

**West Surrey Area: Spring Meeting 2017**  
**Hosted by Weybridge DFAS, at Riverhouse Barn, Walton-on-Thames, KT12 2PF**

**MINUTES for 27 March 2017**

**1) Welcome by Area Chairman, Tony Cowell**

Tony welcomed representatives from all 18 West Surrey Societies and extended a warm welcome to our guest NADFAS Trustee, Denise Topolski.

**2) Introduction to Weybridge DFAS by Chairman, Richard Stocks.**

Richard welcomed everyone to the Riverhouse Barn on behalf of host Society Weybridge DFAS, and spoke to us about the Society and the local area.

**3) Apologies and Minutes of last meeting: Tony Cowell**

**Apologies** were received from: Barbara Naylor, CRAR, and Paula King, Chairman, Surrey Heath DFAS.

**Minutes of Autumn Area Meeting, 23 October 2016:** Approved with following corrections:

- On page 1 of Minutes '*Christine Carter*' should read '*Catherine Carter*'
- On page 2; para beginning '**Pat Butler, Cranleigh DFAS, commented**'...replace '*The Lightbox, Woking*' with '*The Watts Gallery*' and insert 'Year 10' between 'for' and 'students'

We hope to have costumes from the Hatchlands HV project on display at the Autumn Area Meeting.

**4) Trustee's Address by Denise Topolski:** Please see text of Denise's address attached as a separate document.

**5) Open Forum:**

**REBRANDING**

**Chris Symington (CS), Woking DFAS:** Woking DFAS members love the name 'The Arts Society' but are unhappy about the positioning of the Society name adjacent to the logo – the logo is too imposing in relation to the name. Chris cited an email communication received from Florian Schweizer regarding the relative size of the logo to the Society name when used together.

Chris also has concerns, echoed by many of the Society Chairmen present, about Society websites and NADFAS's relationship with Airedale Solutions with whom many Societies have developed a close working relationship which they now fear is jeopardised as a result of the rebranding exercise.

**Denise Topolski (DT):** The pack explores the way in which the logo can be used in more detail. It will take time for the image to build recognition as a brand. Huge research has gone into the design of the logo. The purpose of rebranding is to bring about a halt to falling

membership nationally through energising recruitment by making us stand out and being recognised – this logo will, in time, become our emblem.

We are embarrassed by the website – we have come to recognise that the work involved in running the site and developing it is far too much for Rik (Gadsby) to cope with singlehanded so have gone to an outside company to take this work on.

**Valia Headley, Mayford DFAS** said her Society also enthusiastically welcomed the new image and liked the new logo but were also concerned about the situation with Airedale Solutions who provide many Societies in the Area with websites which fit their needs very well and at a modest cost and this has resulted in Societies building up good working relationships with Airedale Solutions which they are reluctant to relinquish.

**Joanne Watson, Farnham DFAS:** NADFAS has not engaged properly with Airedale and not allowing Airedale access to means for reproducing the new logo has not been helpful.

**DT:** The situation with Airedale Solutions is important to us, however, we need Airedale to be patient whilst the rebranding of website material is being developed and we cannot give Airedale the new logo before it is available to other companies.

**Geoff Ellerton, Guildford Wey Valley DFAS:** We regard Kevin McCarthy as our trusted professional advisor as regard our Society website.

**Denise** said she would take our concerns on this matter back to the NADFAS Trustee Board.

**Margot Reinold, Runnymede DFAS:** was concerned that we are moving too quickly and local Societies may struggle to be recognised in their local areas as they transition to our new identity as The Arts Society.

**Haslemere DFAS:** Haslemere has had an Art Society for 150 years and they are very upset by our rebranding. Haslemere DFAS does not think the new name explains what we do.

**DT:** Several stages of development have been undertaken before settling on the new brand and name. Many names were suggested and were considered by member Societies before the name was chosen and copyrighted.

**Geoff Ellerton, GWV DFAS:** We endorse the problem over the name but there is now a perception that NADFAS is changing to a top down, corporate centred organisation rather than many local societies accessing centralised services.

**DT:** We are not trying to change the organisation - we are proud of the local role but many Societies struggle to survive and recruit and the rebranding is aimed at countering this. When NADFAS was founded there wasn't the same competition that exists these days and people now do not necessarily want to commit on a long term basis, particularly to volunteering activities. We need to entice people to become members and then aim to get them interested in volunteering.

**Margot Reinold, Runnymede DFAS,** said there was a need for a meeting to be held at Area level to discuss implementing rebranding.

**Lis Coult, Area Trainer,** said she would be attending a training day on rebranding at NADFAS House and would be able to report back afterwards. The ICM will provide an opportunity to discuss and share plans on rebranding.

## GOLDEN JUBILEE

**DT outlined** the two national initiatives planned to celebrate the NADFAS Golden Jubilee;

- The Arts Fest

This is a grass roots initiative in which all members can participate and encourage Young Arts contacts to participate. (*To obtain copies of the Arts Fest information please contact Gill*

*Martin at NADFAS House and ask her to resend the email*). The proposal is to ask members to submit digital photos of artwork they wish to enter to Spring Area meetings in 2018 where the best local entries will be selected and sent on to NADFAS House to be used on the rolling presentation at the 2018 AGM.

- 'Our True Gold'

This initiative is aimed at raising our public profile and will involve our partner museums and galleries. To achieve maximum impact, this event will be staged nationally over the weekend of 22/23<sup>rd</sup> September 2018 and it is intended that it will be led locally by Area teams. A paper on planning for Our True Gold is available from NADFAS House.

Caroline Coleman, Area Vice Chairman, outlined ideas put forward by Shalford DFAS Chairman, Rosey Skeffington, involving sculptor Carl von Weiler, who has considerable experience of community based art projects. This project will be discussed in more detail at the ICM in June.

## **6) Area Team Reports** *(please see full written reports circulated prior to meeting)*

Chairman, Tony Cowell explained to the Meeting that, in order to allow as much time as possible for discussion of NADFAS rebranding proposals and future plans, that Area reports would be kept as brief as possible on this occasion but questions relating to the reports would be taken from the floor as usual.

**Chairman's Report:** Tony Cowell's written report was noted.

**Treasurers Report:** In addition to his written report, Tony Moorey added a plea for someone to step forward to take over the role of Area Treasurer as he cannot, under NADFAS rules, remain indefinitely in this role.

**Training Report:** Liz Coult talked about the need for training within the Area and explained that, in order for courses to be viable, we need a minimum take up of five participants per session. Liz said she intends to become involved in NADFAS National Training Team.

**ACE Report:** Since providing her written report, Geraldine Corbitt had attended the Directory Day, held at Westminster Hall, London. Twenty-seven new lecturers spoke at this year's event. Geraldine confirmed that a limited number of popular lecturers continue to deliver the majority of Society lectures despite being more expensive on the whole than lecturers new to the NADFAS Directory, she urged Societies to consider hiring the newer lecturers more often given their quality and to help contain costs.

**Church Recording:** Barbara Naylor sent her apologies to the Meeting. Please see Barbara's written report and contact her directly with any queries.

**Church Trails:** Since compiling her written report, Sara Scott confirmed that another Trail has been confirmed in the Area. Sara asked all Societies to consider producing Church Trails and said she is happy to come to Society meetings to talk about Trails. Sara

suggested that a successful Church Trails team might consist of 3-5 members and added that she is prepared to format the information for Trails if teams would like her to do so.

**Heritage Volunteers:** Tony Cowell thanked Gillian Hudson; Farnham DFAS for her update her Society's HV activities.

**Young Arts: Please see** Jane Stopford-Russell's written report.

**8) Elections and appointments:**

The following Officers were elected and appointments made for the period May 2017 to May 2018 (exact dates coinciding with dates of NADFAS National AGMs)

<b>Elected Officers</b>		<b>Proposed by</b>	<b>Seconded by</b>
Chairman	Caroline Coleman	Shalford DFAS	Englemere DFAS
Treasurer	Tony Moorey	West Surrey DFAS	Woking DFAS
Secretary	Richard Audsley	Englemere DFAS	Surrey Heath DFAS
<b>Appointments</b>		<b>Proposed by</b>	<b>Seconded by</b>
ACE	Geraldine Corbitt	Windlebrook DFAS	Shalford DFAS
Area Trainer	Liz Coult		
CRAR	Barbara Naylor		
CTAR	Sara Scott		
HVAR	Maggie Johnson		
Young Arts Rep	Vacant		

Tony Moorey, Area Treasurer, nominated Sam Dunning as Independent Examiner of Accounts for the following year. This was seconded from the floor and agreed unanimously.

Following the elections, Caroline Coleman, Area Chairman elect, Thanked both Jane and Tony Cowell who will be stepping down from their posts in May and presented both with gifts as a token of our appreciation for their work on the Area Team over a number of years

**9) Concluding Remarks by Area Chairman:** Tony thanked Richard Stock and his team from Weybridge DFAS for all their hard work in arranging and hosting the Meeting and our guest, Denise and delegates from West Surrey for attending and participating in the meeting.

*The meeting broke for lunch at 1pm.*

### **Dates of forthcoming meetings:**

- Spreadsheet course. 1<sup>st</sup> April at Liz Coult's house.
- Mail chimp for beginners on 21<sup>st</sup> April at Liz Coult's house.
- Church Recording Team Leaders and Compilers meeting: 7 April
- Programme Secretaries Information Day, a joint E/W Surrey venture on 2<sup>nd</sup> June at Guildford Cathedral, to be given by Maggie Biggs.
- Informal Chairmen's Meeting: Fri 9 June, venue TBC
- 'Getting to Know The Arts Society'. 20<sup>th</sup> October at Guilford Cathedral to be given by Liz Coult..
- Autumn Area Meeting: 27 Oct 2017, Shalford Village Hall, King's Rd, Shalford, GU4 8JE
- Area SID: Lecturer Jane Angelini on 'Sicily', 3 Nov, 2017, High Cross Church, Knoll Rd, Camberley, GU15 3SY