

Minutes of the British Museum Friends Advisory Council Meeting

14 February 2022

Present

Clarissa Farr (Chair)	Kyle Jordan (joined digitally)
David Scott (Deputy Chair) (joined digitally)	Paul Maclean
Pamela Cross	Jean McMeakin
Sally Dore	Danielle Parker
Fumitaka Eshima (joined digitally)	Andrew Robinson
Claudia Gorman	Yinsey Wang
Peter Hoffer	

In attendance

Sian Hoggett, Head of Membership (SH)
Thomas Knowles (TK)
Sean McParland, Head of Marketing Campaigns (SM)
Celine Nonde (CN)

Apologies

Brigid Hains

1. Minutes of the last meeting and apologies

Minutes of the last meeting were agreed to be true and accurate.

2. Presentation from Sean McParland, Head of Marketing Campaigns

SM updated the Council on changes to the Museum's Marketing team and explained the Museum's approach to exhibition Marketing.

3. Update from Chair of Council

Clarissa Farr updated the Council on discussions at the Board level.

4. Recommendations on 2022-23 Membership Pricing

SH updated the Council on the proposed approach to Membership pricing for 2022-23.

5. Proposed changes to the Young Friends programme

SH briefed the Council on proposed changes to the Museum's Young Friends programme, to ensure more young people can participate.

6. Update from Head of Membership, including accounts

TK and CN updated the Council on Member event activity in 2021-22 and plans for 2022-23.
SH briefed the Council on financial performance to date and patterns in Member feedback/contact in 2021-22.

7. Any other business

Sally Dore raised that four Council Members would finish their second term in 2022 and asked if the Museum would consider plans for alumni activity for former Council Members. SH agreed to look at an annual event.