

International Biennial Association
1st In-Person Working Committee Meeting
Onegin Hotel Lobby, Yekaterinburg, Russia

October 8, 2015

Attendees:

IBA Members:

Aki Hoashi
Alisa Prudnikova
Alnoor Mitha
Christian Oxenius
Margarita Gonzalez
Mauro Petroni
Tomasz Wendland

Observers:

Damir Stojnic
Dianne Loftis
Ekaterina Elsukova

Minutes:

Kate Jarocki, IBA Head of Office

Discussions and Outcomes

- Mauro addressed that IBA needs an internal strategy to keep the association going.
 - o IBA should communicate all information to members so they know what is going on (calendar of events, all meetings that take place and what was discussed/actions to take – relayed through Newsletter)
- Aki noted that English is a barrier to some non-native English speakers, so members should bear in mind that some would stay slow or quiet in response, although that is not to say they are not interested. Aki also suggested that the IBA Board and each member are the ones to keep IBA more active, as it is obvious that the IBA office resource is very limited at the moment.
- Christian spoke about IBA being an *association*, not an *organization*, and members want to be included. However, Christian said that each member who wants to get something out of their membership also has a right to put something into it.
- Prioritization was also discussed, in the way of prioritizing the ideas that have thus far been discussed. Questions arose as to who would prioritize the ideas that were beyond the IBA Office's scope of work.

Item	Discussion	Action
Monthly newsletter	IBA needs a monthly newsletter to keep us fresh in members' and potential members' minds, not just when something big is coming up.	IBA Office to start a monthly newsletter. Kate will draft and send to all Yekaterinburg IBA attendees for additions/subtractions/ approval.

	<p>First Newsletter should provide news to members about:</p> <ul style="list-style-type: none"> - Yekaterinburg meeting: share agenda, present members, relay discussed issues and outcomes and include information about Ural Industrial Biennial and the symposium - Interactive Space on IBA website - 3rd General Assembly dates in Milan (May 30-June 2, 2016) - Calendar of events - Request member logos to add to website - Include #hashtags in newsletter - Should also invite members to submit news/information for the next newsletter. 	
Biennial Foundation	<p>IBA Office to make stronger connection with Biennial Foundation (BF) so that IBA and BF have a working relationship to share knowledge and information.</p> <p>Also important for IBA and BF to each share other's website via logo placement.</p> <p>Distinction between BF and IBA: BF is public information regarding all biennials; IBA is an association of professionals to promote communication between biennials</p>	<p>IBA Office (Kate) to reach out to BF to develop reciprocal relationship and request logo reciprocity</p>
Logo reciprocity between members and IBA	<p>Member logos need to be on IBA website so that we can promote each other.</p> <p>Members are welcome to add IBA logo to their website along with a 3-line statement: "[Biennial Name] is a proud member of International Biennial Association, an association that promotes engagement and communication between art professionals and institutions concerned with periodic contemporary art events."</p>	<p>Modify IBA website "Resources" page to reflect member logos and link to member websites.</p> <p>Request members to add this statement to their website.</p>

<p>Membership Applications</p>	<p>Promote IBA membership at every member event and via each member's press files. Member biennial can download application form from IBA website and present to attendees (in folders or at information table/booth). Potential members can email IBA or visit IBA website for more information.</p>	<p>Add this information to newsletter.</p>
<p>Update Member List</p>	<p>Make more of a distinction between Individual and Associate Members. Right now the only difference is that Associate Members can't vote. Possible other distinction(s): - Individual and Institutional Members can place IBA logo and 3-line statement on their website, but Associate Members can't. It was also discussed to update the member list with what each member can or is willing to contribute.</p>	
<p>Bookshelf</p>	<p>IBA website should have a "bookshelf" where members can post or list their publications or other useful resources, such as reports that provide information for promoting research.</p>	<p>Aki Hoashi will research an easy and doable method; those present in Yekaterinburg (and others interested) will revisit by the end of 2015.</p>
<p>IBA "Facebook"</p>	<p>An IBA "Facebook"-like form of communication for members on the IBA website was mentioned as a way to extend communication between members. IBA currently has a Facebook page as well as the Interactive Space.</p>	<p>IBA Office will look into creating a separate 'organization' Facebook page and merging it with the existing page (which is currently linked to a personal Facebook page). Having a separate organization page will allow for photo uploads and tagging.</p>
<p>IBA Logo</p>	<p>Updating the logo was discussed to make the association more attractive and recognizable to members and potential members. However, IBA has already voted and decided on the current logo:</p> <p style="text-align: center;">INTERNATIONAL B I E N N I A L ASSOCIATION</p>	