

## MINUTES

Extraordinary Management Committee Meeting  
9th September 92 6.30 pm

Present: Julia Knight, Azza Rahman, Satwant Gill, Kate Norrish, Liane Harris.  
Apologies: Carla Mitchell, Anna Liebschner, Elaine Burrows.

### 1. Workers Report

Both Liane and Kate presented a list of the problems they are experiencing in working at Cinenova at present. They are as follows:

- Roles are confused
- Lack of focus makes the workload stressful and confused, the current workload includes, acquisitions, finance, day to day correspondance, phone, bookings, fundraising, marketing, viewing and dealing with prospective film makers, database imputting, co-ordinating initiating and developing projects.
- Cinenova's byline: what are we about, who our audiences are, legacy of COW and Circles
- Backlog of problems, we are still trying to acquire the COW films/Glenbuck saga.
- Managements role in shaping the company needs to be formalised

### 2. Cinenova's Identity

There was a general discussion in which the board members were asked to talk about how they perceived Cinenova. The following views were expressed:

- Cinenova is in a period of change that will lead to us being viable and self sustaining
- We have a tendancy to deal with crises rather than stick to long term plans, though this is partly due to the uncertainty of the funding situation which prevents long term planning.
- Cinenova is attempting to do too much at once and needs to start prioritising.
- The role of management is not entirely clear. Ultimately Kate and Liane as workers have to take responsibility for choosing the kind of work and projects that can realistically be taken on. However, the managements role in supporting those projects needs to be clarified. Should the management act merely as 'employers' or as an advisory/support group.

Both Kate and Liane felt that Cinenova is doing a little bit of every thing, without any clear direction. As a result the work load is very big and one project is not finished before another is started. This is very undermining for the workers.

### 3. Current Projects.

Alongside the daily distribution and administration work Cinenova is currently working on four main projects, these are:

- Event: Broads' Perspective ICA for the first January slot the aim is to get Women Make Movies over. The ICA deadline is NOV 2.
- Touring: Package a retrospective of womens experimental work, money from the Arts Council Touring.
- Theatrical: premiere of Flaming Ears at Screen on the Green Islington Oct 4th.
- Education: 10 educational packages, leaflets need to be printed and posted.

Of these four main projects only two are likely to be income generating. They are the educational packages and the touring package. The other two are more profile raising exercises.

It was agreed therefore that the ICA Women Make Movies project should be shelved for the time being to be rescheduled for Sept/Oct 93. This would not only trim the work load, but also allow more time to work on this event and perhaps turn it into a big conference on the issue of Womens Film making in the UK with an American comparison.

### 4. Viewing Committee

It was decided to put a hold on the viewing committee for the time being. Instead Liane and Kate are to find time during the working day to view works and decide whether or not to take them on or not. If however there is uncertainty about a particular film, then the viewing committee should be called for advice.

Films will be looked at and taken on according to our markets, either they can be marketed to the education, training and health sectors or they have potential for touring packages and event screenings. It may mean that we may have to let some films go, even if we like them. However, it was felt that this was necessary if Cinenova is to be successful in targetting the work to specific markets and thus raise self-generated income.

### 5. Cinenova - what is it?

At present there are two strands of Cinenova's work. One is the educational distribution and the other is the promotional/event work. It was agreed that these two strands should be consolidated upon and used as the basis for the selling and marketing of Cinenova to funders sponsors and users.

EDUCATION - Julia explained that through the work she has been doing on Cinenova's educational packages it is clear that the work can not be promoted on the basis of 'work by women'. In terms of the educational markets it is the issues explored in the work that are of prime importance and the marketing needs to reflect this.

PROMOTION - all of Cinenova's promotional work needs to reflect our current byline 'promoting work by women'. It is this work which should therefore form the main part of our identity. The problem with this is promotional activities tend not to directly generate income. One possibility is to work on a application to LFVDA on the basis that Cinenova promotes work by women through screenings and other events around London. This would entail promoting work held by other distributors as well a our own body of work. This would not only benefit other distributors in London but also increase the body of work we have to programme.

Therefore our profile involves those two activites and this should be reflected in all our marketing.

**ACTION:**

1. Contact Women Make Movies and explain the rescheduling of the ICA event.
2. Find a curator/programmmer to put something together for the first Broads' Perspective event at the ICA in January 93 by next MCM.
3. Notify the viewing committee of the decision taken in this meeting.
4. Draft 3 or 4 sentences (a mission statement) describing Cinenova taking into account the two strands. To be discussed at the next MCM.
5. Notify all management members of the cancellation of the MCM on the 23rd Sept.