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## General Assembly

Wednesday 3rd November 2021, 17:30 CEST  
at Galerie Alpine, Villars-sur-Ollon

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### Agenda & Minutes

Artist members were invited via Google.meet to join the AGM

**Welcome** (Sophie)

- 1. Present: Cotisations & Memberships 2021** (Lee)
- 2. Past: Reflection on 2020-21/COVID-19 impact. Current restrictions** (All)
- 3. Past: Presentation of 2020 Accounts** (Sophie)
- 4. Present: Review of Bail/Physical space/Exhibition Space/Atelier** (All)
- 5. Present: Artists Contracts** (Sophie)
- 6. Website, social media, featured artists, followers** (All/Bao)
- 7. Future: Review Phase 3 - Action points** (All)
- 8. Future: Artperos & Events, Winter 2021-22/Phase 4** (All)
- 9: Conclusions** (All)

**Welcome** (Sophie) acknowledgement and registration of members present/on-line

**Present:** Sophie, Rob, Lee, Todd Besanceney (member) and Bao Khang-Luu (on-line)

- 1. Present: Committee structure, Cotisations & Memberships 2021** (All)

Sophie Scott: President & Treasurer

Rob Scott: Vice President

Lee Johnson: Secretary (website)

Cat Saunders: Working artist

Bao Khang-Luu: Website & marketing (social media)

## **Cotisation 2020-2021- Amis de GAA (Lee)**

Single: 50.-CHF per month

Family: 70.-CHF per month

Business: 250.-CHF/500.-CHF according to size

2021: We have 191 Amis de GAA on the mailing list as of 28.10.21 Corporate memberships: Aiglon College, Beau Soleil, La Garenne and Pre Fleurie  
*For comparison in 2020: We had 183 Amis de GAA on the mailing list. Only 7 new Amis had joined or renewed in 2020, compared to 15 in 2019, which needs improving.*

## **2. Past: Reflection on 2020-21/COVID-19 impact. Current restrictions (All)**

Compulsory closure was enforced 21.01.21 through to 01.03.21 reopening. A 'Click & Collect' service operated but classes (under 12's) continued. Adhering to capacity rules we still recommend only 9 customers in the shop (10 with a working artist) including students in the atelier, keeping 1.5 meters apart still recommended. No more than 5 customers upstairs. It is mandatory for working artists and customers entering to wear face masks. Hand sanitiser is being used and a cleaning record is being kept. We continue to follow any updates from the BAG website. We have passed both police checks/visits in the past year.

Artperos: 30 people restriction for events, masks obligatory inside, Swiss covid vaccine checks at door using app, certificates are mandatory for cultural events, a record of names/contact details for contact tracing are kept for 14 days. We are prohibited to eat and drink inside - seating for this outside - keeping a distance.

N.B. Police check was made 10.11.21 with Rob present (we passed) with new updates putting Artperos into question. Committee to discuss this for the coming winter season...

## **3. Past: Presentation of 2020-21 Accounts (Sophie)**

Sophie took over the accounts from Cat Saunders, (effective August 2020). The accounts for 2020 were completed and submitted through our accountant Turrian SA - thank you to Carol Dulex for all of your help.

It concludes that at the end of 2020 the Association Galerie Alpine and Atelier made a loss of 679.35 CHF - this is not surprising in a Covid-year and could have been a lot worse. Sophie's 3000.-chf 'Start-up' Loan remains in the pot in case of hard times - repayment to be discussed/reviewed.

The 2021 accounts are up to date to the end of October. Sophie is optimistic about the 2021 sales, especially helped by the sale of a few of Vincenzo's bronzes in the second half of the year. The accounting for artist's sales are available to GAA artists upon request.  
Action point: SJS to create a more detailed 'bon' account record.  
Analytics of gallery rent/sales/profits/memberships/atelier classes would be useful (Lee).

Notes to working artists: try to encourage cash sales over card sales (fees last year?)  
Member's discounts only to be given on presentation of a valid membership card.  
Keep a record of bon, artist rent paid and memberships sold in paper file.

#### **4. Present: Review of Bail/Physical space/Exhibition Space/Atelier (All)**

The reduced bail amount of 2000.-chf per month has been paid since 01.12.20

This is updating to 2100.-chf per month effective 01.12.21 (paid end of month 30.11.21)

Swiss Caution is up to date, recently paid, amount: 328.10 chf. We are most likely changing/updating insurance brokers from AXA Winterthur to Helvetia in 2022 = improved window breakage coverage, theft coverage and lower annual premium.

Physical exhibition space experienced water damage in the basement this summer. Villars Chalets have taken charge of the insurance claim - degats d'eau on behalf of Mme Favre.

Awaiting quotes and decision for partial closure 2 days (wall repairs) or a full week (wall, ceiling & floor repairs) end of November 2021 or April/May 2022.

Galerie Alpine hand painted sign for the roof was completed, awaiting Jaggi to complete the metal stand and RM Toiture will place it. Quote received. Sophie to follow up...

#### **5. Present: Artists Contracts**

- New artists: Alanna, Dora re-joined us, whereas Danny, Willemijn & Evalis have left. Bao has moved continents (to the U.S.) but continues to support us as working artists/website/marketing. There is space for new artists, older applications being reviewed. New artists have been invited/being shortlisted.

**Artists:** we are currently a strong association of 19 contributing members of the GAA:

- 5 x working artists & Atelier on 20% contracts (Sophie, Rob, Lee, Cat, Bao)
- 5 x rent paying artists on 30% contract (Christine, Heidi, Dora, Alanna & Vincenzo)  
New paying artists are being contacted & shortlisted.
- 9 x 'no-strings' artists on 50% contract (Belinda, Heena, Kathy, Sally, Bill, Andre, Nathalie, Gemma and Peter). 50% option being phased out (not offered in future).

#### **Contracts/Rent:**

Entry in 2021 for a new artist is still 500.-CHF. Half spaces are also available at 250.-CHF. A full space 3 month contract (comprising 300.-chf rent, 100.-chf vernissage, 50.-admin /insurance fee and 50.-chf website/marketing). 100.-chf rent thereafter is charged per month for rent of a full space. . All money is retained by the GA Association to pay overheads and not paid to any members of the Committee - review for 2022 to pay Bao for website services. The website costs 350.- per year and costs need to be met first.

#### **6. Website, social media, featured artists, followers (All/Bao)**

New website launched 12.07.21 - full credit to Bao and all his hours of updating and management (between 2 time-lines). We had a few teething problems with levels related to contracts and links to personal websites, now resolved and structured as follows:

50% artists have a splash page, the 30% artists who contribute rent each month have a slideshow of their work with links to their website/social media pages and the Committee have the option of managing their own portfolio. We are prioritising rent paying artists as 'Featured Artists' with a focus on an individual artist each month. 50% artists to follow. Featured artists interviews: Alanna, Vincenzo, Dora & currently Bao - going well. See further website & social media statistics in the appendix...

### 7. Future: Review Phase 3 - Action points: (All)

*Still to achieve:*

- *On-line shop. Only bons & memberships currently available (our first 250.- Bon bought online). New artists need to pay a fee for set-up Artists could still pay for virtual space. Revenue from the website needs to subsidise Villars physical space.*
- *Packaging & Shipping framework required.*
- *Virtual 3D website link of permanent exhibition so that artists' work can appear on it and attract people coming to the area - link from Tourist Office website. Postponed - to be revisited and expanded in future meetings and is a target for 2021.*

### 8. Future: Artperos & Events, Winter 2021-22/Phase 4 (All)

Dora Artpero: 06.11.21

5th Birthday 18.12.21 pending Covid restrictions

Christmas/NY Rota - working artists TBC

Sophie - Interior Design Services in 2022. Watch this space!

Rob & Lee to define their roles and take on new responsibilities

Lee - Analytics (new)


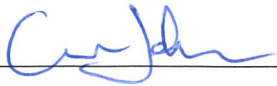
Rob to do marketing posters & interior photoshoots

Rob to help us maintain links with Villars Vanguard

### 9: Conclusions (All)

2021 was a 'recovery year' but it is not over yet! Thank you to the Committee, our 'family' of artists, our amis de GAA, the G.I.E.V.O (Fred Dupont) and the Tourist Office for your continued support.

The meeting was concluded at 18:40

Signed:			
Date:	<u>22.11.2021</u>	<u>23.11.2021</u>	<u>24.11.21</u>

## Appendix:

### Website Statistics

- Visitors
  - per week average: 52.6
  - per month average: 189.4
  - last month: 291
  - this month: 55
- Top countries
  - Switzerland: 48.3%
  - France: 15.7
  - United States: 13.2%
  - United Kingdom: 11.1%
- Top sources
  - Direct: 44%
  - Facebook: 24%
  - Search: 25%
  - Instagram: 5%
- Top pages
  - Home
  - Artists 13.6%
  - Interview with Dora 4.7%
    - During her month her interview was the most visited page over the homepage
    - Profile 7th most visited
  - The Association 3.7%
  - Shop 3.4%
- Top Artists
  - Sophie Scott
  - Alanna Rowntree
  - Robin Scott
  - Dora Fraissinet
  - Lee Johnson
  - Cat Saunders
  - Gemma Wiseman

## FB/Instagram statistics

- Posts: 94, +45 from last year

## FB

- Average Reach: 157, -52%
- Engagement Rate: 13%, +5% (1%)
- 364 followers
- Top cities
  - Villars-sur-Ollon, Switzerland: 12.6%
  - Gryon, Switzerland: 10.4%
  - Ollon, Switzerland: 10.4%
  - Geneva, Switzerland: 1.8%
  - Lausanne, Switzerland: 1.8%
  - Leysin, Switzerland: 1.5%
- Top countries
  - Switzerland: 61%
  - UK: 23.3%
  - France: 3.1%

## Instagram

- Average Reach: 398, -21%
- Engagement rate: 10%, -5% (1-5%) Click like and share posts
- 1252 followers
- Most engaged internal followers
  - Vincenzo Romanelli
  - Cat Saunders
  - Ildze Ose
- Top cities
  - Ollon, Switzerland: 3.4%
  - Lausanne, Switzerland: 3.3%
  - Villars-sur-Ollon, Switzerland: 2.1%
  - Geneva, Switzerland: 2%
  - Gryon, Switzerland: 1.6%
- Top countries
  - Switzerland: 36%
  - France: 6%
  - UK: 4.6%