

2/11/90.

CINEMA OF WOMEN AND CIRCLES

24 OCTOBER 1990

Present: Jenny, Abina (COW), Sarah (Circles)

1. Sarah to call Ian Christie for another appointment to discuss business plan and projects.
2. The business plan was discussed. Sarah has started an outline of the financial side, to be completed nearer to the finishing date. She has outlined minimum needs to find bottom line.

Action Resource Centre have agreed to supply us with secondments (perhaps in marketing or education projects). This will mean that the workers are free to raise the company profile and investigating new projects, as well as setting up the operations of the new organisation.

Discussed how to lay out budget. Publicity to be drawn up as one off promotion amounts (press launch, press packs, mail out to users, etc) and day to day costs which will occur annually. However, it was agreed that where possible, all main launch material should serve a dual role and be useable at other times (ie the press pack could be used for festivals, etc.)

Wages. We discussed whether wages should be at current Circles levels or at a union linked rate (eg ASTMS as BFI, or ACTT as at COW). Abina and Jenny felt quite strongly that women should be paid adequately for the work they do; that it would be difficult to attract adequately skilled workers at lower rates.

Discussed two models of staff structures. (1) three workers, one doing marketing, one doing dispatch and acquisition and one administrator). (2) four workers, one doing education outreach and project work (p/t), one doing theatrical acquisition and tv sales (f/t), one administrator/co-ordinator (f/t) and one marketing worker (p/t). Both models would be supplemented with secondment workers, and both total three full time posts. The second model utilises outside despatch.

We decided to keep royalties as they are. However, we decided that where print costs were coming from the BFI via a loan, the repayment from the filmmakers royalties would be on a 50/50 basis, and where the upfront money was from us, it would be recouped before any royalties paid out.

Meeting closed 4 p.m.

Next agenda: Discuss EVE

Progress on talks with BFI, Artificial Eye, etc.

Meeting on 1 November with Irene Whitehead