfreeze' the the account for Cinema of Women's titles and hopefully give a percentage of this income to Cinenova, the remainder going to Glenbuck and film-makers.

Re. grant aid, Ian hinted at the good possibility of 'finding' 30,000 from BFI distribution and £10,000 from planning division for 92/93 with no guarantee for following years. He felt it is essential for Cinenova to find other sources of funding within the next financial year and emphasised the necessity for Cinenova and the BFI to work closely together throughout the year. Liane suggested a strategy of presenting the BFI with quarterly budgets and keeping them well informed of all activities including potential sponsorship and funding from outside bodies.

Although we still haven't received anything in writing, Gill informed the meeting that she spoke with Irene Whitehead today who said she will give Cinenova £8,000 from the Planning Division. The assumption therefore is that we will receive £38,000 (30,000 from Distr. and £8,000 from Planning) for 92/93.

FUNDING/SPONSORSHIP

Anna inquired about how realistic it is to obtain other sources of funding.

In response, the 92/93 budget was referred to noting that the £40,000 requested from the BFI would cover wages, overheads etc. with no inclusion of additional income resulting from sponsored events. Although unlikely to receive revenue funding from other sources we are very optimistic about one off project funding/sponsorship. Applications are underway for a touring package proposal to the Arts Council and new computer equipment and catalogue from the Foundation for Sports and the Arts.

Sara Bowman suggested the possibility of approaching the FFSA for really big donations but Liane felt this could potentially jeopardize chances of receiving any monies at all. Gill is proposing 10,000 to FFAS for the above mentioned items as it is more likely that they would be convinced of these options. If we are successful, there is no reason why we couldn't apply for larger sums of money in the future.

Sara asked if the BFI would assist with fundraising. Although unlikely, it will be possible to access individuals in the BFI for information and advise. Sara also suggested 'Friends of Cinenova' as an idea for generating funds through contacts and networking.

Liane reported back that Nicky Gallani (former assistant director of the Picadilly Film Festival) is helping with researching and finding sponsorship for the European Women's Film Festival proposal at the Metro. If she's convinced that there's real potential, she will work on organising and fundraising for the festival and effectively create her own wage from a percentage of monies acquired.

REPORT BACK ON POLY OF EAST LONDON PROJECT

So far the package consists of SARI RED, NICE COLOURED GIRLS and RABBIT ON THE MOON. The idea of the package is of culturally diverse films which is reflective of the group of students and their different experiences and interests. The students will write all the notes etc and completion date is set for March 27th with the launch taking place in April in conjunction with Sheba Press, possibly at BAFTA.

The Enterprise Development Scheme (part of PEL) will cover as many costs as possible. Sara and Liane have worked out a schedule for the students with targets and deadlines.

* MANAGEMENT ROLES

Liane talked about the necessity for management to be active in the running of Cinenova especially, as Gill pointed out, the workload far exceeds the capabilities of effectively one member of staff. Gill thought maybe targetting specific skills of individuals as one way of doing this.

Management could also help with finding volunteers and help organise working parties for specific events and/or help with events and projects directly.

Liane mentioned the possibility of getting a secondment from ARC(Arts Resource Centre) to help with marketing and fundraising.

For the immediate future, at least 2 members of management are required for an interview panel for posts coming up.

A rough schedule for procedures as follows:

Jan/Feb: Preparation of information sheets, application forms and job descriptions.

Prepare interview panel

Advertise (Guardian)

MARCH: Short list applicants

Interview

APRIL: Induction period for new employees.

Anna suggested setting up a meeting with two people she knows who have expertise with job interviews and equal opps. requirements. Re. job descriptions, it was suggested that each specific post is given a general overall description of general office responsibilities

Re. vacancies: Due to the primary objective of making MONEY, liane suggested one post being filled by a professional fundraiser. The salary on offer would not attract a professional but a percentage of funds raised in addition to their salary would be a solution. Carla suggested the problem with one full-time worker devoted to fundraising would lessen the commitment to Cinenova's cultural aims and objectives and take up valuable time which could be used more effectively by a two part time posts covering project development, marketing, fundraising and acquisitions.

* Liane handed all those present information re. Management Committee member's responsibilities.

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Additionally, how would we justify a bonus for a fundraiser and not offer the same opportunity to another worker who may obtain project sponsorship.

Gill recommended contacting an agency which fundraises for arts organisations and who take a percentage of any sponsorship they raise.

CHARITABLE STATUS

Liane will contact solicitors Sinclair, Taylor and Martin who specialise in obtaining charitable status for companies, and ask them to begin negotiations immediately. She has already been given a rough quote of £450 with possible completion taking 6 months.

CURRENT STAFFING

Gill will be involved with the Berlin festival and therefore not available to work until March. She will return for a few days in March and then will terminate her freelance employment with Cinenova.

Anna Liebschner will possibly cover for a few weeks in February. To be confirmed.

NEXT MANAGEMENT COMMITTEE MEETING

Weds., 26th February. 7:00pm at Cinenova.