Minutes Board of Director's Meeting
Tuesday, May 14, 2013
Meeting held at Campagnolo - 1020 Main Street

Attendees:
Doug Smardon – President
Randal Cullen - Vice President
Melissa Delamar – Secretary
Jo-Ann Turford – Treasurer
Alain Boullard – Member at Large
Peter Loebel - Board Guest

The meeting was called to order at 6:35pm by Doug Smardon, President.

Old Business

Questionnaire
Nicholas Jackiw had assembled a 10 question survey with a range of questions regarding to the studio. After the last board meeting he agreed to make some revisions to the questionnaire for review by the Board.   He has also completed a statistical analysis of session attendance to see if there were any trends worth noting that could explain patterns.   The results of this analysis is attached to the end of the minutes.

Coffee Table Book
The board needs to assess what interest exists for such an item, how much it would it cost, what each member would be willing to spend to have their work put in the book and ultimately if anyone will buy it. A budget needs to be established and members surveyed.

Proposed Newsletter
The conversation regarding a possible newsletter has been tabled until a committee of individuals are willing to create and distribute it. It was determined that perhaps printed newsletters are a thing of the past and promotion is now all done online.

Memorial Web Page & Plaques on Drawing Mules
Randal has had some plaques done up for Yeanna Kim and Richard Morris that have been added to the drawing mules in their memory. Another one will be made for Don Slade. The Memorial page for our website is waiting on our Webmaster.

Don Slade Show
The proposed show in honour of Don Slade, will not be going forward at Basic Inquiry's gallery. His family will be having a show for him at the Unitarian church on 49th and Oak..

<u>Monday Night Rental</u>
Last Monday the 13th of May was the last day that the painting group was scheduled to rent the studio space. They have rented the studio two consecutive 4 week stints on Monday evenings to conduct private painting classes.

New Business

<u>Financial Report</u>
March and April showed a loss for the society. There were a few items on the March balance sheet that could account for some of the loss but the board agrees that the loss in largely due to a lack of attendance in the last few months. The items in question for the month of March were Advertising/2012 calendars ($669.36) and the purchase of light bulbs plus other studio supplies ($448.28).   Randal pointed out that if the returns on investment from the Society's TD Waterhouse accounts were included in the financials plus a slight surplus would be showing. Jo-ann will instruct QAS to include the returns in subsequent financial statements.

<u>Attendance</u>
As attendance has been down in the past few months the board discussed ways in which this problem could be rectified. It is the board's belief that advertising may help fill seats in the studio. A motion to create a PR position at basic was put forward and accepted. Allain has informed us that a woman by the name of Caroline is already very interested in the position.   Randal and Allain will be setting up a meeting with Caroline to see what her ideas may be to get the studio's name out there.

Another idea that was brought forward by Doug Smardon was to create a shorter session. It would be ⅔ of the time, and ⅔ of price. The new shorter session will be on Tuesday evenings (one of our slower nights) and will run from 7:00 - 9:00 pm. This may attract some of our members that like to leave early and don't want to pay the full price of an entire session and/or students who perhaps can't afford to come to a regular priced session.   It would likely feature the first ¾ hour of gestures (5 X1 min., 5X2 min., 2X5 min., 2X10 min), a 15 minute break followed by 3X20 minute poses.

A few other ideas that were brought up were: dropping the Wednesday morning session, adding an instructional session and/or workshops, and adding a new student fee. The student fee did not get enough consideration as $9 a session with tickets is about as low as we can go.   If we go with a shorter Tuesday evening session member drop in will be $8.   It was decided that a roster of ideas be brought to the next meeting to discuss. The idea of setting up and running an instructional session was pitched to Peter Lobel the Wednesday morning session manager who was invited to attend this Board meeting.   The goal is to create more interest in the studio not necessarily to make more money as Basic is a non-profit organization. We would like to have more people engaged and a part of the Life drawing community.

Nicholas Jackiw has kindly done an attendance analysis of the last year, which can be found

attached to this document.   As well, Randal Cullen has assembled an Attendance chart which can be found below.

Having no more business to discuss, the meeting was adjourned at 8:30 pm.

Courtesy of Randal Cullen

Session Attendance Analysis

Legend: 2012 Paying, Jan 2012 to April 2013, 2013
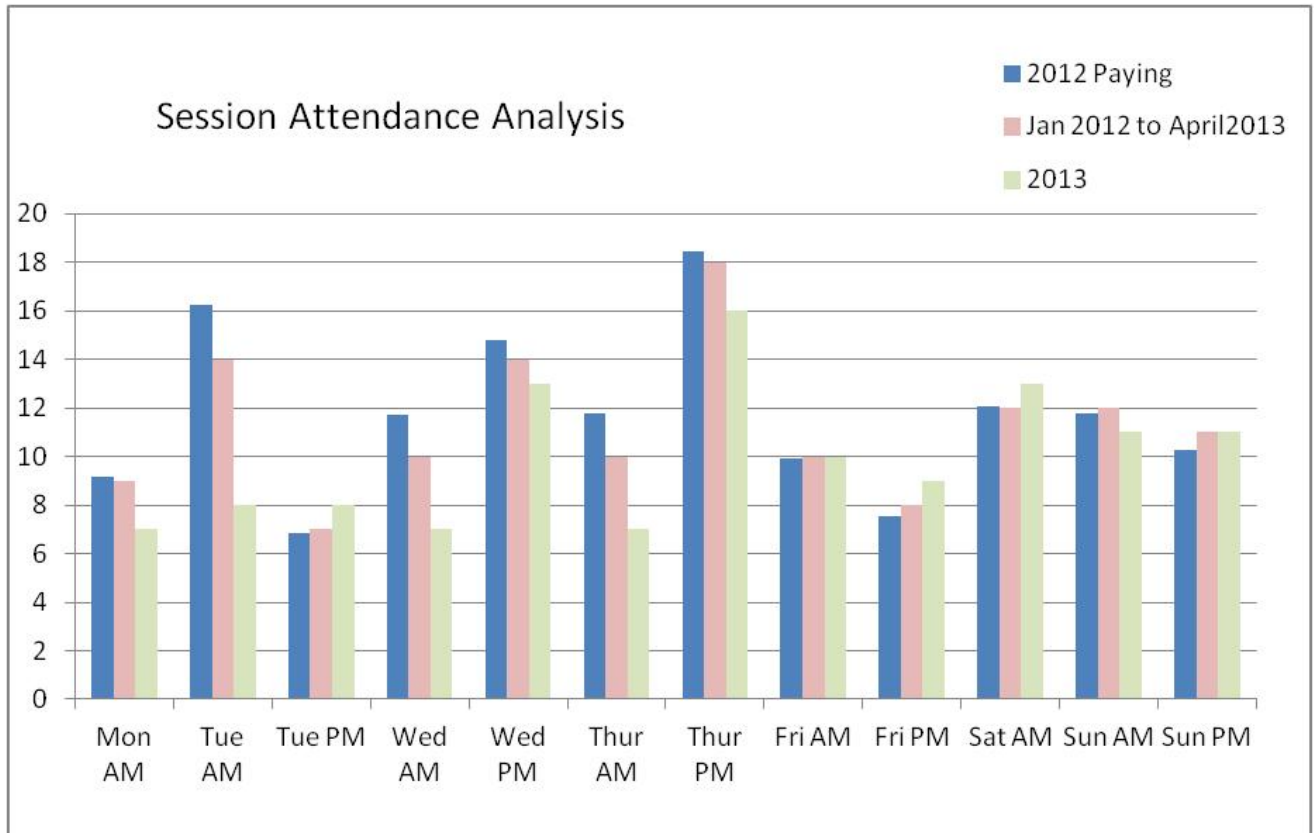
To: **Board of Directors, Basic Inquiry**
From: Nicholas Jackiw, member (njackiw@kcptech.com)
Re: **2012 session attendance report**
Date: **16 May 2013**

Summary

A detailed look at Basic's 2012 session attendance data, validates the Board's intuitive understanding of session patterns: no huge surprises or hidden strong correlations lurk just beneath the surface of things. Still, the data establish some demographic facts and quantify some other beliefs and impressions. In 2012, on average:

- Our session models were 59% female, 41% male

- Alain booked ~80 models over the year, with the most frequently-appearing models being Olivia (29 sessions), Melissa (27), and Karl (25). Considering only models we booked three or more times (so for whom it makes sense to speak of average attendance), our most popular models were Aileen (17.5 members/session), Cecilia (16.3), Yui (16.1), and Melissa (16.0).

- Session attendance was 10% higher for female models than male models

- Morning session attendance was 10% higher than evening attendance

- Thursday PM and Tuesday AM are our best attended sessions (>18 members), Tuesday PM and Friday PM our worst (<9).

- Regular poses have the highest attendance (14.5 members); our various long poses on average the lowest (11.14). In other words, regular poses are 30% more popular than long ones—but there is strong deviation in long-pose session attendance that correlates to day of week, suggesting weekday is a better predicator of attendance than session type.

In considering these findings, be sure to note:

1. Correlation isn't causality. The data say women are popular, and Thursday evenings are popular. But not whether perhaps women are only popular because the pose on Thursdays, or Thursdays only popular because they feature women. I haven't attempted to answer those sorts of questions; this is a report on basic averages and frequencies.
2. There's a fair amount of entry error and "noise" in our attendance records: totals don't add up, sessions appear on dates that don't exist, etc. This isn't unreasonable: all these data have been manually entered and not subsequently vetted. But it does imply that summary statistics we've drawn or will draw from these records probably include non-negligible error. I recommend the Board treat look to its attendance records only as rough estimates of actual facts, and possibly consider adopt some stricter accounting procedures like those I suggest below to improve the quality of data collected in the future, and of decisions the Board might make from it.

Methods

I began with the **Basic Inquiry Attendance** Excel file, "Cash Receipts 2012" tab and extracted this to the "Sessions" tab of the **Nick's 2012 Attendance Analysis** Excel file now on our Google Drive. Column/row references in this report are to cells in that document if you want to explore the live data.

I first coded each session with the model name (Column C) listed on the Basic gmail calendar for 2012 . I did this manually since the Excel document was already highly formatted and irregularly organized (e.g. there are many "non-session" rows interspersing the "session rows" at unpredictable intervals), but it could be easily automated as well, since Google Calendars makes that data relatively accessible to scripted extraction. Then I wrote Excel macros to consolidate this into a list of unique models (column AC), which I copied to the "Models" tab, where I manually added their gender, and then computed reverse-tabulations of the number of sessions they posed for, the total attendance of those sessions, and the average per-session attendance.

Then I returned to the Sessions tab, where I added a column (D: d_Sex) that looked up each session's model's sex on the Models page, which in turn let me compute sex/sessions frequencies, and I mapped the session date and time (in Columns A&B) into a day-of-week code (column G, values 1-7 representing Sunday – Saturday) and a session-of-week code (column H with values 1-14, 1: Sunday AM, 13: Saturday PM, with no session 4 defined). Finally I manually listed the types of poses featured at each session of the week (columns AD and AE), which in turn let me automatically lookup the pose for any day's session (in column I, based on that date's day of week). These cross-tabulations ultimately allow correlations between session-attendance numbers and day-of-week, type-of-session, and session model.

Note: While I added **Sex** (where I was confident I knew it from model name), I didn't try to understand our session patterns in terms of any other possible attribute of our models. Body type, age, race and other physical dimensions may well contribute to artists' interests in particular sessions, and I know Alain also tracks some measure of stamina or agility to help him select effective models for our dynamic gesture sessions. I didn't think it was appropriate for me to speculatively code our models on these dimensions without some better guidance from the model coordinator and the Board.

Along the way, data needed some cleaning. Some sessions were listed with dates that don't exist, or were listed at times we offer no sessions. Where I could sensibly correct these based on context or on the 2012 Model Calendar, I did, but we also have a good number of rows which do not seem to contain session attendance data. Some are clearly summaries, e.g. weekly totals; I could exclude those, but others perhaps indicate cash receipts for things like shows, miscellaneous rentals, and what have you. Where I didn't know what to do with data, I coded it as an Unknown session type, so that I could see it separately in specific frequency or average I was investigating.

Finally, with the data expanded into this form, it's basic spreadsheet mechanics to report frequency analyses for various session variables.

Findings

a) Model Sex frequency

	Model Sex	
	Male	Female
Sessions	253	357
% of Total	41.5%	58.5%

b) Session Attendance split by Model Sex

	Male Model	Female Model
Total Attendance	3069	4915
Session Average	12.1	13.8

c) Session Attendance split by Pose Type

Pose Type	# Sessions	Total Attendance	Average Attendance
Regular	297	4308	14.51
Gestures	105	1376	13.10
Long	53	747	14.09
Long x2 Clothed	53	553	10.43
Long x3	103	1030	10.00
All Long Poses	209	2330	11.15

d) Session Attendance split by Day of Week

Note: "Per Session Average" indicates the average number of people in one session on that day. Of course, some days have two sessions; others one. It turns out "day of the week" is not a very useful unit for making generalizations about our members; if you look at **Session Attendance split by Session of Week**, you'll see Tuesday includes both one of our best and one of our least attended sessions. I came away ultimately thinking this table didn't have anything interesting to say.

Day of Week	Total Attendance	Mean Attendance per session
Sunday	1343	8.4%
Monday	553	6.9%

Tuesday	1212	7.6%
Wednesday	1423	8.9%
Thursday	1695	10.6%
Friday	1030	6.4%
Saturday	758	9.5%

e) Session Attendance split by Session of Week

Session of Week	Total Attendance	Mean Attendance per session	SD from Mean
Sun AM	747	14.09	0.34
Sun PM	596	11.46	-0.46
Monday	553	10.43	-0.77
Tue AM	919	18.02	1.52
Tue PM	293	7.92	-1.52
Wed AM	643	12.37	-0.18
Wed PM	780	14.72	0.52
Thu AM	697	13.40	0.13
Thu PM	998	18.83	1.76
Fri AM	583	11.00	-0.60
Fri PM	447	8.94	-1.21
Sat AM	758	14.58	0.48

f) Session Attendance split by Time of Day:

Time of Day	Total Attendance	% of Total Attendance
AM Sessions	4347	54.24%
PM Sessions	3667	45.76%

g) Models sorted by Session Count:

Name	Sex	Session Count	Total Attendance	Mean Session Attendance
Ania	F	1	11	11.0
C.W.	F	1	13	13.0

Name	Sex	Session Count	Total Attendance	Mean Session Attendance
Karl/Trevor	M	1	15	15.0
lexis	F	1	16	16.0
Lorna	F	1	13	13.0
Phoebe	F	1	25	25.0
Sanjini	F	1	13	13.0
Wed		1	19	19.0
Xiao		1	11	11.0
Alpha	F	2	37	18.5
Christina	F	2	34	17.0
Christine C	F	2	45	22.5
Devon	F	2	34	17.0

(...for elided data, see Excel: Models tab...)

Name	Sex	Session Count	Total Attendance	Mean Session Attendance
Heather	F	2	28	14.0
Lawrence	M	19	202	10.6
Steve	M	19	242	12.7
Stephanie	F	20	249	12.5
Trevor	M	20	221	11.1
Veronika	F	23	335	14.6
Anita	F	23	316	13.7
Derek	M	23	300	13.0
Karl	M	25	344	13.8
Melissa	F	27	433	16.0
Olivia	F	29	404	13.9

g) Models sorted by Session Attendance:

Name	Sex	Session Count	Total Attendance	Mean Session Attendance
Damian	M	7	50	7.1
James B	M	2	15	7.5

Name	Sex			
Martin	M	2	16	8.0
Sendra	F	3	27	9.0
Emily	F	3	28	9.3
Erin	F	7	68	9.7
Jessie	F	4	39	9.8
Ed	M	17	178	10.5
Mark	M	6	63	10.5
Sica	F	9	95	10.6
(...for elided data, see Excel: Models tab...)				
Melissa	F	27	433	16.0
Yui	F	17	273	16.1
Cecilia	M	12	195	16.3
Christina	F	2	34	17.0
Devon	F	2	34	17.0
Aileen	F	10	175	17.5
Alpha	F	2	37	18.5
Wed		1	19	19.0
Christine C	F	2	45	22.5
Phoebe	F	1	25	25.0

Data Integrity Issues

As noted above, our raw data show a few recurring problems:

- Different names, same model. Sometimes intentionally, sometimes inadvertently, the same model appears under multiple names on the calendar— e.g. Celina and Christine. This could be corrected by Alain pointing out to me (and renaming) duplicate names for the same model. A lesser version of the problem appears when a model name is misspelled in the calendar; they show up as two different models in Excel's computations. I think I've caught most of those myself.
- Different models, same name. Potentially we have multiple models masquerading under the same name in our data, though Alain tries to guard against this in posting to the calendar.