**LOGG Project Meeting Minutes**

**Friday 18 November 2016**

**Attendees: David and Phil (at the beginning), Katy, Elizabeth, Lou, Laura, Chris, Elinor**

Brochure

* Continuation of original image and intro of discovery
* Open book ‘there once was a land that nobody believed existed.’
* Can we plant this 2D image elsewhere? For example, as a digital iteration or in a library? Can we add more layers to it this way?
	+ We could ask HDM to announce that ‘this was found last year’
* As the tea chest moves to another location, a page in the book turns to the next part of the story.
* Digital version: access the book live via a web page, but book is underground somewhere
* Timescale
	+ Image needs to be done and dusted by Christmas Eve
	+ Would be good for the announcement to happen in March when Made in Hull is transitioning to Roots and Routes
	+ Or would it be better to drip feed stuff gently so as to build a narrative?
	+ April activation thing: is this an event or a reported event??
	+ There will be a moment in April when all the public realm stuff will be announced as complete; this would be a good time to announce the discovery.
* Image: book that’s fallen off the shelf and open onto first page with faded image of a horse and carriage in the corner with the same aesthetic as the first image.
	+ Double page spread so book will need to be angled, or we could go for a TRI FOLD
* \***David** and \***Katy** to sit down early this week and go over ideas discussed

What’s next?

* Once proposals are signed of, marcomms peeps need to spent time with each artist to figure out how to promote each project creatively in a way that we can amplify/play with their ideas. For example, Periplum’s bottle motif.
	+ How we knit all individual things into bigger picture
* There is a real grey area between projects and marcomms
* M&E: what sort of response are we looking for?
	+ Participant involvement: smaller numbers but more in depth
	+ Audience member: depends on project and approach. With a more qualitative approach, the numbers don’t have to be huge
	+ Similar with marcomms, we need to get further down the line with proposals then we can clarify M&E aspect
	+ Consultant could work with artists to do something more creative

Timeline:

* Periplum start of May
* Lone Twin June (TBC)
* Joshua July/August (TBC but maybe weekend before August bank holiday)
* Thor and Davy September/October
* Backburner: Macnas and And Now (big sculptural burn)
* Ideally we want to spread activity throughout year without a massive gap, however there is not a lot happening within the programme at the end of 2017, so it might be okay to have a bottom heavy year!
* Feb CDS individual surgeries for marcomms plan

Digital

* can eat up money really easily. It would be cheaper and easier to take over site with a wrap and/or video content, or use social media.
* Narrator: digital account who’s obsessed with LOGG and keeps pushing narrative forward
	+ The person who can make those little connections
	+ That identity is what we want everyone else to be… but we still want to pull the strings!
	+ Is it pulling the wool over people’s eyes or is it being a part of the creative?
* What is the primary reason for promoting it: to get people there? Yes, but also to make connections, and to push the narrative forward.
* We need a place where people can talk about those connections and EXPAND THE STORY
* Invented institution vs curious individual
	+ Doesn’t need to have a face and could be charming old world façade
	+ Create google business profile and FB page. Actors who speak to press and announce that thing has been found. Also its own website/blog.

Budget

* £10K: look and feel (we’ve already spent £1200)
* £35K: print and promotional, which means app. £5K per project, which is not a lot! Some may need more resource than others, so maybe it could balance out.
* £100K: design and print of book, but this still needs more scoping
	+ Also, £80K for distribution
	+ It was discussed whether we have people engaged enough to pick up their own copy from a community centre, and it was decided that this might not be the best of ideas.
* £3.5K: photography and video
* £11K: digital
* We also have allocations for four 'citywide interventions' (at £30k each). We've always talked about marketing having one of those commissions, so there is definitely room for manoeuvre if you want to propose something big.
* This is your moment to say what will cost what because we can still shift things around if necessary. **\*Chris** and **\*Laura** to think through this.
* \***Elinor** to scope out potential costs for M&E

When to meet

* Laura back on the 5th December, so back end of that week or early the following week would be a good time to meet.
* For now, we should meet monthly to overview whole shape of the project then we'll review.
* \***Elizabeth** to schedule the next few meetings and also send out invites to Nov and Feb artist meals.
* There should also be other quick meetings/site visits in between for individual projects. For example, since Periplum is first in May, \***Lou** will be sending out invites for a site visit and/or mini meetings soon.