



giving a voice to museum  
people in the North West

7<sup>th</sup> Board Meeting  
Thursday 18<sup>th</sup> March 2010, 11am to 1pm

Present  
Piotr Bienkowski, Jon Jones, Drod Tunstall, Micahla Hill, Clare Wolfarth, Catriona West

Item	Minute	Action
1.0	<b>Welcome and apologies for absence:</b>	
1.1	Apologies received from Neil Myerson, Sue Hughes, Kath Lynch and Steve Garland	
2.0	<b>Minutes of the last meeting:</b>	
2.1	All outstanding actions are to be covered in the board meeting under appropriate papers.	
3.0	<b>Items for Decision</b>	
3.1	The board agreed to utilize the funding from NML to continue the post of Coordinator until the 17 <sup>th</sup> December 2010.  The draft contract is to be amended with the new date	CW
4.0	<b>Key Items for Discussion / Information</b>	
4.1	<b>AGM and Board Members</b> Neil Myerson has notified the Chair of his intention to step down from the board. The Coordinator will ensure that the correct paperwork is completed for company house.  The board agreed that Viv Tyler should be approached to secure someone with legal experience from the Business in the Arts: NW board bank  The previous board minutes dated 19 January 2010 had set actions points for the provision of advice on the AGM procedure against Neil's name. The board agreed that if Neil is unable to assist in the AGM preparation that the NWFED should approach Viv Tyler and pay for assistance.  The Coordinator to determine the level of assistance available from Neil. To inform the Chair so that Plan B can be implemented if necessary  The AGM is provisionally booked on the 27 <sup>th</sup> May at National Maritime Museum in the Education room. The Coordinator to visit the space and see if appropriate. Speakers to be invited. The board noted that the date of the AGM may need to change if the speakers / panel members were unavailable on the 27 <sup>th</sup> May.  It was noted that to date a number of individuals from the sector in the region have indicated an interest in joining the board and the work of the NWFED.	CGW  JJ  CGW / JJ  CGW  JJ to contract

	<p>The board has previously identified gaps in Cumbria, and the skill set of fundraising. We now need a legal person with the resignation of Neil Myerson. The skills sets will come from the board bank .</p>	Board Bank
4.2	<p><b>Communications Update</b>  The board discussed the costs involved in delivering the communication plan.</p> <p>It was noted that at present the NWFED could not afford to deliver all elements as this would eat up a large percentage of the financial reserves.</p> <p>The board discussed and agreed the priority areas to take forward with the funding available.</p> <p>It was agreed that the leaflet is a priority. This would assist in membership recruitment which in turn could deliver increased income to fund future communication tools. The board agreed to pay £250 costs for rework of the leaflet as a year had now passed since its conception. Thus certain information was out of date. 2000 leaflets would be printed at a cost of £249.</p> <p>The leaflets to be ready by late April 2010. The board to sign off the new art work. Drod to liaise with designer.</p> <p>It was noted that there may be opportunity for sponsorship of the leaflet and membership discounts. Chair to include this in discussion with Viv Tyler.</p> <p>A discussion was held on the proposal for website maintenance. The board agreed that a rolling contract wasn't appropriate as content management is the role of the Coordinator. It agreed that one off activities that included adding bolt on functionality to the website, changing the strap line, adding the charity number and backing up the site would be required.</p> <p>In the first instance the Coordinator and Drod to speak to Vera to investigate activities required and costs to deliver.</p> <p>The board noted that additional functionality for the website could be purchased as 'bolt-ons'. The costs of a calendar and membership only section are to be ascertained and fed back for a decision on purchase.</p> <p>As Steve has already done some work on establishing the bolt on's available he is to work with CGW and DT on costing  The board agreed to put the membership pack on hold due to financial constraints.</p> <p>The board agreed to take the Zap stand forward as this would act as a visual advertisement for the organisation at events and surgeries.</p>	DT JJ DT, CGW SG DT
4.3	<p><b>HLF Skills for the Future Funding</b>  The Board noted the risk highlighted in the paper presented by PFW. It was agreed that should the bid be successful the NWFED would ensure that cash flow was closely monitored to enable expenditure in advance of payment.</p> <p>The Board extended its thanks to PFW and CW for their work on the application</p> <p>MH was thanked for proof reading the application and making comments.</p>	

	The Board was notified that HLF will make a decision in May 2010.	
4.4	<p><b>Events</b></p> <p>The board agreed that the coordinator can rearrange the previously proposed events schedule.</p> <p>It was accepted that the NWFED will develop a programme that sees it deliver 4 high quality events in April, July, October and January of each year.</p> <p>Clare Wolfarth, Jo Jones have agreed to act as facilitators for the AGM. The board suggested that the Coordinator approach other members of the steering group.</p> <p>A full brief will be required to ensure that everyone is up to speed on the work of the strategy.</p>	CGW    CGW
4.5	<p><b>Renaissance NW Funding Proposal</b></p> <p>The Board agreed that it wanted to include the additional functionality for the website in the proposal. It was agreed that the website was a core part of the communication plan and strategy. In addition the membership had been invited to evaluate the website and the data showed specific requests for a calendar, better structure and content on resources page, a new job adverts page, a membership only section that would enable discussion lists, mentoring, advice and support out with a public environment.</p> <p>It was agreed that the Chair have a direct conversation with Emma Anderson of Renaissance NW to ascertain what response would be forthcoming to the inclusion of these costs in the proposal.</p> <p>The Coordinator to update the proposal and circulate if agreed for inclusion</p> <p>It was noted that the outcomes need to be turned into something that can be evaluated.</p> <p>1<sup>st</sup> outcome = 100 individual members to be delivered from April 2010-2011. 2<sup>nd</sup> outcome = website longevity of visitors on site increases by 1 minute, number of hits by new and returning visitors increases monthly by 10%, visitor loyalty (number of times an IP address returns to a site in one month) increases for 9-14 times and 15-25 to 10% (currently highest recorded level is 4%) .</p> <p>The costs are to be updated from the information supplied by Drod. Circulate final document and then submit after feedback from Jo Jones on conversation with Emma Anderson.</p>	JJ   CGW  CGW
4.6	<p><b>Business Plan Update</b></p> <p>The business plan group suggested that the statement of purpose at the beginning of the plan was steady. It was noted that a snappy 'vision' statement was required reflecting the aims of the organisation.</p> <p>It was agreed that the four aims outlined in the business plan would be written up into 4 statements that were a 'promise' to the membership.</p> <p>The business plan is to be reorganized so that ongoing / core business is</p>	Actions in Business plan minutes

4.7	<p>separated from immediate, medium and long term activities. This will clarify the priorities of the NWFED and will assist in assigning limited resources to key activities to be delivered.</p> <p><b>Data Protection</b> This will need to carry forward to new Board member</p>	
5.0  5.6	<p><b>Information Reports</b> All reports accepted by the board</p> <p><b>NW Museums Strategy</b></p> <p>Further information was provided by the NW Museums Strategy group members to the rest of the board on areas not covered in the paper.</p> <p>Communication about the strategy to stakeholders, steering group and members is key. Piotr has prepared text which will be circulated to the steering group for comment.</p> <p>It will be posted on the NWFED website, and used to promote the work for the Strategy, and encourage members to participate in the consultation exercise.</p> <p>It was noted that the NW Museums Strategy should be consistent with other strategic documents in the region and as such the Board agreed that they were happy to work with MLA North's criteria of success.</p> <p>The Project Manager for the strategy is to contact Nathan Lee at MLA North to work with him on an application to MLA for future funding of the strategy and to indicate the position on the criteria for success.</p>	<p>CGW and JJ to look at</p> <p>CGW</p>
6	<p><b>Any Other Business</b></p> <p>JJ brought to the attention of the board comments from a recent event on sustainability. It was noted that the NWFED was being seen by colleagues as a body that could potentially facilitate networks.</p> <p>MH updated the board on the negotiations between LCMS and Lancaster over the management agreement for the City based museums.</p>	
7	<p><b>Close of meeting</b> <b>Future Meetings</b></p> <ul style="list-style-type: none"> <li>• TBC – 27<sup>th</sup> May Maritime Museum, Liverpool – Education Room</li> <li>• 1<sup>st</sup> July – Pendle Room, Clitheroe Castle Museum</li> <li>• 9<sup>th</sup> September – Cumbria – Ruskin to be approached</li> <li>• 11<sup>th</sup> November – Grosvenor Museum, Chester</li> </ul>	