



MINUTES 2018

AGM of the VRSC/ARAC
held on Thursday May 3rd at 15:30 PM
in the Pendrell Room in the Sylvia Hotel, 1154 Gilford Street,
Vancouver, BC, V6G 2P6, Canada

In attendance: Elspeth Domville (Chair), Nancy Marcotte (Vice Chair), Kelley Fry (Treasurer), Jivan Nagra (Secretary), Laura Lucas, Celeste Mackenzie, Kathie McKenna, Pamela Grimaud, Laura Blaney, Cindy Jacobsen, Mary Rose MacLachlan, Kate Lingley, Bianca Cervantes, Casey Lees, Colin Preston, Matthew Van Deventer, Trish Jagger and Kathy Fisher.

Minutes : Jivan Nagra

Meeting called to order: Thursday, May 3, 2018 at 15:12.

President's Welcome by Elspeth Domville – a very big “thank you” goes out to Mary Rose MacLachlan and Kate Lingley for their organization of the Vancouver visit for us. Our goal here in Vancouver is to not only to provide members with an opportunity to get to know each other in person but for us to support and grow our BC membership and to learn what the VRSC/ARAC can do to support our members there.

Adoption of 2017 minutes

Laura Blaney moved to accept the Minutes of the 2017 VRSC/ARAC AGM.
Nancy Marcotte seconded. Vote: All in favour.

Board of Director's slate for approval

All current board members have agreed to serve for a two year term.

Mary Rose MacLachlan of BC has joined the Board and existing Board member Jivan Nagra agreed to become our Secretary. This slate has already been voted on by the Board and been approved unanimously. We would now like the

approval of the general membership and call for a vote.

Kelley Fry moved to accept the slate. Kathie McKenna seconded. Vote: All in favour.

FINANCIAL REPORT – KELLEY FRY

Notes to financial statements (attached): There is currently \$21,477.50 in the Barbara Sears Endowment Fund (\$17,687.50 in a BMO investment account and \$3,790.00 in a Royal Bank of Canada chequing account). The money will be distributed as determined by the Directors of VRSC/ARAC.

For the first year, some money from the Barbara Sears Fund has been allocated towards the lottery allowing four members to attend the 2018 AGM in Vancouver.

At fiscal year ending December 21, 2017, 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 Kelley Fry, Treasurer. The final financial statements were prepared with the assistance of accountant Marc Lafontaine.

Kelley took us through the 2017 Balance Sheet and Income Statement. She mentioned that as a result of our attendance in Vancouver, we'll have higher expenses in 2018. While expenses will be more than usual we'll still have enough – just not as much of a buffer as in other years. Overall, our expenses tend to be the AGM, workshops and promotion.

Nancy wondered if we should increase the membership fee – to be discussed later in the AGM as other business, time permitting.

Laura Lucas asked about the \$400 spend on podcasts. Pamela Grimaud, who has been developing this initiative elaborated on the idea of producing podcasts and asked other members to consider assist in making them for us. Pamela said they would mainly be focused on research and training but it could be a good networking tool for us as well if we expanded it beyond the VRSC/ARAC.

Kathie McKenna asked what the best way is to receive membership payments since PayPal costs us money. Kelley confirmed that e-transfers would be better as there's no administration fee.

Celeste Mackenzie wondered if we should now help members from outside Ontario or Quebec to attend future AGM's being held in those provinces – in light of our 2018 AGM lottery that allowed for some members to travel west. Elspeth suggested we place this discussion in 'other business' to be discussed later in

the meeting, time permitting.

Kelley Fry moved to accept the Financial Reports as presented. Nancy Marcotte seconded. Vote: All in favour.

REPORT FROM QUEBEC - NANCY MARCOTTE

Nancy confirmed that we now have 31 members in the Quebec chapter, which is a significant increase from last year

The Quebec chapter has continued the tradition of doing a BBQ in September at Sophie Moreau's house, as well as the Christmas party. These social events are well attended and give members a chance to come together and bond.

Kelley Fry suggested similar gatherings with the Vancouver contingent. Bianca Cervantes of Vancouver suggested a Vancouver barbeque.

Last September the Quebec contingent enjoyed a cocktail hosted by Jeff Axelrod of Getty Images where almost 20 members showed up and where Elspeth was present. Another cocktail is on the agenda for this year. This is a valuable event as Getty is a big player and Jeff has been a significant help to us.

Nancy was on the jury from the Gemeaux Awards and Catherine Pelchat was on the jury last year. In June we will have all the nominations in but the researchers are usually predominantly editorial rather than visual. Nancy is in talks with the Gemeaux board about including visual researchers. Her goal is to make sure that there is no omission of visual researchers among the nominees.

No workshop was done at RIDMS this year as their focus was on digital platforms. Nancy already talked to Mara, the director, and they are thinking of doing a workshop with documentary directors that use archival materials in their films.

There was a workshop on copyright and public domain lead by Vivian de Kinder. Fifteen people attended and Sylvia Mezei helped in the preparation. She has a strong background in this as she's worked closely with lawyers at the NFB. Kelley asked if that workshop can be seen on our site. Nancy said not yet but it will be.

Along with Ragnhild Milewski of the NFB, we are organizing a workshop on "Visual Research on Augmented and Virtual Reality" to be held in June where key producers will be present such as Hughes Sweenie from NFB but also independent producers and directors. Nancy suggested we should do the same thing in Toronto.

On April 24th, Nancy participated on behalf of the VRSC at a workshop on fair dealing with Vivian de Kinder which was organized by the Montreal Film Association, a group of mostly English speaking participants and also new Quebecers. Nancy distributed our postcards there and felt that it was a good opportunity to promote our group.

Jocelyne, Pamela, Janet and Nancy ran a Montreal FOCAL jury for Best Archives in a Natural History Production. Nancy had a lot of back and forth with FOCAL about no longer considering Montreal members as one vote in the three jury system. Jivan confirmed this strategy was no longer the case with the Jane Mercer Award.

Nancy has a meeting with Monique Quesnel about Radio-Canada's new policy of billing in the currency of the country that the sale is being made to i.e. British clients will be billed in pound sterling, European clients in euros, etc. without making adjustments i.e. if the rate here is \$85 CAD/sec then European clients would be charged 85 euros).

Finally Nancy suggested that we should allocate some funds for translations of VRSC/ARAC materials that need to be sent out in both languages. She has doing a lot of the translation but it's a lot of work. This is important for our Quebec members. Elspeth agreed that we should come up with some money to compensate for the time it takes to do translations.

FACEBOOK REPORT – ELIZABETH KLINCK (read by Elspeth Domville)

Thanks to all of the VRSC ARAC 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 all of 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, Pamela Grimaud, and Denise O'Brien for the great job they have done moderating the VRSC ARAC Twitter account.

TWITTER REPORT – DENISE O'BRIEN (read by Elspeth Domville)

Hi All – I hope you are all enjoying the AGM. I wish I could be there.

I am new to Twitter and it now has me by the tender-hooks. Managing our organizations Twitter account has proven to be a both fun and educational. I have enjoyed sourcing material and re-posting great articles from Elizabeth. As of Aug 2017, we had 427 followers. Today we sit at 520. I try for about 3 tweets per weekday. We are slowly growing and garnering a broader activity base within appropriate channels of the "Twitterverse". We gather 2-3 new followers each week and even get the odd re-Tweet.

Our Tweets are populated by the following:

- 1) VRSC/ARAC member accomplishments such as nominations and project air dates
- 2) Profile of archival collections, big and small
- 3) Industry news
- 4) Post trailers for archive heavy documentaries
- 5) Historical images and clips relevant to today's headlines
- 6) Many great articles via Elizabeth Klink via Twitter and FB
- 7) Re-Tweets

In these Tweets, best efforts are made to recognize under represented communities within archive.

I would like to encourage each member to please toot your own horn and send me an email when you have a project being released so we may promote it and you. It was lovely to see all of the activity when we tweeted about our members being nominated, (and winning) Canadian Screen Awards.

I feel Twitter is an important tool to raise the visibility of our organization locally, nationally and internationally. We have had lots of great activity on our feed engaging with film makers and Archival collections, such as; director Brett Morgan responding to our Jane Goodall documentary Tweet, and Bill Morrison, Director of Dawson City: Frozen Time, liking our Tweet about Film preservation.

Please send any feedback, direction and Tweet suggestions my way!

PROFESSIONAL DEVELOPMENT PROGRAM – ELSPETH DOMVILLE

Roy Harris has stepped down as head of our Education Committee but no one has yet volunteered to take it over, so Elspeth has been running it in the interim. She's asked if anyone is interested, to please let her know. The program is mainly workshops and tours. The most recent series is the "Visual Research 101" series – the third of the four was held a few weeks ago. We've posted the PDF's to our site where you'll also find the PDF's of the first two plus video and audio recordings done by Roy Harris of those which are broken it out by section. Joel Elliott, a new member has volunteered to record our next workshop, which we are hoping to do in June. Elspeth clarified that the "Visual Research 101"

workshop is not basic, it can be for junior and/or experienced researchers. The most interesting aspect was experienced researchers sharing their experiences. Elspeth encourages the more experienced researchers to participate – if not in person then by skype, usually between 5:30 – 7 EST. We hope to hold a fall workshop on music clearances which we've done before but not for several years.

WEBSITE UPDATE – CINDY JACOBSEN

Cindy noted the upswing in new requests for membership and that the website is being used more. She will continue to make improvements. Content is king – e.g. hosting the podcasts would be great. If anyone wants to put anything on the website, Cindy is more than happy to get suggestions. Laura Lucas reminded members to make sure their profiles are up-to-date as she's received interest based on her profile. Laura Blaney reminded us to add our specialties because when people have reached out to her for suggestions, this would help. Elspeth said it would be nice if more members uploaded their head shot to their profile as well so fellow members can have a sense of what we all look like which is helpful at meetings and events. Photos cannot be seen by non-members visiting the public side of the site so there are no privacy issues.

SURVEY OF MEMBERS – ELSPETH DOMVILLE

At last year's AGM, Michelle Demeyere agreed to take this on for us. The idea would be to send out brief surveys from time to time on different topics so we can have a sense of our membership's needs, what's working and what isn't, along with suggestions of other things we can tap into. Nancy added we could do one on how our jobs are changing (e.g. dealing with YouTube). Elspeth wondered how we can start this discussion and what is the best way to obtain this information? Will people be prepared to take 5 minutes to respond? Laura Lucas said we should establish what we want to accomplish with this survey. Elspeth said we would need more than one survey (e.g. for the workshops under the survey category of education) and they could be sent out now and again over time. Nancy suggested we conduct the surveys via email but Laura Lucas and Trish Jagger suggested using a survey program like Survey Monkey.

OUTREACH – ELSPETH DOMVILLE

Elspeth let us know that we had a great experience at HotDocs 2017 where the VRSC put on a workshop that was very well attended and in return we got several promotional opportunities such as a chance to display our poster, have an ad in the program guide, our postcards at the industry centre and we've since

tried to come up with similar opportunities such as our presence at Visual Connections in New York last. At that event, we put our cards in the swag bags and a lot of people in the U.S. were interested. What came out of our meeting with Sophie in Montreal was connecting AGM with DOXA (Vancouver's festival), putting on a workshop for them. In return we've elevated our presence in the greater community here with B.C. producers and directors. Nancy and Elspeth are meeting with DOC BC executives during our visit to the west coast as well. Cindy is taking our postcards to promote at events. Laura Blaney will be volunteering at the Fabulous Festival of Fringe Film and she'll take our postcards there. Money is an always an issue - Hot Docs and CSA advertising are exorbitant so what's been working well for is doing workshops in exchange for advertising.

VOTE TO ACCEPT THE REPORTS PRESENTED TODAY

Pamela Grimaud moved to accept the all the reports as presented today.

Kate Lingley seconded the motion. Vote: All in favour

OTHER BUSINESS

ISSUE OF CBC DESTROYING THEIR ORIGINAL MATERIALS AFTER THEY'RE DIGITIZED – ELSPETH DOMVILLE

The CBC Museum Foundation was working on using storage in northern Ontario to house original materials once they'd been digitized but due logistical problems they did not meet deadline on the end of March and needed an extension to the end of June. CBC did not grant this extension and has begun destroying material. Elspeth was in touch with member Roy Harris who said that he would reach out to CBC management about this for us. Elizabeth Klinck is wondering if we should send a letter. The general consensus was that this is a good idea. Elspeth, when she hears from Roy, will send an email about the situation with his info as part of that and then we'll go ahead and draft a letter and see what kind of power we wield.

Colin Preston added that digitization is being outsourced and that inserts will not be digitized. He stated that the issue is always eliminating assets for space and he feels that both the present and future presidents should be addressed in the letter.

The question was raised as to why the CBC and SRC are going down different paths as SRC is not destroying original elements. Kathie McKenna suggested that we release our letter to the media. Colin said to be specific with our experiences and our areas of expertise. Laura Blaney said that we should reach out to all sorts of people to increase awareness.

MEMBERSHIP FEE

How do we feel about raising our annual membership fee? It's currently \$85 and Elspeth asked about \$100 but the consensus is \$100 is a looming amount mentally. The general consensus was that the group liked the idea of \$90. Kelley mentioned we've been talking for a couple of years about raising it as it's been at \$85 since 2013. Again the general consensus was that that we're definitely getting our money's worth for that amount – Nancy cited the group emails as one of the many useful benefits. Laura Lucas looked at our Income Statement and wondered if we need to raise the fee and the group agreed that we do.

Celeste MacKenzie moved to approve an increase of the annual membership fee to \$90 effective January 1, 2019. Laura Lucas seconded. Vote: All in favour.

SUMMARY

Elsbeth mentioned that the topics we didn't get to at this AMG were the lottery for west coast members to head east and the podcasts. Regarding the lottery, we agreed that we should consider this as an ongoing thing albeit perhaps not on the same scale, as Vancouver was a unique situation. Celeste Mackenzie asked if this should be formalized. Kathie McKenna wondered if we should ask members in a survey? Laura Blaney said that members being able to meet in person is beneficial but maybe the next lottery will be for a lower amount and not open to as many people. We agreed to continue to explore the idea of the lottery for future AGM's, in discussion and consultation with Elizabeth Klinck, former President and current Chair of the BSEF Committee. Note: The reason that it was deemed appropriate to use some of the BSEF fund to help members attend the activities in Vancouver 2018 was because of the educational opportunity offered to members – archive tours and presentations (the educational component)– in addition to the 2018 AGM.

Regarding podcasts we agreed to create a sub- committee to further explore this.

Trish Jagger expressed interest in helping out with the Education Committee. Laura Lucas suggested holding a longer workshop, a big one day workshop and maybe combine it with the AGM. Elspeth suggested that it might be a good idea to wrap it around the Toronto AGM as we've done tours at two previous AGM's before so this would be a good opportunity to have a change. Trish Jagger said

that would be a bigger draw for her to attend as a member living in Edmonton. Kate Lingley suggested bringing people from the west to the east so they can go back to Vancouver and share the knowledge. Kelley Fry said that would add to the argument for a lottery.

ADJOURNMENT

The Chair officially adjourned the AGM at 5:05 PM.