

Minutes of IOV Executive Meeting Online 10th September 2021

Present: Tony Manning, Zulqar Cheema, Alvin Burrell, David Hunter, Brian Rose

NOTE: There was no detailed agenda in advance for this particular meeting.

1. Matters Arising from the Minutes of Exec Meeting 19th August

There was broad agreement that our meeting with the accountant had been useful although David & Alvin had yet to meet to discuss the next step. There was no pressure to commit to a particular solution immediately.

There was discussion of the Arbitration service and its future especially if the current Officer responsible (Tony) stepped down from the Committee. Tony outlined the qualification route. Alvin felt that the assumption should be that the service would continue and that we should make more of it in publicity both for current members and in attracting new members. Additionally the benefits to clients looking to select a video producer should be made aware of the advantages of having an arbitration system in place. Chair commented that in the event that he was no longer an Exec member there would either need to be someone else fulfilling this role, a change to the Constitution to say we no longer offer this service or do so in a different way, or that he would need to be referred to on specific cases on a fee-basis for the work involved which *pro tem* he would be agreeable to do.

Our actions to identify non-paying members and invite them to subscribe (where there was no current reason why they should enjoy free membership) had stirred up some consternation with little gain. Even so we had all agreed both that the principle was right and that we needed more precise numbers if we were to implement the Westfield scheme. Part of this thinking was that it would be inequitable to provide non-paying members with a further free service.

Exec members were disappointed that Kevin Cook had been drawn into the debate (on IOV Members' Facebook) as if he still carried some authority to represent members and it was provocative to say the least to speak of our action as "a very sad day for the IOV." Alvin noted that he had spoken with KC at the time questioning how we would know who had been granted Honorary Membership. Paper records don't answer

ACTIONS

David & Alvin will arrange to meet separately to discuss our debt position.

the question and it seems some have been a matter of custom and practice. Chair commented that even inactive Area Reps could continue to benefit for 20-30 years!

David's response on the thread on behalf of the Exec was,

“To clarify the position of the Executive.

During the process of proposing the introduction of new member benefits which would enhance the value of IOV membership, it came to light that up to 40% of our membership pay either reduced or no membership fees. As the new membership benefits would be provided at a cost to the IOV, it was necessary to suspend their introduction pending a full review of the contributions paid by members.

We felt the membership records inherited by the current executive may be incomplete and inaccurate (as has now proved to be the case by not reflecting all Honorary memberships).

We decided it was essential to know which members should now be paying their dues in the post pandemic and changed IOV environment (with virtually no in-person meetings), along with the majority of members who continue to support the IOV both financially and otherwise.

Once we know the position, we can then make decisions about which membership benefits we can introduce.

It was never our intention to cause upset or distress to any members and we can only apologise if our message wasn't communicated clearly.”

We discussed whether it was worth seeing if there were yet more carrying this privilege, possibly since the 1980s, without doing any work for the IOV. It was accepted that in all probability some had been offered Honorary status for life in recognition for outstanding service although it was hard to trace any record in this respect. Some who were contacted decided to resign, and a couple paid for their memberships.

The key question has to be what benefit we gain from our non-paying members? If some of these people have the reputation and gravitas, we should list them on our site. Maybe they could lead **Members' Zoom sessions** to share their considerable experience? In this respect Chair felt that we had collectively “dropped the ball” – in that proposed presentations on Streaming, Short Film Production and Music for Video never happened. Perhaps we could revisit the latter and see if Anthony Kimber McTiffen might yet do something for us. It must have been disappointing for member Graham Bernard to have set this up but not see it delivered.

Alvin commented on **Focus TV** having decided as follows on 11 August:

“Focus TV is taking a break.

We have now run 30 episodes and it is time to review the show's progress. Episodes average 3-4 live viewers and as it takes a few hours each week to put the show together, research and create the news items etc, given the low viewing numbers from the IOV membership, I am not sure whether this is worth continuing in the current Facebook group.

So we will take a break for the summer to consider our next steps. We hope to return in September and are looking to move to a public offering to raise awareness of the IOV (YouTube, LinkedIn etc).

Happy for membership input on this and will be setting up a few surveys to see whether this show is of value and what you would like to see.”

Alvin commented that four weeks of not having to deal with news gathering, organising and presenting alongside running his own business had been a considerable relief. The effort required (for all involved) was disproportionate to any identifiable gains. He questioned whether it was his own mistake to try to push it forward. Perhaps the IOV isn't ready to move forward? Likewise, the plan for monthly Member Zoom meetings had fallen away, but who missed them? Chair commented that going forward we had to be careful to involve members from the outset - if everything relies on one or more of us as Exec members it sets us up to fail. This has been a generic problem for years – an Exec body with no-one to delegate tasks to. For years there had at least been a paid Membership Secretary and a part-time Admin person.

TM will propose a short series of Presentations for Zoom Meetings.

<p>Alvin accepted that a lot had been learned through the process of running Focus TV, solving technical problems, building relationships so the panel presented coherently, etc. Chair commented that the material shared had been valuable and the style of debate was friendly and accessible – but yes, once running to a good standard it needed and deserved a bigger audience and that audience need not be confined to IOV members.</p> <p>Any Other Business</p> <p>Alvin asked about how the accounts operated given that he is willing to offer some help going forward Cheema outlined the Clearbooks facility. Alvin felt that there was a better system that could be implemented</p> <p>Chair raised the question of posting tutorial videos created by Chris North on our YouTube channel, Chris having revised them several times following our comments. Cheema said the channel already existed although much of the content was pretty out-of-date and does us no favours. It is possible that this page was set up by Bryan Stanislas when he served on the Exec and he may therefore hold the password to alter the page.</p> <p>Date for next meeting</p> <p>Monday 19th October 2021 9:30am to 12.</p> <p>Notes taken by Tony Manning. This version 16th October 2021</p>	<p>We will need to consider whether Focus TV is over or should be revived in some form.</p> <p>AB and Zulqar Cheema will discuss Treasurer tasks in greater detail.</p> <p>TM & Zulqar Cheema to discuss revision of YouTube page and how to accomplish this,</p>
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