

ARAC VRSC AGM AGM - May 29, 2014, Café de la Cinémathèque, Montreal

WERE PRESENT:

Elizabeth Klinck
Nancy Marcotte
Mia Webster
Odette Desormeaux
Pascale Bilodeau
Karine Perron
Roy Harris
Elspeth Domville
Michèle Houle
Michèle Garceau
Janet Torge
Tom Puchniak
Alexandra Yanofsky
Kelley Fry
Celeste Mackenzie
Shiren Van Cooten
Pia Ferrari

Vice chairperson Nancy Marcotte did the introductions and handed the floor to Elizabeth Klinck, chairperson of the Association.

1. Meeting is called to order at 6:30 p.m.:

Meeting begins at 19:05

2. Minutes of the 2013 AGM are presented:

Reading the minutes of the 2013 AGM by Kelley Fry.

Acceptance of the minutes is proposed by Kelley Fry, seconded by Roy Harris

3. Appointment of Officers and Board Elections:

Elizabeth Klinck speaks of the need for the association to have a board of directors and elected councilors.

Roy Harris intends to be an advisor.

Elspeth Domville and Celeste Mackenzie are nominated.

Michèle Houle "put her name on the reserve" for the job (in case there would be not enough volunteer members).

The appointment of nominees is proposed by Nancy Marcotte and seconded by Elizabeth Klinck. The motion is carried.

4. Financial Report - Report from Treasurer Kelley Fry:

Kelley presents the budget balance of the association's finances (see appendix).—She emphasizes a small deficit of \$600, primarily due to expenses incurred by a few members involved in some of the Association's committees currently in process. She also emphasizes, that the Association did not use funding from any sponsors this year.

Kelley emphasizes that this shortfall will be replenished by increasing the number of members which would bring in more membership fees for the year 2014.

Acceptance of the budget balance is proposed by Elizabeth Klinck and seconded by Roy Harris.

5. Presentation of the Audited Report and Motion to accept the auditing firm for this fiscal year by Kelley Fry:

See Appendix for the audit report.

Motion to approve the audit this year is issued by Elspeth Domville and seconded by Roy Harris.

6. Amendments to the Bylaws - Janet Torge reporting:

As the parameters and rules of the federal government's non-profit corporation has changed this year it was necessary to review and redraft the document relating to the incorporation (statutes and regulations) as a non-profit organization registered federally.

Janet points out that not much is changed in terms of practice for the Association except that in the case we want to change the rules and to adopt this document the Government requests that the Association convene a special meeting of the Board. This must be done before October 14, 2014 and requires a quorum of two thirds of the members of our board for the adoption of these changes to the Statutes and Regulations of the Association (i.e. a minimum of 10 members).

As members and the Council are meeting in Montreal, we should have a meeting the next day to adopt these changes to statutes and regulations.

Elizabeth Klinck thanked Janet for her work on this issue.

7. Report on the Vision Committee by Elspeth Domville:

Elsbeth provides a summary of the committee's discussions on the long term vision for the Association. During these discussions, the committee members agree on the importance of the following:

- Promotion and "branding" for Association - should we promote special events concerning archives?

There is discussion about forming a committee specifically for this.

- Association's website: it was agreed that the look of the site and its features need to be improved and a committee was been formed in March to revamp the current site.

- Janet Torge proposes to include the minutes of our meetings (including this one) online on the member's side of the Association's website so that this information will be accessible to all members at all times.

- Elspeth also speaks about making available documents relating to the various training workshops so all members can benefit from those.

- Elspeth talks about the need for ongoing training and education opportunities for members of the Association especially in the form of regional workshops. Some workshops have already been held such as Twitter workshops in both Ontario and Quebec as well as as an upcoming workshop in Toronto on the Digital World as it applies to archives. Elspeth mentions that an appeal to all members has been launched to find other workshop topics, but she has received only a few suggestions so far. Elizabeth suggests bringing in an editor for a digital workshop discussion, to hear their point of view as well as to get a better understanding of technology. Mia Webster thinks this is very relevant, and the idea is

supported by many. Moreover, during the Vision Committee of Montreal meeting, holding a workshop on copyright was discussed.

8. Discussion of Establishing Criteria for clear requirements to be accepted as VRSC / ARAC member:

Tom Puchniak (Montreal) suggests establishing a scoring system for members who wish to join the Association.

Pia Ferrari suggests using a code, which would change sporadically, to access the member's section of the website. Motion dismissed.

Elizabeth added that we could change the password to access the member's side of the website once a year to prevent people who are not members from continuing to access the resources of the Association.

Odette Desormeaux suggests that potential new members should have references who are current Association members, perhaps they should be referred by two other members.

Alexandra Yanofsky suggests a requirement for new members to list 3 projects they have worked on as researchers.

Elsbeth Domville adds that to encourage researchers just starting out and new to the field, who don't have the prerequisite 3 projects, there should be a space where they can explain their interest, reasons why they want to join and if possible add previous, perhaps non-related but pertinent experience.

Pia Ferrari suggests having a charter or a mandate that new members agree to abide by.

Elizabeth Klinck suggests creating a membership committee. This proposal is seconded by Janet Torge and accepted by the majority.

Elizabeth Klinck suggests that this committee be composed of a minimum of 3 people. This proposal is seconded by Roy Harris and accepted by the majority.

Roy Harris, Janet Torge, Alexandra Yanofsky and Celeste Mackenzie volunteer to be part of the membership committee.

Elizabeth Klinck presents another motion concerning the admission rules in the Association.

Roy Harris suggests recruiting another person to this committee, and that perhaps other members of the Association not present would be interested. The motion is carried.

Kelley Fry adds that it the mandate of the membership committee to consider a charter or mandate for the members of the Association.

9. Barbara Sears Endowment Fund update - Elizabeth Klinck:

Elizabeth Klinck says that we have money for training and professional activities and must consider spending on this.

Elizabeth Klinck suggests a workshop-conference master class with distinguished researchers who have worked on large projects and documentaries and who have developed both an expertise and tools for managing their archives. She gives the example of Javier Bottero, who worked on "WikiLeaks", who has developed his own software to manage the 700 archival sources on that project.

John Murray suggests inviting two journalism students (in the form of scholarships through the Barbara Sears Fund) to participate in the master class with the idea of introducing the visual research profession to others.

Janet Torge also suggests preparing a model course on audiovisual archives that Association members could then give to various other organizations or institutions.

10. Website Committee report from Mary Rose MacLachlan:

Elspeth Domville presents the report prepared by Committee Chair Mary Rose MacLachlan who is unable to attend the AGM.

The conclusions of this report are:

- The current Home Page is good because it's very clean and uncluttered but there are a number of changes that could be made as far as the tabs go on both the public and member's only sides to make it more useful and relevant.
- It was agreed not to permit corporate advertising on the site.
- It would be advisable to buy various domain names, such as "vrsc-arac", to keep control over them for the future.
- The fact that the list of members appears in alphabetical order does not seem to be a good formula (there's a disadvantage to members whose last names begin with letters further down the alphabet). Therefore we would like change to a more comprehensive search system which would allow potential clients to search by a researcher's area of expertise, or their geographic location, languages spoken, etc.
- It is agreed to allow members to include a link on the VRSC/ARAC website to their own website or social media sites, and to include their coordinates.
- The Barbara Sears Fund tab will be given its own tab on the public side of the website.
- Mia Webster suggests adding a simplified list of members, organized by region, along with current email addresses. This would ease communication and help researchers with specific questions, key to a specific area (ie ask researchers in the Prairies about Prairie specific footage).

11. LAC report -. Mia Webster:

Mia Webster has spoken with Fabien Langelier, CEO of LAC, and his team, after five canceled appointments. Mr. Langelier did seem to want to improve the situation at LAC for researchers but he had to leave the meeting early. Mia did feel a genuine sense of wanting to cooperate. A seminar or visit to the archives exclusively for VRSC / ARAC members was suggested and will be looked in to.

LAC is not open to granting special rates for VRSC / ARAC members or even installing a rush fee to accelerate research by their staff on our behalf. Mr. Langelier emphasized that LAC should serve all Canadians equally, without prioritizing one type of customer over another.

When Mr. Langelier learned that some researchers have ceased to use LAC for their work he was really shocked as he hadn't realized that this was happening. Even if they do not seem to have solutions to offer, they are still open to suggestions for improvement.

Michele Houle and Mia Webster suggest a more detailed survey of members VRSC / ARAC specifically on relations with LAC survey.

Marie-Josée Ferron suggests an electronic survey, such as "Survey Monkey".

Michèle Garceau suggests doing the same kind of survey for the BAnQ.

12. CMA awards and Gemini update - Elizabeth Klinck and Nancy Marcotte:

Mia Webster spoke briefly about previous meeting with the President of the ACCT, (Académie canadienne du cinéma et de la télévision – for the Prix Gémeaux), Patrice Lachance.

Elizabeth Klinck adds that there were similar difficulties with the Gemini Awards and that researchers almost lost their award two years ago. The Academy then wanted to combine the two research categories, editorial and visual, and there was a successful campaign to keep them separated. She thinks that having an award named in honour of a recognized and respected person helped in so much as the Academy would be less likely to cancel a reward named after a person than one named for the job.

13. “Photo Copyright Day” – Roy Harris:

Roy Harris presented a summary of the Training Day in Toronto ("Photo Copyright Day") which went well.

14. FOCAL juries report - Elspeth Domville and Mia Webster:

Mia Webster and Elspeth Domville comment on their experience of this years FOCAL Jury sessions in Montreal and Toronto respectively. They both feel that every jury session has been very rewarding even if it is quite a time commitment.

15. Rate Committee Report - Nancy Marcotte speaks about the NFB and SRC:

Nancy Marcotte begins by talking about the new VRSC/ARAC rates with NFB which are \$30/second for Canadian rights and \$50/second for world rights, (both in perpetuity both all media). These rates will be in effect in the short term but may become permanent. She stresses that the NFB also represents Framepool and that the rates for the NFB footage also apply to Framepool. She strongly encourages members to do all their Framepool licensing through the NFB because it's a good deal and also to support the NFB which in turn might encourage the NFB to keep our deal in place. Many thanks to Ragnild Milewski for working with us on this.

Regarding the SRC, although it is not possible for Quesnel Monique to offer official discounts, Nancy Marcotte stresses that Monique can now offer discounts, piece by piece, non-written and non-formal, but very significant more than 10% off on volume orders.

16. Social Media – Elspeth Domville and Marc Pitre on the Twitter Workshops:

Two training workshops have been held so far. Both of them on Twitter as a research tool. One session was held in Toronto and one in Montreal and both were very successful. It is hoped that more workshops will take place in the near future.

17. New Business:

Promotion and Outreach Committee to be Formed (New markets / formats / clients for members):

We are looking for new ways to promote our members and our organization to new clients and to point out the value of hiring a professional visual researcher.

Marie-Josée Ferron suggests buying corporate advertisement space on the web pages of the APFTQ, of Ciné Vidéo, the Academy of Film and Television, Hot Docs, etc., The ad would be a short message but would let people know who we are and that they should work with us from the beginning of a project through to the end; to help in budgeting for archives, obtaining the material and clearing the rights.

Elizabeth suggests forming a Promotion Committee. Pia Ferrari, Roy Harris and Kelley Fry volunteer.

Michèle Houle suggests doing a 2 minute video to send to Hot Docs and other organizations describing our work and our professionalism.

Kelly Fry asks who would write the scenario for such a video and Roy Harris and Michèle Houle propose themselves.

18. Other business:

Alexandra Yanofsky suggests lobbying the financial institutions such as Telefilm and SODEC so they include audiovisual researchers in their infamous list of key people in production and postproduction. Producers would then be inclined to hire approved visual researchers in order to increase their score, similarly as they do with DPO, editors etc.

Janet Torge suggests meeting with certain archive suppliers to clarify with them what material on their website is and what is not theirs to clear. (This has been done in the past, but without too much success)

19. Adjournment:

The meeting is adjourned at 21:15.