

## **MINUTES Extraordinary Committee Meeting**

Fri 21th August 2020

Held on Zoom

Minutes taken by Neil Blanchard

NOTE: The meeting was convened as it is required that significant decisions regarding the income and expenditure of the Association must be taken by the committee or a General Meeting.

Normally 21 days notice is required to call a meeting, with at least 14 days notice of the motion. In this instance the rules were waived because funds were required urgently.

The motion put forward represents approximately  $\frac{1}{3}$  of the funds currently held by the Association.

### **Present:**

Neil Blanchard  
Diane Young  
Calvin Chew  
Sarah Dogan  
James Dawes

### **Voting by proxy & apologies:**

Clem Lee  
Mel Henson  
Nick Thomson  
Eti Tashkova  
Dan Dewhirst  
Jules Gilhurst  
Yua Haw Wei  
Bridgette Lo

**Abstention:** Emily Osmond

### **Absent:**

Vishnu Menon  
Lucia Gasparre  
Judith Watson Bruhn

1. Neil Blanchard opened the meeting by stating that the purpose of the meeting was to vote in favour or against the motion he proposed to fund 4 months of a Crowdsignal subscription from RA funds in order to be able to survey residents movie choices for the Picture House, to increase RA membership in the same survey, and have the ability to survey residents for other matters. The motion emailed to all Committee members and notified by WhatsApp is in Appendix 1:


**Vote: Does the Committee approve the reimbursement of \$25 per month (approx. £19 per month subject to FX movements) for 4 months to Neil Blanchard from the RA funds for the purpose of paying for the Crowdsignal survey tool? The survey tool will be used for the Picture House survey for the benefit of all residents to democratically choose movies to be screened. The tool will also be available to other RA sub-committees to run all-resident surveys. Use of the tool will be re-evaluated once the B.Life app is launched for LCI which includes survey functionality expected in Q4 2020.**

2. Neil Blanchard noted that to be quorate the meeting required the participation of 1/3 of the Committee. Neil and Diane noted that 5 Committee members were present on the Zoom call and 8 further Committee members had sent a vote by proxy. This represents in excess of 1/3 of the Committee members and therefore it was agreed the vote would proceed and be effective. Neil noted that while 14 days' notice for the meeting due to the imminent opening of the Picture House on this occasion was not possible, all Committee members had been notified and over 1/3 of the Committee had engaged with the process. While voting by proxy is not expressly detailed in the Constitution, it was agreed that due to Covid-19 and the short notice, voting by proxy was appropriate.
3. Diane noted that both Secretary Clem Lee and Mel Henson had offered a proxy vote in favour provided that the tool be trialled for one month. This caveat was noted and it was agreed those present may also caveat their vote if they choose. Neil noted that should the motion be passed we will of course evaluate how effective the use of the tool in the next few months in any event.
4. Calvin Chew joined the meeting briefly, expressed his enthusiasm and support for the motion, cast his vote and left to attend to other matters.
5. Neil asked if there were any further questions from Committee members, noting that all email queries sent prior to the meeting had been responded to.
6. Diane noted that there is little point in the RA having funds if there is not a purpose for those funds. Diane noted that establishing a budget and fundraising plans are an agenda item that she would like to pursue in future Committee meetings.
7. The vote for the motion in Appendix A was held and the motion passed by a simple majority of those present and casting their vote:
  - a. Summary: 9 votes in favour, 4 votes against (2 totally against, 2 against and prepared to vote in favour of a 1 month trial only)
  - b. Voting in favour and present: Neil Blanchard, Calvin Chew, Diane Young, Sarah Dogan, James Dawes

- c. Voting by proxy **and in favour**: Nick Thomson, Eti Tashkova, Jules Gilhurst, Yua Haw Wei
- d. Voting by proxy **and against** (voting only for a 1 month trial): Clem Lee and Mel Henson
- e. Voting by proxy **and against**: Dan Dewhurst, Bridgette Lo
- f. Abstentions: Emily Osmond
- g. No response from: Lucia Gasparre, Vishnu Menon, Judith Watson-Bruhne

Diane closed the meeting by instructing Neil to set up the tool for four months and the meeting was closed.

## Appendix 1: Email notification of vote motion and Q&A

LCI RA **Picture House** vote - 21st August 4pm 



Neil Blanchard <blanchard.ns@gmail.com>

Thu, Aug 20, 10:08 AM (3 days ago) ☆ ↶ ⋮

to Ales, ana, akieibowski, bridgettewsl, calvinchew.uk, clemvolunteer, Daniel, Diane, lateefadegoke, Emily, eti.tashkova, Fan, jgdawes, Judith, julesgilchrist, kvanzijl, Gasparreluciauk, megfoss14, Me

Committee members,

The **Picture House** is going to open from 1st September. Ballymore have offered us the opportunity to circulate our **Picture House** survey on Monday 24th August in advance to residents. This will at the same time offer residents the opportunity of joining the RA within the survey.

Diane and I conservatively estimate that this will likely increase the RA membership by around 200 members and so we are calling an urgent 5 minute Zoom meeting tomorrow at 4pm tomorrow (Fri 21st Aug) to approve the cost of the survey tool Crowdsignal. We need at least 10 Committee Members to attend and vote. Please join if you possibly can. We expect it will take 5 minutes. If you have further questions not covered by the below, please send to me by email.

The Zoom link:

[Join Meeting](#)

Meeting ID: 941 9114 6198

Password: 174945

**Vote: Does the Committee approve the reimbursement of \$25 per month (approx. £19 per month subject to FX movements) for 4 months to Neil Blanchard from the RA funds for the purpose of paying for the Crowdsignal survey tool? The survey tool will be used for the Picture House survey for the benefit of all residents to democratically choose movies to be screened. The tool will also be available to other RA sub-committees to run all-resident surveys. Use of the tool will be re-evaluated once the B.Life app is launched for LCI which includes survey functionality expected in Q4 2020.**

Q&A:

**Can the RA afford this financial commitment?**

The RA has approximately £130. This commitment is for approx. £76 which leaves funds of £54.

**Has the Social Committee team tested the tool and demonstrated it is fit for purpose?**

Yes, and Committee members tested it successfully with no issues noted.

**Have alternatives been considered?**

Yes other survey tools have been considered. SurveyMonkey is a leading competitor and costs £32 per month for the volume of surveying we would look to perform and therefore has been discounted as more expensive. Other survey platforms such as those available on WordPress were considered but did not have key functionality like being able to hyperlink to Rotten Tomatoes.

**Will the RA be able to raise funds in the future to cover the costs of this survey tool on an on-going basis?**

The RA has successfully raised £500 per event from both Ballymore and Johns & Co for previous events at short notice. There is no reason to believe that funds cannot be raised to cover the cost of this tool from either residents or via sponsorship or donations.

**What will happen after the 4 months?**

The expectation is that the B.Life app by Ballymore will be able to be used for surveying residents when launched for LCI. We will re-consider in Q4 2020 at a Committee meeting whether to continue with the Crowdsignal tool or to migrate to the B.Life app. There is no minimum contract for the tool.

**On Aug 20, 2020, at 12:18 PM, Neil Blanchard <[blanchard.ns@gmail.com](mailto:blanchard.ns@gmail.com)> wrote:**

**Hi Clem,**

**Thanks for your observations, appreciate it. And Dan.**

**Re. membership sign up, in the survey we can provide a link to the About Us on the website so people are aware of what they are joining.**

There is a reality to this that if we look at our trend over the last few years of membership growth, it has been relatively low and disappointing. This includes after efforts to encourage people to join in their Ballymore inductions etc. This is an innovative approach to trying to increase membership, potentially substantially. To Daniel's point, while there is not evidence that this will occur (because it has never been tried before), if it does not work out, we can just cancel it after a month, for the sum of £19.

Perhaps I am more gung-ho about using such a small sum of RA funds, knowing how easy it was to raise £1,000 from Ballymore and Johns & Co. I feel reasonably confident that we could easily fund-raise again by holding an event if we needed to replenish. eg, the BBQ on Saturday, while not a fundraiser has 250 residents indicating they will attend. I suppose if we're collectively not interested in trying innovative approaches at a low-cost, we can stay as we are, but feels like a wasted opportunity. Let's see how the vote goes tomorrow.

Kind regards,

Neil

On Thu, Aug 20, 2020 at 4:15 PM Clemvolunteer L  
<[clemvolunteer@gmail.com](mailto:clemvolunteer@gmail.com)> wrote:

Agree with Mel and Dan...there is no need to incur such expenditure for the purpose of movie survey.

As for membership sign-up, there is a well-established procedure available on our website. In any case, people should be encouraged to check our website for background, details, and update of LCILRA before joining.

Regards,  
Clem

On Aug 20, 2020, at 10:45 AM, Daniel Dewhirst  
<[danieldewhirst@icloud.com](mailto:danieldewhirst@icloud.com)> wrote:

Thank you Neil,

Is there any evidence/data to prove that this will significantly increase membership to justify such a big spend (over 50% our entire budget). Or is this all speculation?

Best wishes,  
Dan

## Appendix 2

### Subsequently, The Treasurer sent the following email:

So to conclude, we are committing to 4 mths @ 19GBP per month?

Can I just raise a few questions- - do we have measures in place/ agreed by which we can evaluate whether this spend has been successful in achieving our aim? (ie. not just what movie people want but also the drive to drive LRA numbers?)

- is there a proposal as to what happens after the 4 mth period?

I didn't have a lot of time for this last week- hence my abstention- but on reflection I think any spend should be pitched in a more 'managed' way. To me it felt rushed through and I personally didn't feel properly consulted. I know this is only 80GBP BUT

- 1) It is 50% of our current funds
- 2) was originally given to us for social purposes
- 3) no alternatives were canvassed or voted on to see if the committee wanted to spend the money in a different way
- 4) we have no plan to raise future funds (as far as I am aware)

Going forward, I think a more democratic and consultative approach should be taken- maybe sub committees suggesting their own budgets, pitching for funds and/ or proposals for fund raising. I welcome the discussion.