

**DRAFT**

AgX

AgX Meeting  
Sunday, July 12, 2015  
300 Summer Street

Present:

Brittany Gravely  
Corrin Barnes  
Douglas Urbank  
Ethan Berry  
Frank Aveni  
Genevieve Carmel  
Laura Ryan

Matthew McWilliams  
Michelle Finn (at 1:45)  
Mike Piso  
Robert Todd  
Stefan Grabowski  
Susan DeLeo

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### Agenda

Budget & Finance Update  
Dark Ops Lab Buildout Update  
Darkroom Funding  
Other Working Group Updates  
Process Reversal Donation  
Workshop Ideas

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### DARKROOM BUILD-OUT & FUNDING

Ethan and Laura reported the lab build-out progress including that the sink has been installed, there are 3 available mixing units to choose from, plumbing fixtures are available, and the plan is to include 2 filters rather than 1 and include straight cold. The darkroom will function with the existing door as is. Exterior room with ventilation has yet to be funded. Ethan has already invested around \$200. Rob reiterated that he will make a darkroom build-out donation.

### BUDGET & FINANCE UPDATE

#### Moody Street Rent & Membership Dues

AgX has paid the \$1738 rent for July, including the payments of the two former Handcranked tenants. Current balance is \$1020.

Gen suggested posting a payment deadline of the 25<sup>th</sup> of each prior month, and posting payment options on the wiki or Google Docs page so it is easily found, and including that information in the email message. Currently the payment options are as follows:

Direct Bank Transfer to AgX Eastern Bank Account

Routing Number 011301798  
Account Number 0601138134

Mail Check Payable to AgX

ATTN: MAIL TELLER  
EASTERN BANK  
PO BOX 843340  
BOSTON MA 02284-3340

Note the Account Number (0601138134). Eastern Bank will deposit it for us upon receipt.

PayPal

Use the DONATE link on the AgX page of the Balagan website:

<http://www.balaganfilms.com/agx>

The current calculation for membership is \$67/month for those who can afford it. The goal is to reduce that through increased membership and income gained through workshops and other activities. Frank stated that PayPal can be set up with pull-down menus with different payment options.

Stefan is waiting for Balagan paperwork for AgX “dba” status to go through. Once that’s accomplished, he’ll set up Dwolla payment option, which will avoid the PayPal fees. AgX will have non-profit status as a subgroup of Balagan Film.

Quickbooks & Record Keeping

The group discussed the pros and cons of adopting Quickbooks to monitor payments. The program must be purchased, plus Eastern Bank charges \$10 for optional online connection for activity and statement information. Doug pointed out that the treasurer would still need to reconcile payments manually and questioned whether Quickbooks was worth the cost. Ethan mentioned the additional bookkeeping required by workshops. Rob and Ethan also suggested record keeping for tax liability as an additional benefit. And Ethan suggested that grant organizations may require a method of accounting that meets certain standards. Also it would be useful for recovering out of pocket expenses. For example, Ethan could invoice for build-out expenses and Quickbooks could pay him as a vendor, separate from membership dues. Rob will purchase Quickbooks.

Stefan suggested an online spreadsheet for self-reporting of payments which could be reconciled with the bank statements. There was a suggestion that privacy is a concern,

particularly for those who cannot afford membership dues at the current cost. Rob suggested creating a secure column, or “pivot table,” as part of the spreadsheet.

Doug mentioned that the AgX listserv includes many people who are not currently active and whose interest and intentions are unknown. (As of this date there are 61 subscribers.) The group discussed the possibilities of engaging with this wider group and again discussed the possibility of offering different levels of membership. The group decided to hold off on membership levels until there’s a better sense of current finances. Stefan stated that amount of funds needed to cover expenses, including lab expenses, isn’t known yet. Gen volunteered to craft an email message to solicit interest once the current meeting notes are posted.

### PROCESS REVERSAL EQUIPMENT DONATION

Stefan reported that Kevin Rice informed him that the Process Reversal board had met and decided to “donate” the following:

Oxberry Optical Printer  
Bell & Howell Model C Contact Printer  
Optical Sound Camera  
2 Arri-S 16 mm Cameras with Lenses

This is excellent equipment for AgX, and will enable us to make sound prints in-house.

Process Reversal’s stipulation is that they maintain ownership, so that if AgX dissolves the equipment can go back to them. They also want the ability to use the equipment if they visit Boston. Non-ownership would also be a tax benefit to AgX. The equipment is currently housed in Allentown, Pennsylvania. The group discussed forming a task force to collect it. Kevin suggested a 15-foot U-Haul truck would be needed. Mike estimated the cost as \$1.40 per mile and suggested renting the truck in PA. It was decided to schedule the trip for last week of July.

### KICKSTARTER OR INDIEGOGO CAMPAIGN

Matt suggested Tilt could be an option, but that the benefit to Kickstarter and Indiegogo is the opportunity for additional promotion to outsiders who might be inspired to donate. Indiegogo is cheaper than Kickstarter unless you don’t meet the goal. The group is confident that our modest goal would be met, however it was decided that we should shoot for \$5000 rather than \$2500 and include the cost of the Process Reversal trip in addition to the build-out costs. The Process Reversal equipment donation will also add to the AgX narrative. Stefan has scans from AgX workshops which could be used for promotion.

The group discussed the work involved with a campaign, which is considerable, but set a tentative goal of August 20 for the campaign to end. The need for a campaign committee was discussed. Prizes were suggested, such as free AgX membership, workshops, DVDs, etc. Laura will book a conference room at the MIT library for

Wednesday, July 15, at 7 PM for those who want to brainstorm the campaign. Those who can't attend can email suggestions.

## WEBSITE DESIGN

Frank stated that the basic sections of the website architecture have been established and he has built a wireframe layout. Brittany is working on the AgX logo. A lot of the structure has been planned. They just need to establish timeline. More will be known at the next meeting including the schedule. Matt stated that they decided on Drupal for the content management system, for its record keeping benefits. Corrine listed the website features, as follows:

### Public Access

- AgX Location
- Facebook and Other Links
- Member Links and Information
- Upcoming Events
- Resource Links
- Public Calendar

### Private Access

- Payment Information
- Forums
- Private Calendar
- Lab Schedule
- Equipment Availability and Schedule

Homepage will include News, Events, and Contact pages. Doug volunteered to be general contact however it could also be set up to go to more than one member.

Ethan will contact the Filmlabs Group to announce that AgX is ready to join the international community of artist-run film labs.

## WORKSHOP IDEAS

The group created the following list of possible workshops:

- Bolex Clinic
- Beginning Super 8
- Steenbeck
- Optical Printer
- Contact Printer
- Hand Painting, Tinting, Dyeing
- Sound Mastering
- Digital Effects (for example After Effects)

Gen mentioned that introductions to working with film would be helpful to those who may have only used video. Doug stated that Kevin Rice does an informative introduction to the chemistry of film and processing. Other outside experts could be invited to teach workshops. Workshops with different levels of complexity would be best. Some may require more than one expert. Gen suggested a skillshare model. Needed equipment was discussed. Ethan can supply ANYEYE cameras during the spring.

Rob is very interested in getting workshops going and promoting them to highschool students and others. He suggested 4-hour workshops and hopes for 10 workshops per year with a possible income of \$5,000. This will help us to reach our goal of a \$35 per month AgX membership dues cost. Workshop instructors could be compensated \$50 for a 4-hour workshop. Mono No Aware was mentioned as a model. Members could pay less or be entitled to a few free workshops annually.

Laura will create a survey which will include "What workshop can you teach?" and "What workshop would you want to take?"

#### NEXT MEETING

Sunday, August 16, 1:00 PM at Doug's studio.

End of Meeting Notes  
Notes by Douglas Urbank

## WORKING GROUP SIGNUP

### Exhibitions & Screenings

Anto Astudillo  
Carmine Grimaldi  
Ernesto Livon-Grosman  
Kathryn Ramey  
Susan DeLeo  
Valery Lyman

### Planning & Administration

Brittany Gravely  
Corrin Barnes  
Douglas Urbank  
Ernesto Livon-Grosman  
Gen Carmel  
Mike Piso  
Anto Astudillo

### Budget & Finance

Christina Hunt  
Ethan Berry  
Gen Carmel  
Libbie Cohn  
Matthew McWilliams  
Mike Piso  
Robert Todd

### Lab & Operations

Christina Hunt  
Ethan Berry  
Frank Aveni  
Kathryn Ramey  
Laura Ryan  
Mike Piso  
Nic Brynolfson  
Nicholas Bunch

### Outreach & Website

Anto Astudillo  
Brittany Gravely  
Corrin Barnes  
Frank Aveni  
Matthew McWilliams  
Nicholas Bunch