



*Promoting Films By Women*

*Film & Video Distribution*

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MANAGEMENT COMMITTEE MEETING

JUNE 17TH 1992

PRESENT: Satwant Gill, Kate Norrish, Liane Harris, Azza Rahman, Elaine Burrows, Anna Leibschnner, Joanna Peberdy, Carla Mitchell

APOLOGIES: Julia Knight

MINUTES: Azza Rahman

1) Synopsis of last Management meeting minutes by Liane. Minutes agreed.

2) Report back from workers.

Liane went to Feminale; met one of the directors of FLAMING EARS who agreed to donate the print (pending agreement with co-directors) and recoup the costs at a later date. Discussions also took place with Debra Zimmerman of Women Make Movies from New York. Joint publicity on Trin Minh-ha's films, Cinenova pays 1/4 of printing costs for a UK/USA leaflet. Negotiations first need to be completed for Minh-ha's film SHOOT FOR THE CONTENTS for Cinenova distribution so we may be too late for this joint project. Other possible joint efforts discussed were putting together a package to tour the US, UK and Europe. Also, inviting WMM over to London for one of our ICA slots. Cinenova could also become a sub-contractor for distribution on this side of the Atlantic for WMM. Further discussions need to take place.

Julia Knight is putting together the packages and compiling the mailing list for the educational marketing strategy. All publicity material etc. will be ready for mailout for the coming academic year.

Microsystems will set up a bona-fide, user friendly data base for Cinenova on Cardbox. They charge 15.00 per hour and estimated it would take them an hour to set it up with an hour or two for training.

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Kate Norrish started work on June 15th. She reported back on short term strategies to be carried out by her and Liane.

a) A health package , possibly on eating disorders (to be confirmed). This will be a relatively quick exercise to be targeted at the health sector over the summer. Links will be made with Sylvia Hines at Mental Health Media Council who has expressed a keen interest in helping out with publicity (through the MHMC journal) and mailing lists. Target date for mailout is July 14th 1992

b) New releases. Liane will compile a list which will be summarised in an A5 flyer with short reviews and information on Cinenova and a tear-off order form. Target date for mailout is also July 14th 1992 although this can be an ongoing mailout (ie for educational institutions in the Autumn.

c) There are A4 flyers printed from art work from the Everywoman advert back in OCT. A blurb about Cinenova will be photocopied on the back and mailed out to women's groups around the country. Kate will do this immediately as a cost effective and quick way of disseminating information.

d) Kate is putting together an extensive mailing list to be inputted in the data base ,including a list of A/V libraries nationally.

e) Kate and Liane proposed a marketing pack with A5 cards of our more popular films to be targeted at TV and European satellite broadcasters and independent cinemas. Sponsorship will be sought with the idea that this is an ongoing promotional devise which will increase our international client group. The pack would be high quality and enable clients to place each new card produced in the original folder they received. Basically, ongoing publicity for the more commercial sector.

e) On a both short and long term basis, Cinenova must start approaching television with showreels as well as setting up a preview show for commissioning editors. Dazzling Image on C4 is a good slot to consider. It was suggested we make contact with a someone with a lot of TV experience to help us out.

3) Charitable Status. The solicitors have begun work on obtaining charitable status for Cinenova. Liane has completed a form for the commission to be edited etc. by the solicitors. The solicitor fee is estimated at 1.000.00. They will inform us if they feel they are going beyond this fee. Liane read out the main objectives in a revised Memorandum and Articles of Association sent by the solicitors which are in line with new legislation. They suggested we change our Articles in relation to this new legislation which in the long term will help with our application to the Charity Commission.

Decisions need to be made about whether we keep the management structure the same i.e. should all film-makers be members etc.

It was suggested that the organisation could be split into a charitable trust with a non-charitable arm for profit revenues.

Liane will talk to the solicitors about the pros and cons of Ltd. company/charitable status and to evaluate the tax position and other questions.

Joanna suggested the Directory of Social Change as a good source of free advice re. C.Status.

4) Audit for year end '91 has been completed and Elaine signed 3 copies to be returned to Auditors and sent on to Companies House. The 1992/93 Audit should begin immediately.

5) Planning group. A sub-group was set up, with Azza, Carla, Joanna, to develop strategies for short and long term income generation. Members from outside of the organisation would be welcome additions to this working group. This could involve organising fundraising events etc. The first meeting is set up for Thurs. 25th June. Kate and Liane will also attend.

A specific publicity generating campaign needs to start NOW. This would involve letter writing, lobbying MPs etc. getting on TV...focused on the issue of women's situation in the industry and the necessity for Cinenova to exist etc. Obviously a more concrete strategy needs to be devised. It was suggested that ARC (action resource centre) could be tapped into for this with regard to their secondments. The secondee could be used to run the publicity campaign. The problem is that the assignment is only for one day a week for 13 weeks. Liane will liaise with ARC and see if we can extend this time or secure another secondee to complete the project. Cinenova can be as specific about the kind of person we want. We have a form that needs to be completed for ARC with an outline of the project we want worked on. This will be discussed in the planning meeting.

6) Hire/sale prices. Kate suggested we raise our video hire prices by 5.00. A consistent price policy has to be introduced and maintained for all hire/sale. Kate and Liane will work on this to be presented at the next MCM.

7) Glenbuck. The Glenbuck situation needs to be assessed. Their 30% of revenues is eating into our income (obviously) and the possibility of taking distribution back into Cinenova needs to be costed and considered, i.e., the cost of a worker's salary, storage space and other overheads set against Glenbuck's 30%.

Problems we've had with Glenbuck need to be assessed and a meeting set up. If we decide to stay with them, we need to present a clear proposal and draw up a contract.

OAB. Arts Council, final proposal submitted for tour of experimental work. The A C's meeting takes place mid-July so we should hear sometime in July whether or not our application has been accepted.

Foundation for Sport and the Arts. Kate contacted the foundation and they said if we haven't heard from them by the end of June, to phone them again! This is the application for computer equipment and a catalogue.

Next MCM: Weds. 15th July, 7:00 at Cinenova.