



Minutes
AGM of the VRSC/ARAC
Thursday May 25th at 15:00 at the The Arts & Letters Club,
14 Elm St., Toronto, ON, M5G 1G7, Canada

In attendance: Elspeth Domville (Chair), Nancy Marcotte (Vice Chair), Kelley Fry (Treasurer), Emma Kehayas (Secretary), Kristine Ryall, Laura Lucas, Celeste Mackenzie, Kathie McKenna, Sonja Carr, Pamela Grimaud, Laura Blaney, Monica Penner, Willa Marcus, Gina Cali, Kate Lingley, Michael Chong, Denise O'Brien, Michelle Demeyere, Hollande Choupe, Carol Elder.

Regrets from Board Members: Marie-Josée Feron and Roy Harris

Minutes: Emma Kehayas

Meeting called to order: 15:12

Adoption of 2016 minutes

Nancy Marcotte moved to accept the Minutes of the 2016 VRSC/ARAC AGM. Michelle Demeyere seconded.

Vote: all in favour

Appointment of officers

Roy Harris is stepping down from the board. He will complete the two remaining "Visual Research 101" sessions later this year before winding down his involvement. He will remain as a regular member of the organization.

There are two new Board Nominees:

Janet Torge and Jivan Nagra

Laura Lucas moved to accept these two nominations, Laura Blaney seconded the motion.

Vote: all in favour

Financial Report (Kelley Fry)

Notes to financial statements (attached): There is currently \$20,238.84 in the Barbara Sears Endowment Fund (\$16,598.84 in a BMO investment account and \$3,640.00 in a Royal Bank of Canada chequing account). The money will be distributed as determined by the Directors of VRSC/ARAC.

At fiscal year ending December 31, 2016, the organization had one chequing account with the Royal Bank of Canada, one investment account with the Bank of Montreal and no fixed assets or liabilities.

The books and records were maintained by Ms. Kelley Fry, Treasurer at 829 McMillan Ave, Winnipeg MB.

The final financial statements were prepared with the assistance of Accountant Marc Lafontaine.

We discussed the issuing of receipts for membership fees. Kelley has been doing them upon request, but will now issue as a matter of course.

Kelley Fry moved to accept the financial reports as presented, Kathie McKenna seconded.

Vote: all in favour

Report from Quebec (Nancy Marcotte)

Quebec has 26 members currently. They have been running two main social events annually, a summer BBQ, and a Holiday party. Both events are well attended.

On June 14, 2016, members of ARAC / VRSC attended a technical workshop at the NFB's Montreal office.

Nancy Marcotte moderated a successful workshop on creative archive during the Doc Circuit on November 15th 2016 in Montreal, the event was well attended and Nancy was asked back.

A workshop / conference on Fair Dealing was held in Montreal on Tuesday, March 7th in the offices of the Association des Réalisateur du Québec (ARRQ), organized in collaboration with Doc Québec, Remy Khouzam, a renowned copyright lawyer, gave a presentation on this copyright exception and answered numerous questions from the participants who came out in large numbers.

Nancy sent an email to Fiction and Series producers in Quebec to promote our Association. 35 emails were sent with an electronic version of our postcard attached as well. She will do a follow up in September

Nancy was a member of the 2017 Gemeaux jury for the research category

Information about recent workshops are posted on the members side of our website

Facebook Report (Elsbeth Domville presented Elizabeth Klinck's report)

Thanks to all of the members who are posting and sharing information on our closed VRSC/ARAC Facebook page. It is an easy and convenient way to share updates on new collections at various film and photo archives, the latest in copyright issues, and pertinent archive news stories. And it is a good forum to champion and celebrate what our members are working on, and winning awards for! It would be much appreciated by all of us if our members could actively share and post. It just takes a few minutes and is an excellent way for our new members to get a sense of our VRSC/ARAC community.

Finally, a shout out to Marc Pitre for the great job he is doing on the VRSC/ARAC Twitter account. Merci, Marc.

Twitter Report (Elsbeth Domville presented Marc Pitre's report)

First of all, let me start by saying that the work I have been doing to populate the VRSC/ARAC Twitter feed over the last year or so is quite an easy task and is 99% driven by the underlying effort, expertise and knowledge of the one and only Elizabeth Klinck. It stems from the idea that sharing knowledge is the best approach for promoting the great work done by the members of our association. The task consists of identifying and publishing on the VRSC/ARAC Facebook page content which is in line with the mandate and interests which the Association seeks to promote and share with others who have the same passion and interests. So basically, Elizabeth and a few other members populate the VRSC/ARAC Facebook page with interesting and relevant work related content which I then curate and share via the Association's Twitter feed. Ideally, a whole lot more could be done on my part, such as spending more time spotting on my own appropriate and relevant content which could be shared via the feed.

A few stats and ideas:

Our Twitter feed has 392 Followers

We are following 454

We should probably retweet more good and relevant content

An effort should be made to use more hashtags as this will help increase the number of followers

A committee could also work on preparing in advance tweets related to important upcoming events such as festivals and projects on which our members have worked or in which they will be taking part

There was discussion around the purpose of the VRSC/ARAC Twitter account. The Facebook account is good for information we wish to share only among our members, whereas the Twitter account is good for public outreach. We should encourage members with Twitter accounts to tag the VRSC. Members do not have Twitter accounts but who have relevant information to share via Twitter could email this information to Marc. It was suggested that members could send their Twitter accounts and that of the production companies they are working with to Marc for him to follow on the VRSC account. When we have any interesting information to share about any of our productions, Marc can tweet, or re-tweet to promote finished projects, awards etc.

Gina Cali offered to liaise with Marc and assist. It was decided we could add this information to the weekly job reminders and Gina said she could help come up with instructions to be added to this weekly mailout.

Education Report (Elsbeth Domville presented Roy Harris' report)

Roy Harris' Education Committee Report:

So far this year the Education committee has organized or helped to facilitate 3 events in Toronto. In February we partnered with the NFB to organize a session on Formats. Notes in a PDF for this event are on the VRSC/ARAC Website.

We have now completed two of four sessions on the basics of Visual Research. Each of these sessions have video recordings which are available for viewing on the VRSC/ARAC website along with PDF notes from the two sessions. Two more sessions are planned for later this year.

The Education Committee would like to thank those of you who came out to these events and also to thank those who chaired the sessions, helped take the notes and kept the Skype link going.

On May 5th 2017 the VRSC did a Visual Research 101 workshop at Hot Docs. It sold out (30 people) and there was a waiting list. All those people showed up too and fortunately they found more chairs so it was group of 42. Elspeth did a short segment on where to source archive but the bulk of it was archive management, financial and legal issues and how to save money. There were lots of questions and it could have gone on well past the two hours they'd allotted. The organizer said it was the most successful workshop at the festival and could we come back next year.

The Education committee is looking for a new chairperson - please get in touch with Elspeth if you are interested.

Kelley Fry moved that the Education Committee should pursue investigation of professional recording for educational workshops and dispersal of education funds from the Barbara Sears Foundation for this purpose. Laura Lucas seconded.

Vote: all in favour

FOCAL Jury Reports (Elsbeth presented reports from both Erin Chisholm (Chair, Toronto jury) and from Marc Pitre (Chair, Montreal jury))

Montreal Jury (Marc Pitre) Report:

Again this year, it was a great pleasure to participate on the FOCAL jury in the category of Best Use of Footage in a Cinema Release.

The Montreal team was comprised of Edmund Duff, Tom Puchniak, Nancy Marcotte, Pamela Grimaud and myself. The jury was also comprised of 3 other members from NYC and London.

I also took part in the 2nd round of voting in the category of Best Use Of Footage in a History Feature.

Toronto Jury (Erin Chisholm):

Once again, the Visual Researchers' Society of Canada was approached by FOCAL International to serve as jury members for the 2017 FOCAL International Awards. This year, Erin Chisholm, Gina Cali, Laura Blaney, Denise O'Brien and Talia Wooldridge helped select three deserving finalists for best use of footage in a History Feature.

There were 17 entries to be screened in our category of documentaries, docudramas or shorts dealing with historical issues, events or people of more than 60 minutes. With subjects ranging from the Irish rebellion of 1916 to an Olympic scandal in 1984, we were treated to a fascinating line-up of films.

All titles could be accessed online so most screening was done individually. However, we did plan a movie night or two that allowed us to share opinions in person with the added bonus of wine and cheese. After 34 hours of combined viewing, a meeting was set to debate our choices. On 27 February 2017, we agreed that the outstanding volume, variety and use of stock footage in the following three titles impressed us the most: LETTERS FROM BAGHDAD Producer: Zeva Oelbaum Directors: Zeva Oelbaum & Sabine Kraysenbuhl, SCHOOL REVOLUTION 1918-1939 Producer: Estelle Fialon Director: Joanna Grudzinska, THE TRAGEDY OF THE INTERNATIONAL BRIGADES Producer: Michael Rotman Director: Patrick Rotman

Jury Chair Raye Farr and co-juror Melissa Totten - U.S. based researchers who shared our category - reached similar conclusions. Tonight the FOCAL International Awards Ceremony is taking place at the Lancaster London Hotel. We shall soon see which History Feature takes home the prize...

Website Committee Report (Elspeth Domville read Mary-Rose MacLaclan's report)

Committee members: Mary Rose MacLachlan, Elspeth Domville, Emma Kehayas, Marc Pitre
Webmaster: Cindy Jacobsen

The website was launched about a year ago and it is now time to tweak areas as necessary. I think it would be a very good idea for the committee and Cindy to meet again via Skype to discuss ways to improve procedures and content.

There are currently four "pages": English-language public site, English-language members-only site, French-language public site, French-language members-only site.

Questions that we need to consider:

- What works and what doesn't. How do we improve areas that don't currently work?
- How do we ensure that all posts are included in both French and English? Is it possible to pay an honorarium to a VRSC/ARAC member to translate text so that information is always provided in both languages? When Cindy receives a post in English that needs to be posted, should she upload temporarily in English to the French sites if the French translation is not yet available?
- Do we want to add any pages, such as a Jobs page on the Members-only sites? Or do we maintain the current system (emails from Laura) which seems to work very well.
- Should we create a procedures manual to include the following?
- Procedures for new members joining the organization;
- Procedures once a member is approved, payment, and creating/updating profiles;
- Procedures for posting an article and/or images on the Members-Only sites and also for the Public sites;
- Other procedures as required.

Upcoming Members Survey Report (Michelle Demeyere)

Michelle Demeyere is working on a members survey that she hopes to circulate in mid-June. It will be a simple 7-10 question Survey Monkey questionnaire. The idea came out of discussions that arose in the "Visual Research 101" workshops, and the main topics will be time-tracking and rate questions.

Answers will be anonymous and any suggestions for the survey can be submitted to Michelle ASAP (michelledemeyere@gmail.com)

Sonja Carr has volunteered to assist Michelle with this project.

Sonja moved to accept the committee reports, seconded by Michelle Demeyere.

Next Year's AGM and Tours

Vancouver was discussed as a possible venue for next year. This could help build our west coast membership, and there are a number of possibilities for interesting tours. We discussed the idea of a possible subsidy lottery for the general membership for AGM travel costs.

Kelley Fry moved that the board members should explore the option of a possibly subsidy lottery for AGM travel for non-board members. Pamela Grimaud seconded.

Other Business

Elsbeth Domville is working on putting together some activities around the Visual Connections event to be held on October 25th in New York. She is looking into events with Shutterstock, NBC, Bloomberg etc.

Nancy Marcotte thanked Elspeth for her work with Getty and the appointment of a VRSC/ARAC dedicated rep - Jeff Axelrod. Nancy mentioned a tip for searching Getty Archive material (the non-digitised deep archive): search footage.net for material, note the information, and Jeff can facilitate obtaining screener material.

Michelle Demeyere suggested the membership fee should be raised to \$100. It was decided that this could be added to the survey to gauge response from the membership.

Outreach

Michelle Demeyere suggested that we collect emails at VRSC/ARAC workshops. Elspeth explained this is not always possible - HotDocs has a privacy policy that prevented this.

HotDocs promotion is very expensive - the programme guide ad price quoted was \$1500 for a ¼ page ad (this is the discounted rate!)

POV - perhaps we could arrange for an interview or profile with Elspeth Domville

Laura Lucas suggested that members write for industry blogs as many digital platforms are looking for articles of 500-600 words.

Hollande Choupe suggested that there could be talks at universities offering courses in Library Sciences.

We should also pursue outreach to international markets.

Pamela Grimaud has collected the names of 35 production companies that work with clearance companies to target for outreach.

Any further ideas for VRSC/ARAC outreach should be sent to Elspeth Domville (president.vrscarac@gmail.com)

Adjournment

Kelley Fry moved to adjourn the meeting, Christine seconded.

VRSC / ARAC
Income Statement
January 1, 2016 to December 31, 2016

Income:

Membership Cheque	\$1,570.00
Membership Paypal	\$5,726.20

\$7,296.20

Expenses:

Accounting	300.00
Admin	33.95
AGM:	
AGM Travel	2,008.58
AGM Other	70.13
Bank Charges	45.14
Paypal Fees	196.86
Education:	
Hollywood Workshop	151.53
10th Anniversary	115.49
Promotion	
Promotion - MTL Chapter	900.42
Promotion - ON Chapter	-
Website	2,061.73

\$ 5,883.83

Net Income (Loss):

\$ 1,412.37

VRSC / ARAC
Balance Sheet
January 1, 2016 to December 31, 2016

Assets:

Bank	<u>\$27,043.76</u>
Total Assets:	27,043.76

Liabilities:

Endowment Fund*	<u>\$ 20,238.84</u>
	20,238.84

Equity:

Opening	\$ 5,392.55
Net Income	<u>1,412.37</u>
Closing	\$ 6,804.92

Total Liabilities & Equity:	<u><u>\$ 27,043.76</u></u>
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* Refer to Notes to financial Statements