

Föreningen Film i Malmö

Verksamhetsberättelse

Board of Directors (*styrelsen*)

Chairperson (*Ordförande*) :

Paul Kraus (2018 -

Secretary (*Sekreterare*) :

Jakob Sahlström (September 15, 2021 - April 26, 2022)

Treasurer (*Kassör*) :

Sebastian Mehrstedt (2019 -

Seats (*Ledamöter*) :

Marina Boskovic (March 20, 2020 - April 26, 2022)

Amir Noghabai March 20, 2020 - April 26, 2022)

Film i Malmö has hosted 108 film screenings since our last Annual Meeting, September 15, 2021. Program highlights included:

Horroctober - a full month of horror films including classics, cult and the premiere of our use of VHS movies in October;

Höstlöv - a week of daily screenings of youth films, a part of the Global Cinema project which included a brief course of the history of home movie formats;

Klubb Revival - a curatorial team arranging weekly thematic screenings,;

Flixtploitation - a single curator arranging weekly thematic screenings;

Global Cinema project - Malmö Stad funded project for occasional screenings of films from around the globe.

Weekly screening days & times have been Tuesday, Wednesday, Thursday at 19:30 and Sunday at 19:00. Occasionally we have had screenings also on Friday and / or Saturday. The aim has always to have 4 screenings every week. With the exception of the very occasional suggestion from a member or by the curators, I, as our chairperson, have made the selections and promotion.

In November I began sending a weekly newsletter to all subscribers, this includes all of the members we have had since launching the website in 2020. The newsletter is addressed from Hypnos Theatre and includes all of the Film i Malmö and Hypnos events every week. I decided to use Hypnos Theatre because it allows me to publicise a full account of the activities, I believe that it is more effective to use a personal name in the address and I believe more people are ready to open a complete schedule from Hypnos rather than what may be construed as a institutional notification from our organization. The weekly newsletter is delivered to 768 addresses out of the total 817 addresses on record. That means very few have unsubscribed. We have an average open rate of 54.7%, which feels excellent and a 2.5% clickthrough rate, which considering the mail content is not surprising - all the necessary schedule info is contained in the newsletter.

Each Monday, I compose the newsletter, update the schedule on filmimalmo.se, create facebook events for each film and schedule posts on facebook and instagram. Our events are rarely shared by our members which would be super if we could improve on that!

I strongly encourage other members to involve themselves more in the programming and promotion and have seen how the current curators enjoy the opportunity. When members select films our organisation lives up to its aim of being a democratic platform and the organisation thrives because more new members are attracted by a diverse program and are drawn from the curators's social groups. In this way we better fulfil our aim to ensure the social experience of movie-watching.

We missed a couple of deadlines to apply for funding from Malmö Stad. We have been awarded financial support on two applications in the past (to stream locally-produced films and to show films from under-represented parts of the world) and we have successfully audited these applications after they were complete. We are in good standing with Malmö Stad so we should look to develop new projects and submit applications for funding. We may even consider applying for verksamhetsstöd to support our entire organisation and financially unlock new possibilities. This should be discussed by the new board members.

I think we need to continuously remind ourselves how unique and radical our organisation is! Where else on earth can one find such a home as Hypnos and see almost 50 films on the big screen for 100 sek? At what other cinema could you pick the movie? I had a recent new member, a new arrival in Malmö from France, tell me that he showed the week's program to his cinephile friend back home and his friend said, "yeah, you should go to all of them."

Membership

To get a perspective on where we as an organisation stand today it's valuable to look to our past.

Since we began using the website to collect memberships, we have had a total of 873* unique members.

Keep in mind that some people have duplicate accounts so the number of actual members is somewhat lower.

The website records both # of orders and # of members. Orders occur when a person pays the membership fee.

In terms of finances, and to see what percentage of members renew / are returning members, it's important to look at both the # of orders and # of members together. I use September 15 as the date because we should be most interested in the most recent period, after the latest Annual Meeting on September 15, 2021.

Between **September 15, 2019 and September 14, 2020 we had 314 orders.**

Keep in mind that we launched the website which collects these statistics in the summer of 2020: halfway through this period.

Between **September 15, 2020 and September 14, 2021 we had 224 orders.**

Keep in mind we were closed November 2020 - mid-August 2021.

Between **September 15, 2021 and April 19 2022+ we had 422 orders.**

Presently, we have 164 Active Members and 195 members with the right to vote at the Annual Meeting on April 26, a number that includes all active members since January 1, 2022.

Outgoing board of directors

Overall the board of directors installed at the 2021 Annual Meeting have severely under-performed.

We have met 3 times. 1. October: To formalise the new board ("konstituerandemötet), 2. November: To address a rent increase proposal from Hypnos Theatre 3. February: To set a date for the 2022 Annual Meeting

None of these board meetings have had 100% attendance.

None of the board meetings had an order of the day (dagordning) delivered to board members, minutes were recorded by the secretary but no protocols have been proofed, published, printed or signed by the board members.

No verksamhetskommitte and no verksamhetsplan has been established.

In the absence of a verksamhetskommitte, all responsibility for Film i Malmö operations have been fallen on me (with few exceptions), we are no longer in good status with Fritidsförvaltningen, we registered with Radio & TV to broadcast a weekly show which hasn't occurred, we have not applied for funding and have no ongoing or upcoming funded projects.

Finally, no action has been taken regarding the motion to research the possibility of registering as a "cinema" with the filmägarens-kontrollbyrå, which passed unanimously at the 2021 Annual Meeting.

Final word

The lack of priority board meetings were given was disheartening. Film i Malmö is an organisation with a tremendous amount of continuous needs and responsibility for meeting these needs fell largely on my shoulders.

The experience with this board has revealed to me my own limits. I have carried the organization as far as I am capable and have failed to be the leader that this organisation needs to reach the next stage - one that lives up to promises it makes at the Annual Meeting, one that has solid financial funding, one that develops new exciting projects - which I can help envision but cannot carry the organization toward without committed help. I have therefor decided to step down from the chairpersonship and nominate a new chair, who I will work closely with but who will bring a fresh perspective, proven leadership and organisational skills and, as a founding board member, qualified experience with Film i Malmö.

I am excited to have a new board led by Owen Kraus. I believe in this organisation and hope that under new leadership and with board members who have proven week in and out that they are engaged that we can set an example of what can be done collectively under the umbrella of Film i Malmö. I look forward to meeting the new volunteers that Owen has already begun training. I look forward to sharing the responsibility for programming and operating the cinema more broadly among the volunteers. I am looking forward to building projects and applying for money so that we can grow and offer more and more unique and exciting programming. If you were ever considering getting involved with film screenings at any level - curatorial, hosting, projecting, project planning, etc. - now is the time. You will be so welcomed and rewarded.

I appreciate your being a part of this time in my life.

Your Chairperson, Paul

Orförande, Föreningen Film i Malmö