



## VANCOUVER SHORT FILM FESTIVAL 2010 ANNUAL GENERAL MEETING MINUTES

Friday, April 16, 2010 6:30-8:15pm  
Waves Coffee, 1095 West Broadway, Vancouver BC V6H 1E2

All members of the Vancouver Short Film Festival Society are invited to the AGM. Non-members are welcome, but may not participate in the business of the meeting.

### In attendance:

Jun Paul Obayashi – Chairman  
Sandra Garcia – Outgoing Secretary Treasurer  
Paul Armstrong – Director  
Jocelan Alderking – 2010 Festival Director

### With Regrets:

Brian Danin – Founder, Director  
Nick Middleton – Director  
George Harris – Director  
Kate Green – Nominee for Board 2010  
Devon Cooke – Technical Director (Staff)  
Mike Tanassee – Programming Director (Staff)  
Spencer Kent – Submissions Coordinator & Programmer (Staff)  
Elizabeth Yan – 2010 Sponsorship Director (Staff)

### Agenda

#### 6:30 – 6:45pm **Registration/Call to Order**

- Quorum Report

The minimum for quorum is 3 directors, in attendance.

#### 6:45 – 6:55pm **2009 Reports:**

- Programming
- Marketing
- Sponsorship

Sandra read out the reports from 2009. The reports have been updated since the meeting (the festival is back to two days on October 28-29, 2010, instead of 3 days).

#### 6:55 – 7:25pm **2009 Financial Report**

- Presentation of 2009 Financial Statements
- Presentation of 2010 Projected Budget
- Questions from the floor:
  - **Jocelan:** How did we arrive at the projected budget #s? Did Sandra use a round number (eg. 25% increase)?



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- Sandra went line by line for expenses and revenue and made estimates based on the last 2 years of the festival and what we hope to program and make this year.
- Jun confirms that the 2010 #s are about a 25% increase in both revenue and expenses from 2009.
- **Paul:** What if we go over budget?
  - Sandra states that we have never gone over budget because of careful management.
  - Jocelan reiterates that as Festival Director, she does not plan to go over budget for 2010 and would like to aim for a full house for the festival this year.
  - Jun affirms that our profits have risen steadily year after year.

### 7:25 – 7:35 **Outgoing Board Presentations**

- Sandra read out the resignations from 2009 Directors Seanna McPherson and Andrew Williamson.
- Outgoing Festival Director notes by Sandra Garcia
  - In 2008-9, Sandra has been in charge of marketing, programming, submissions (2009), recruiting staff, judging, and overall production of the festival. She feels that in 2010 she needed to step back as Festival Director and focus on her strength and expertise, which is Marketing. In addition to Marketing Director, she is still involved in programming the World's Best Shorts and "Best of 5" screenings. She hopes that her newly devised programming system and team will allow the submissions and selection process to go much smoothly this year than in past years, with Mike and Jocelan making final selections from the shortlisted films.
  - Sandra will not be resigning from the VSFF Board for 2010, but will stay on in an advisory role and to apply for grants, where we are eligible. She is officially resigning as Secretary Treasurer.

### 7:35 – 7:55pm **Incoming Director Election**

- Available Board positions for 2010 are **Secretary** and **Treasurer** (or Secretary Treasurer if one individual is elected).
- Board Nomination Speeches
  - **Kate Green** was not able to make the meeting but left this message on Sandra's voice mail: "I will have to excuse myself from the meeting and talk to you at a later point about coming onto the Board. I am interested, I don't want to over commit myself; that is my only concern right now. As for tonight I won't be able to get there, as I have a meeting later tonight. I apologize and will talk to you soon."
  - Since she is Festival Director for 2010 and managing the budget, **Jocelan Alderking** nominates herself as Board Treasurer and promises to provide quarterly reports to the Board on the society's financial standing. She has a



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genuine desire to influence the strategic direction and growth of our festival in the long term.

- No other nominees or directors have nominated themselves as Secretary. Jocelan volunteers to act as Secretary for the duration of 2010 unless someone expresses the desire to fill the role.
- Jocelan adds that going forward into 2011, the role of Treasurer should be done by an Accountant.
- Election
  - Jocelan is voted in and seconded as Secretary Treasurer.

### 7:55 – 8:05pm **Other Business**

- Introduction of New Festival Director
  - Jocelan Alderking is excited to fulfill her role as our new director. She has a passion for the arts as well as programming, and can use her great network of contacts to assist our event.
  - She has already recruited Event Planner Paula Havard, who has done 1000+ attendee events for Vancity.
- Response from most recent **BC Arts Council Professional Arts Festival grant** application
  - Sandra read out the most recent feedback from the above grant we applied for in October of 2009:
  - *Artistic Achievement* feedback:
    - Mandate is not being met; intent is there but no clear curatorial vision demonstrated
    - Could be a good idea but we need to focus
    - Occurs a week after the Vancouver International Film Festival, thus a dead zone for programming, no audience interested
    - Marginal eligibility – student work
    - A competition – poor fit for this grant program
    - Attractive idea but has not found its focus yet
  - *Community Engagement* feedback:
    - Questionable if there is a demand in the community
    - Very small audience for unfocussed program
    - Good that student work is promoted but Council/program supports professional work
  - *Feasibility* feedback:
    - Would like to see us share resources with another event to ease our costs and increase our marketing
- Sandra points out that we will not be applying for this particular grant again, as we are not on the scale of festival that they are looking for.
- Paul asks if we have considered applying for Telefilm, BC Film, and Canada Council Grants.



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- Sandra answers that we are not a good fit for Telefilm (focuses on features), not eligible for BC Film funding, and **we have not yet received word on the Canada Council grant applied for in October 2009**. Jun, please be on the lookout for the response to this grant.

### 8:05 – 8:15pm **Closing Remarks**

- Sandra proposed that the Board review our by-laws. Jocelan has already reviewed it and does not recommend any changes. However, new signatures and addresses must be added.
- Jun has received the non-profit renewal notice from the Registrar and it will be updated to reflect the new Board.
- Sandra says that in 2011 the Chairman must run the next AGM.

Meeting Adjourned

Copies of the 2009 Financials, 2010 Proposed Budget, 2009 Staff Department Reports, and AGM minutes will be available on our website at [www.vsff.com](http://www.vsff.com).

*The Vancouver Short Film Festival (VSFF) Society is currently governed by a seven member Board of Directors. Term is one year. The role of the Directors is to establish strategic objectives and overall policy of the Society and Festival. A director is required to attend regularly scheduled meetings. Directors who are unable to remain in office must resign in writing or in person at a Board meeting.*