

**Minutes**  
**Visual Researchers' Society of Canada**  
**Association des chercheurs en audiovisuel du Canada**  
**Annual General Meeting**  
**Wednesday May 15, 2013, 6 pm.**  
**The Spoke Club, 600 King St. West, Toronto, ON**

**Present:**

Juan Andres Bello  
Laura Blaney  
Erin Chisolm  
Gina Cali  
Elspeth Domville  
Pia Ferrari  
Tanya Fleet  
Kelley Fry  
Roy Harris  
Emma Kehayas

Elizabeth Klinck  
Laura Luca  
Nancy Marcotte  
Mary Rose MacLachlan  
Maggie McCaw  
Kathie McKenna  
Monica Penner  
Shiren Van Cooten  
Alexandra Yanofsky

**Board Members:** Elizabeth Klinck, Chairperson; Nancy Marcotte, Vice-Chairperson; Kelley Fry, Treasurer; Helena Raposo, Secretary; Mia Webster, Roy Harris and Alex Yanofsky, Officers. (Roy and Alex were appointed at the meeting- see below).

**Minutes:** Kathie McKenna (filling in for Helena Raposo who sent her regrets)

**1. Meeting called to order** by chair Elizabeth Klinck, who welcomed everyone.

**2. Minutes:** Voted to accept the minutes of the 2012 AGM as read. Moved by Laura Blaney. Seconded by Alex Yanofsky.

**3. Appointment of Officers:** Voted to appoint two new board members, Roy Harris and Alex Yanofsky. Alex would like to work on information and communication issues. Roy would like to formalize his education/training role and act as "whip" with regards to committee work. Moved by Mia Webster. Seconded by Nancy Marcotte. This raises the number of Board members, currently, from 5 to 7 people.

**4. Financial Report:** Introduction of new Treasurer Kelley Fry and thank you to outgoing treasurer Erin Chisolm for all her hard work.

a) Erin handed out copies of the Audit report and gave special thanks to the auditor, P.M. Caron, who once again agreed to waive her fee.

Highlights for the fiscal year beginning Oct 1, 2011, ending Sept. 30, 2012:

- The balance on the general VRSC bank account as of Oct. 1/11 stood at \$7,080.81 and the closing balance on Sept. 30/12 was \$7,226.34.
- Membership dues for 84 members brought in \$6,300.00

- Forum des Archives in Montreal brought in \$1,200.00
- The Barbara Sears Endowment fund stood at \$16,205.21. It continues to earn income in an investment account at BMO, managed by a friend of Barbara's.

Vote of thanks to Erin Chisolm: Moved by Alex Yanofsky, seconded by Kelley Fry.

Vote to accept the report from Erin: Moved by Laura Blaney, seconded by Roy Harris.

b) Kelley Fry gave a brief financial report for the period starting Oct. 1, 2012.

- The general bank Account currently stands at \$7,163.11 .
- The Barbara Sears endowment fund stands at \$16,498.15.
- There were 73 paid members as of meeting time.

There are problems with the Paypal system of automatic renewals. Kelley will send out a note to the membership explaining the issues. Will consider other alternatives such as e-transfer payments, also maybe an early bird rate for members who renew promptly.

Vote: New members who join mid-way through the calendar year (i.e. July 1 or later) will pay dues of \$50 to cover the rest of the calendar year, going up to the full rate at the beginning of the next calendar year. Moved by Roy Harris. Seconded by Emma Kehayas .

Vote: \$2.00 from every membership payment will be channelled into the Barbara Sears endowment fund. Moved by Tanya Fleet. Seconded by Alex Yanofsky,

**4. New Markets, Formats, Clients:** Decision was made to form 3 internal committees which will meet (separately) for an extended session/day retreat, to brainstorm about future directions, with the goal of creating a 5 year plan for our organization it is hoped they will report by end of September 2013. Chairs will meet/skype to share their findings.

**Toronto:** Elspeth Domville (chair) , Roy Harris, Laura Blaney, Tanya Fleet, Shiren Van Cooten Maggie McCaw, Emma Kehayas

**Montreal+ east:** Mia Webster (chair), Nancy Marcotte, Alex Yanofsky

**West:** MaryRose MacLachlan (chair), Kelley Fry, other members TBD

**5. Job postings:** Erin Chisolm has volunteered to post English language job vacancies to the membership, taking over from Elizabeth Klinck. Michèle Garceau currently shares selected French language postings with the membership.

**6. Fundraising Activities:** There was general agreement to postpone discussion of this item until the next AGM, after the brainstorming committees have finished their work. To date we've not undertaken any organized fundraising; archive suppliers have made donations to cover the cost of events etc. but there may be the need for fundraising in the future.

**7. Training Report (Roy Harris):** Elizabeth introduced Roy and thanked him for all his efforts to date. Roy reported that the music licensing workshop in Toronto last November was well-attended and successful except for

technical glitches which prevented it from being a truly national event as planned.

Future Training: Due to the fact that most visual researchers are freelancers who need to earn income, it is difficult for many members to devote 5 days to a training session, so day /half-day sessions will continue to be Roy's focus for the time being. There is a widely shared view that sessions must be made available to everyone across the country by video streaming, recording them for later viewing etc.

Suggestion for a full-day training session this fall; Still photos (copyright, rights to privacy, how and where to find them, image manipulation etc.)

Next Spring: possibly communication, social media ( Facebook, Twitter etc)

Fall or Winter 2014: Technology (digital formats etc.)- perhaps enlisting an editor and or/ post production facility to help with this. Tanya Fleet and Juan Bello both volunteered to assist on this one.

Roy will pursue these Education ideas with new committee co-chair Emma Kehayas and will survey the membership before proceeding.

Nancy Marcotte is interested in arranging for a session to introduce members (especially outside of Quebec) to the Archive "jewels" that exist in Quebec.

**8. Website.** This is our public "face" and needs constant updating, with news of recent events etc. We also have representation on Facebook (Elizabeth Klinck) and Twitter (Gina Cali).

Elsbeth Domville has overseen the creation of new artwork, done very economically by the graphic designer who did our postcard. It will be incorporated into the website going forward. There was some discussion of Facebook and Twitter. Gina outlined some of the benefits of Twitter, especially re international archives and she noted that VRSC members are not currently following Twitter very closely. A few members suggested that they would welcome a "primer". Gina remarked there are tutorials on Youtube on this topic and she will also assist anyone who asks. " It was generally agreed that our Facebook group should remain open to members only (i.e. closed to the general public) It was also suggested that the Members' side of the website could be enhanced to include visual elements such as trailers, or we could consider setting up a Youtube account, open to members only.

On the topic of social networking and communication in general (internal vs. external, outreach etc), a new Communications committee was set up, to be chaired by Alex Yanofsky, with input from Elizabeth Klinck and Gina Cali.

#### **9. Library and Archives Canada Report (Mia Webster)**

Mia summarized her continuing efforts on behalf of the VRSC, to forge a relationship with LAC in hopes of streamlining the process for our membership. Members are invited to share their LAC experiences with Mia. The brainstorming committees will also consider whether our organization should have a lobbying arm in the future (pros and cons).

**10. VRSC Archive.** Roy Harris would like to set-up an Archive within the

VRSC which would be comprised of items from members, and made available for licensing etc. by other members. He'll need to explore storage issues, cataloguing etc. Mia Webster, Kelley Frye, Monica Penner, and Shiren Van Cooten all volunteered to assist Roy.

**11. Rate Committee:** Thanks to the great work of this committee (Elspeth Domville Roy Harris, Nancy Marcotte and Mia Webster) many preferred rates been negotiated with Archive suppliers and new ones will be coming onstream shortly. Check the website for more information regarding special VRSC rates for both footage and stills.

**12. Canadian Screen Awards/ Prix Gemeaux Update:** Re the Prix Gemeaux, Nancy Marcotte is still pressing for the creation of a stand-alone Visual Research award, instead of lumping it in with Editorial Research. She noted that the Board of Directors has changed so it is necessary to start the campaign over again.

Canadian Screen Awards: While there is currently a stand-alone Visual Research award, Elizabeth noted that it has only been in place for several years and we almost lost it last year, so we need to be vigilant if we want it to continue.

**13. Focal Juries:** Thanks to Elspeth Domville and Mia Webster for chairing these panels again. Winnipeg would like to do a jury next year.

**14. Other business:**

Canamedia/ITN Issue: Roy reported on an incident which has now been resolved, involving Canamedia and Brad Schroeder (head of Production Services, Business Development). Brad had approached a number of producers regarding the ITN collection and a VRSC member who became aware of this contact felt it was inappropriate. Brad defended the process, the issue has now been resolved, and Canamedia will be placing a link to the VRSC website on the Canamedia site.

**15. Adjournment:** Motion by Laura Blaney. Seconded by Nancy Marcotte. Motion carried.