



General Assembly

**Saturday 17th October 2020, 18:30 CEST
at Galerie Alpine, Villars-sur-Ollon**

Agenda & Minutes

Artist members were invited via zoom.us to join the AGM

Welcome (Sophie)

- 1. Past: Presentation of 2019 Accounts** (Cat)
- 2. Forced closure/COVID-19 impact** (All)
- 3. Present: Restructuring of Committee & New Bail** (Soph)
- 4. Cotisations 2020-21** (Lee)
- 5. Review of Artists/Rent/Exhibition Space/Atelier** (Soph)
- 6. Projection of 2020 Profit & Loss** (Rob)
- 7. Future: Phase 3 Plan & Review** (SophLee/Bao)
- 8: Conclusions** (All)

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

Present: Sophie, Rob, Cat, Bao, Lee, Danny (via zoom), Heidi (via zoom)

1. Past: Presentation of 2019 Accounts (Cat)

Thank you to Cat Saunders and Carol Dulex (Turrian, Villars) for submission of the 2019 accounts.

The accounts for 2019 have been completed and submitted through our accountant Turrian SA. It concludes that at the end of 2019 the Association Galerie Alpine and Atelier was +774.90 CHF. This amount has been carried forward into 2020 for the continuation of the project. The accounts are available to GAA artists on request.

2. Forced closure/COVID-19 impact (Rob)

The Federal Council forced closure of all non-essential commerce, i.e. including Galerie Alpine, on 17.03.20 through to 11.05.20 due to the pandemic. We sought advice from the advocate recommended through the G.I.E.V.O. and re-negotiated not paying rent to Mme Favre for the month of April. We were granted a concession of 750.-CHF for the months of May, June & July only paying 1500.-CHF in lieu, thereby retrospectively saving 2250.- in rent.

We did not charge artists for rent of their spaces during the closure of the gallery however the committee & atelier continued to pay rent for their spaces to keep the project on track. The classes restarted in June and Artpero's from 01.08.20 following the [BAG](#) guidelines, the event still attracts customers and are therefore planned once every 6 weeks in future. As of 17.09.20, new regulations dictate that these are now private events of up to 45 members/amis of GAA + 5 hosts only. A list of invitees are kept for contact tracing.

We currently recommend only 9 customers in the shop (10 with a working artist) including students in the atelier, it is recommended that working artists wear masks when not behind the perspex screen. Hand sanitiser is being used and a cleaning record is being kept. We will be following any updates from the BAG.

3. Present: Restructuring of Committee & New Bail (Soph)

There will be a restructuring of the Committee this autumn. Cat Saunders will step down from her role as Treasurer held since the formation of the GA Association in June 2017. We would like to thank Cat for the hours spent on the accounts over the past 3 years. Sophie & Rob have both been assimilating how the accounts work during this transition period. Cat will continue to have a presence in the Gallery as a working artist. Cat needs to transfer authorisation to Rob with UBS, therefore, from 31st October we will be as follows.

Sophie Scott: President

Rob Scott: Treasurer

Lee Johnson: Vice President and Secretary (website)

Cat Saunders: working artist

Bao Khang-Luu: working artist & marketing (social media)

Renewal of Bail:

After much negotiation and all downsizing options explored, including viewing other local and non-local commercial rental space; Sophie Scott, Rob Scott and Lee Johnson have committed to running the project for a further 3 years at the current location.

The amount of rent to be paid will be 2000.-CHF in year 1, 2100.-CHF in year 2 and 2200.-CHF in year 3. The new rental agreement has been signed and will run from 01.12.20 - 30.11.23. Termination of the rental agreement can be given with 3 month's notice. The bail is available for viewing by GAA artists on request.

4. 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

Aiglon College, Beau Soleil, La Garenne and Prefleurie have taken corporate memberships for 2020-21 at 500.-chf each. This gives each school 20 memberships for their staff to benefit from a reduction of 10% off sales and 10.-chf off art classes in the atelier.

We have 183 Amis de GAA on the mailing list. Only 7 new Amis have joined or renewed in 2020, compared to 15 in 2019, which needs improving. Some of this was down to the impact of lockdown and travel restrictions after that.

We should look at sending out invoices for renewal to existing members (orange inpayment slips) and we could also explore using Twint for joining via the website. More small local businesses should be approached to take up memberships - for example the golf club, hotels, restaurants, Villars Palace.

5. Review of Artists/Contracts/Exhibition Space/Atelier (Soph)

Artists: we are currently a strong association of 22 contributing members of the GAA:

- 5 x working artists & Atelier on 20% contracts (Sophie, Rob, Lee, Cat, Bao)
- 7 x rent paying artists on 30% contract (Christine, Heena, Eugenio, Heidy, Danny, & Vincenzo - giving workshops). New paying artists are being contacted & shortlisted.
- 10 x 'no-strings' artists on 50% contract (Belinda, Kathy, Sally, Bill, Andre, Willemijn, Nathalie, Donna, Gemma and Peter).

Contracts/Rent: entry in 2020 for a new artist is now 500.-CHF for a full space for a 3 month contract (comprising 300.-chf rent, 100.-chf vernissage, 50.-admin fee and 50.-chf marketing). 100.-chf rent thereafter is charged per month for rent of a full space. Half spaces are also available at 250.-CHF for a 3 month contract. All money is retained by the GAA and currently not paid to any members of the Committee. The Committee welcomes applications from new artists for the 2020-21 winter season.

Exhibition Space: Upstairs is prioritised for rent-paying artists, *more rotation is needed*. Reorganisation of Committee spacing is needed at the start of December contract.

Atelier: Classes continue to be popular in the holidays with Swiss families and siblings booking up. In term time there are 5 regular local students and 4 regular adults with spaces still available. Clay workshops will resume with Vincenzo in November 2020.

The feeling in the committee is that we need more rent paying artists to stabilise the project.

6. Projection of 2020 Profit & Loss (Rob)

https://docs.google.com/spreadsheets/d/1IYiHwrhU9RMHZQjOKhn_1ZlcPCsRk4u3_YQJA_SdBo18/edit#gid=0

We were doing well in the winter season until the 2 month forced closure. It was an anxious time for the committee. We were very happy to be able to reopen but the payout of rent with no income greatly impacted our cash flow (lost all our profit from the winter season). Footfall and sales in May were slow to pick up. June through to August were fairly good sales months. October sales look promising. The payment of artists' rent for spaces is in arrears and affects the cash flow. We are now paying full rent until the end of November and we may struggle to break even in 2020.

Adjustments: As of 01.10.20 The Atelier and Committee have increased their commission from 15% to 20% commission on sales on top of 200.-CHF rent/month to help the cash flow.

7. Future: Phase 3 Plan (Soph/Lee/Bao)

The Committee is in regular communication over the [Phase 3 'Reboot' Plan](#) established during lockdown and shared internally in May 2020. Many goals have been achieved and the following 4 key areas are currently being developed and implemented:

- Improve marketing: Bao's social media posts are resulting in increased traffic, interest and enquiries. We currently have 1,207 followers on Instagram and 286 followers on Facebook. Note to artists - only those up to date with their payment of rent will appear on the next round of social media feeds.
- Development of a new interactive website showcasing individual portfolio pages of artists work with an on-line shop = cost around \$200 per year: Artists can pay for virtual space. Revenue from the website will subsidise the Villars physical space. Lee is working on templates for the new website with Squarespace. Bao has been comparing drop-ship companies. Sophie has ordered a Galerie Alpine credit card. Postage & packaging framework needs to be established. Launch date TBC.
- 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.
- Summer & Christmas markets: have not yet been explored due to lack of staffing and creation/organisation of extra stock to take to a market - logistics prove difficult. Help from artists volunteering is welcomed.

8: Conclusions (All)

2020 was a tough year and it is not over yet! Thank you to the Committee, our family of artists, our amis de GAA, the G.I.E.V.O and the Tourist Office for your continued support.

The meeting was concluded at 19:20