



**Minutes of the 3rd General Meeting
of the Association, Friday 13th July 2018
at the Musée des Merveilles, Tende, France**

A General Meeting of the Clarence Bicknell Association was held at 11h00 on Friday 13th July 2018 at the Musée des Merveilles, Avenue du 15 Septembre 1947, Tende 06430, France.

Members present:

Marcus Bicknell
Susie Bicknell

Graham Avery
Renchi Bicknell

Vanessa Bicknell

Observers and guests present:

none

Marcus Bicknell chaired the meeting and went through the agenda points with the help of PowerPoint slides with bullet points and figures. He reminded the meeting of the following salient points:

- The statutes of the association do not require an annual general meeting, but they may be called by a majority vote of the Committee
- The Committee consists of between 2 and 10 members, appointed for a term of 4 years and they are unpaid
- The Committee may appoint officers: Chairman, Vice-Chairman, Secretary and Treasurer.

It had been noted in the convocation that the statutes of the association do not require an annual general meeting, but it will be useful, in Clarence Bicknell's Centenary Year to hold a meeting. Furthermore, certain officers have come up for re-election.

1) Presentation of the 2017 financial accounts (Marcus Bicknell).

The accounts of the association and these notes in their complete form are attached to the bottom of this report. The highlights are...

In a period of exceptional activity the financial results of the Clarence Bicknell Association were unsatisfactory because of

- 1) Low numbers of members (64) and low subscription payment rate by members
- 2) Exceptional charge of £1,176.87 for web hosting
- 3) Continued need for the loan from Susie and Marcus Bicknell (and bridging loans for the web hosting payment and for the October exhibition costs) ending at a net of £970.92 due to them (after repayment to them in 2018 of £5,111.35, for which the Association has the funds).

Although the Association shows a loss of £683.07 in 2017 it would have made a trading profit of £493.80, on a par with previous years.

The Association was successful in raising £21,483.75 in two tranches from anonymous donors in the USA. £18,255 were paid to the IISL/Museo Bicknell for upkeep to the garden entrance of the museum, as was the primary objective of the donors. £3361.35 were spent for the IISL/Museo Bicknell on the October 2017 exhibitions on the Botanical Art of Clarence Bicknell which was a significant promotion boost leading up to the 2018 Centenary of Clarence Bicknell's death. These monies passed through the accounts of the Association but have been excluded from the trading accounts as exceptional items. The Association took a hit of £8 on bank transfers and £132.61 for exhibition costs beyond the donated amount. Note that the exhibition costs included 4 touch-

screen television monitors, 3 of which are installed in the Museo Bicknell, display posters and equipment which have long-term value to the museum. As at the end of June 2018 the works on the garden entrance had not started because of problems with getting permissions. The donors and their intermediaries are kept informed of the delay.

The Association also launched its online shop (www.clarencebicknell.com/shop) to sell the Casa Fontanalba Visitors' Book and merchandising created by the Bicknell family and by the Fitzwilliam Museum, Cambridge University. The Association profits from commission on sales of these items off the web site; the split of income between the Clarence Bicknell Association ("the Association") and Susie and Marcus Bicknell as funding parties on books, films and other enterprises associated with Clarence Bicknell was shown by the chairman and is attached in Annex to the accounts below.

2) Report on the activities of the Association

Marcus Bicknell reported on the last three years' activities essentially by comparing our objectives laid out in 2013 with what we have actually achieved (see table, next).

	Activity	Planned	Achieved
	Academic research proposed by Nottingham and Genoa Universities, the International Institute of Ligurian Studies and other institutions would cost several million euros	✓	✗
	Academic research within the Association	✓	✓
	Association (creation of the Clarence Bicknell Association)	✓	✓
	Casa Fontanalba open to visitors		✗
	Esperanto translation of A High Way to Heaven	✗	✓
	Exhibition touring European cultural capitals throughout 2018 (possibly in advance and after).	✓	✗
	Film	✗	✓
	Film projections and seminars	✗	✓
	Fitzwilliam Museum: 2018 exhibition	✗	✓
	Fund-raising: £21,484 raised for Museo Bicknell (see below)	✗	✓
	Merchandise: association-generated	✓	✓
	Merchandise: Fitzwilliam Museum products	✗	✓
	Parmurelu d'Oru award and 2017 Bordighera exhibition	✗	✓
	Print & TV coverage (mass media) outside the Riviera	✓	✗
	Print coverage (specialist) outside the Riviera	✓	✗
	Prix Arte Botanico		✗
	Publication: a new book by Christopher Chippindale	✓	✗
	Publication: copies of Casa Fontanalba Visitors' Book	✗	✓
	Publication: the biography of Clarence Bicknell (V. Lester)	✓	✓
	Seminars and Conferences	✓	✓
	Social media and ways by which those interested in Clarence can communicate with each other and share ideas	✓	✓
	Website	✓	✓

The achievements include the academic research within the Association and its diffusion on the association's web site, our involvement in the making of the film "the Marvels of Clarence Bicknell", film projections and seminars, the Fitzwilliam Museum 2018 exhibition, fund-raising (£21,484 raised for Museo Bicknell (see below)), merchandise (association-generated and the Fitzwilliam products), the Parmurelu d'Oru award and 2017 Bordighera exhibition, the publication of the Casa

Marcus Bicknell, Chairman
 Clarence Bicknell Association
 Homefarm Orchard, Threehouseholds
 Chalfont St Giles, Bucks HP8 4LP, UK

email: info@clarencebicknell.com 2
 web: www.clarencebicknell.com
 phone +44 1494 872751
 mobile +44 7748 111444

Fontanalba Visitors' Book and of the biography of Clarence Bicknell (by Valerie Lester) for which key members of the association played roles in research and image sourcing. Of the 8 "failures", i.e. those objectives of the association which we had set ourselves 5 years ago, the chairman emphasised "Print & TV coverage (mass media) outside the Riviera" as the area he would most have liked to report success. It was remarked that such success might still follow.

There was a further discussion under the heading "Merchandise", which also included marketing of the "Marvels" book, and the following points were made,

- MB to provide figures if possible to the committee on our sales off our website and the Fitzwilliam's sales of their merchandising.
- MB to check in with Matador about marketing "Marvels" and to follow through
- MB to ask Fitzwilliam Enterprises if they can market "Marvels" book via their outlets
- GA suggested informing Kew Gardens about "Marvels".
- MB to chase up Hanbury gardens and English bookshops in Nice and Antibes
- SB suggested targeting botanical art societies, London Garden Museum, botanical websites, etc to promote book.

3) Election of officers of the Association

a) **Committee members.** Geoff Bicknell and Maria Pia Luly Jones had informed the chairman they are not standing for re-election. The existing committee members were elected on 17th May 2014 for a period of 2 years (Statutes III.4), and there was no meeting after that of 2015, so they all come up for re-election at this meeting. The committee members standing for re-election are as follows:

- i) Chairman **Marcus Bicknell** Clarence relation, researcher, member of the board of SES in Luxembourg and of other companies in media and technology. Student of all things Clarence and webmaster of this site. Based northwest of London, UK
- ii) Vice-Chairman **Graham Avery** Visiting Fellow at the Robert Schuman Centre for Advanced Studies, European University Institute, Florence, and Honorary Director-General of the European Commission, Brussels. His interests include archaeology, mountain-walking, botany, researching and writing on those topics. Based Oxford
- iii) Secretary **Susie Bicknell** Writer, researcher. Based northwest of London, UK
- iv) Committee member **Christopher Chippindale** Archaeologist, writer, researcher. Based Cambridge
- v) Committee member **Valerie Browne Lester** Clarence relation, writer, researcher. Based near Boston USA. www.valerielester.com
- vi) Committee member **Helen Blanc-Francard** Writer, researcher, garden expert. Based north of Paris.
- vii) Committee member **Titus Bicknell** Exhibitions, conferences, new media professional, Washington DC.
- viii) Committee member **Renchi Bicknell**
- ix) Committee member **Vanessa Bicknell**, wife of Renchi Bicknell, who has been involved in the study of Clarence since the 1980s and who played the part of Alice Campbell in the film The Marvels of Clarence Bicknell, was proposed and seconded as a committee member.

All eight candidates were elected unanimously to the committee.

- b) **Graham Avery** stood for re-election as Vice-Chairman¹ for a period of 2 years and was unanimously elected.
- c) **Susie Bicknell** stood for re-election as Secretary for a period of 2 years and was unanimously elected.
- d) As there no candidate for the post of Treasurer at the time of convocation of this AGM, had Marcus Bicknell agreed to fulfil this function for this meeting under the following terms, as reported alongside the accounts: "The accounts are kept, and PayPal and bank reconciled, by Marcus Bicknell. Annual accounts have until May 2018 been compiled and approved by the elected Treasurer of the Association, Geoff Bicknell, and seen by the Vice-Chairman Graham Avery prior to publication at the AGM and on the web site www.clarencebicknell.com. Subsequent to Geoff Bicknell's retirement in May 2018 from the post of Treasurer the post is vacant. Until the appointment of a new Treasurer the accounts submitted by the Chairman, Marcus, will be considered provisional".
- e) The members present were delighted that **Vanessa Bicknell**, newly elected as a committee member, agreed to stand for the post of Treasurer, a role in which she has had some experience. She was unanimously elected. The chairman and all those present thanked her for her offer of support in this way. The Chairman agreed to forward her the bank and PayPal statements by email, along with the provisional accounts drawn from them, for her to check.
- f) **Marcus Bicknell** stood for re-election as Chairman for a period of 4 years². No other candidate has been proposed. He was unanimously elected.

4) Any other business

- a) Graham Avery laid out the articles he would like to write and submit for publication on the "documents" section of our website www.clarencebicknell.com...
 - Burnat letters, 2nd tranche
 - Naming of mountains
 - Les Sentiers Bicknell
 - The Fritz Mader letter of 1897... and a mini-bio of Fritz Mader, probably for a journal not for the web site.
- b) Graham Avery gave weight and support to the idea that Clarence's "Book of Guests in Esperanto" (in the Bicknell family collection) is important in socio-cultural terms and should if possible be transcribed and even published.
- c) Graham Avery and Renchi Bicknell wished to capitalise more on the biography MARVELS. More talks would be useful. Renchi proposed activities, possibly a film-screening and seminar in Glastonbury at which the links with the Challis Well, Glastonbury and Clarence could be discussed.
- d) Graham Avery proposed that a Clarence Bicknell prize be initiated, for art or research. Marcus to consult Gisela Merello Folli initially.

¹ "Officers will normally serve a term of two years" (Statutes III.4).

² The Chairman shall "a) till the end of 2018 shall be a family relation of Clarence Bicknell and b) shall serve a term of four years. The Chairman may be reappointed for further terms" (Statutes III.4). Provision (a) is no longer relevant.

- e) Renchi Bicknell emphasised that Clarence's legacy is universal in spirit and not just one discipline. We discussed how this could be implemented or could further our aims.



Minutes by Marcus Bicknell, completed 4 September 2018



Accounts of the Clarence Bicknell Association

Balance sheet at 31 December 2017

	2013	2014	2015	2016	2017
Assets and liabilities					
Bank	£ 420.00	£ 412.76	£ 596.59	£ 962.20	£ 5,173.25
Pay Pal £ GBP	£ 57.36	£ 262.78	£ 98.96	£ 19.12	£ 979.65
Pay Pal € Euros, converted				£ 10.54	£ 127.17
Total Assets	£ 477.36	£ 675.54	£ 695.55	£ 991.86	£ 6,280.07
Loan by Marcus Bicknell	-£1,756.18	-£1,360.23	-£1,313.93	-£1,452.26	-£ 6,082.27
Net Assets/(Liabilities)	-£1,278.82	-£ 684.69	-£ 618.38	-£ 460.40	£ 197.80

Income statement, calendar year

	2013	2014	2015	2016	2017
Membership fees, commissions	£ 100.00	£1,779.46	£ 298.81	£ 415.57	£ 733.22
Expenses					
Marketing	£1,376.18	£1,174.38	£ 228.00	£ 347.44	£ 1,350.37
Financial fees	£ 2.64	£ 10.95	£ 4.50	£ 9.30	£ 65.92
Total	£1,378.82	£1,185.33	£ 232.50	£ 356.74	£ 1,416.29
Net Income/(expenditure)	-£1,278.82	£ 594.13	£ 66.31	£ 58.83	-£ 683.07

Notes to the accounts of the Clarence Bicknell Association 2017 (calendar year).

In a period of exceptional activity the financial results of the Clarence Bicknell Association were unsatisfactory because of

- 1) Low numbers of members (64) and low subscription payment rate by members
- 2) Exceptional charge of £1,176.87 for web hosting
- 3) Continued need for the loan from Susie and Marcus Bicknell (and bridging loans for the web hosting payment and for the October exhibition costs) ending at a net of £970.92 due to them (after repayment to them in 2018 of £5,111.35, for which the Association has the funds).

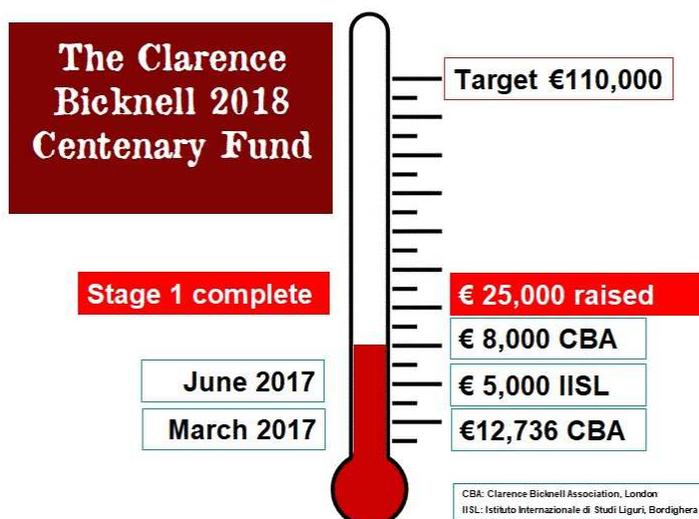
Although the Association shows a loss of £683.07 in 2017 it would have made a trading profit, without the web hosting payment, of £493.80, on a par with previous years.

The Association was successful in raising £21,483.75 in two tranches from anonymous donors in the USA.

a) £18,255 were paid to the IISL/Museo Bicknell for upkeep to the garden entrance of the museum, as was the primary objective of the donors; when added to the €5,000 raised by the IISL from a bank's charitable foundation, this made about €25,000 available for the works (see fund-raising graphic, right, the target of €110,000 being a speculative target announced by this Association and the IISL in 2016).

b) £3361.35 were spent, with their authorisation, for the IISL/Museo Bicknell on the October 2017 exhibitions on the Botanical Art of Clarence Bicknell which was a significant promotion boost leading up to the 2018 Centenary of Clarence Bicknell's death.

These monies passed through the accounts of the Association but have been excluded from the trading accounts as exceptional items. The Association took a hit of £8 on bank transfers and £132.61 for exhibition costs beyond the donated amount. Note that the exhibition costs included 4 touch-screen television monitors, 3 of which are installed in the Museo Bicknell, display posters and equipment which have long-term value to the museum. As at the end of June 2018 the works on the garden entrance had not started because of problems with getting permissions, *although by the time these minutes were*



published, we have heard the works will commence this autumn. The donors and their intermediaries are kept informed of the delay.

The Association also launched its online shop (www.clarencebicknell.com/shop) to sell the Casa Fontanalba Visitors' Book and merchandising created by the Bicknell family and by the Fitzwilliam Museum, Cambridge University. The Association profits from commission on sales of these items off the web site.

Income

The Association has 64 members (up from 55 last year), few of whom pay regularly despite being invoiced once and reminded twice in the spring of each year. Just over 20 renew promptly, the others each receiving a PayPal invoice and, later, an email reminder.

Total income was £733.22 in the calendar year 2017 (£415.57 in 2016), less £65.92 PayPal charges. About 75% of the income was membership fees. There was no income other than membership subscriptions and commission on sales.

Costs

We suffered an unwanted expense in the move in 2017 of our website from WSF France to 1&1 Online UK. WSF France, who had taken over our account from Lez' Art (when Rémy Masségliia withdrew from the web business to concentrate on films), were putting the squeeze on us for unjustifiable hosting and maintenance costs. The Chairman, Marcus, consulted with Graham Avery and Titus Bicknell. On the basis that moving to a UK web hosting company under our control would be cheaper within a couple of years, it was agreed to pay a severance fee to WSF France of £1176.87, essentially their demands for transferring the data from their servers to our new ones. The basic service from 1&1 Online in the UK is £4.79 p.m. (£48 p.a. +VAT). Hosting and service response has been good under the new arrangements and the web site has performed with stability.

Marketing costs amounted to £1350.37 in the year, which would have been £173.50 (£407.38 in 2016) without the punitive web hosting fee. There was neither a printed year-end mailshot nor a printed newsletter during the year. The activities on the two books were deemed enough to keep interest in our activities high. Emails to members were sent both in text form and in graphic form using MailChimp (a free service).

The use of PayPal to drive our web shop has at least two benefits. Firstly the receipt of payments from members and clients is automated and simple to account. Secondly, PayPal provides e-commerce functionality such as a "cart" for checking out multiple purchases and automated delivery notes which save us a lot of time in fulfilling orders. On this basis we consider it worth the close-to-ten-percent charges PayPal makes.

The film "The Marvels of Clarence Bicknell", made in mid 2016 by Rémy Masségliia, the scanning and printing of the *Casa Fontanalba Visitors' Book* and the research, travel, rights, professional services, printing and marketing for *MARVELS: The*

Marcus Bicknell, Chairman

Clarence Bicknell Association

Homefarm Orchard, Threehouseholds

Chalfont St Giles, Bucks HP8 4LP, UK

email: info@clarencebicknell.com 8

web: www.clarencebicknell.com

phone +44 1494 872751

mobile +44 7748 111444

Life of Clarence Bicknell, Botanist, Archaeologist, Artist by Valerie Lester have been funded by Susie and Marcus Bicknell (or by New Media Foundry Ltd., a company under their control) with no cost due from or paid by the Association.

The sale of books and other Clarence Bicknell merchandising (including that produced by Fitzwilliam Museum Enterprises) is subject to the agreement of 19th October 2016 whereby the Association gets 10% of any sale of the film, books or merchandise. It should be noted that the Association has not, in most cases, been paying for postage and packing, this falling to Susie and Marcus and paid out of their share of the sale.

Balance Sheet

Cash at bank at yearend was £6,280.07 (2016: £834.32, 2015: £569.59) but with an outstanding loan from Susie and Marcus Bicknell (whose risk the loan remains) of £6082.27 (£1,313.93 at the end of 2016). However, as noted in the first paragraph above, after repayment to them in 2018 of £5,111.35, for which the Association has the funds, the Associations real end 2017 cash position would be a positive net of £197.80, and the Bicknell loan down to £970.92 (down from £1452.26 in 2016 and £1313.93 in 2015).

Accounting

The accounts are kept, and PayPal and bank reconciled, by Marcus Bicknell. Annual accounts have until May 2018 been compiled and approved by the elected Treasurer of the Association, Geoff Bicknell, and seen by the Vice-Chairman Graham Avery prior to publication at the AGM and on the web site www.clarencebicknell.com. Subsequent to Geoff Bicknell's retirement in May 2018 from the post of Treasurer the post is vacant. Until the appointment of a new Treasurer the accounts submitted by the Chairman, Marcus, will be considered provisional.



Marcus Bicknell
9 July 2018 finalised 4 September 2018

ANNEX: INCOME SPLIT

Split of income between the Clarence Bicknell Association (“the Association”) and Susie and Marcus Bicknell as funding parties – books, films and other enterprises associated with Clarence Bicknell. October 2016, carried forward to new product April 2018.

1) Principles

1a) The Association should not take risk in creating and publishing books, video, audio or merchandise.

1b) The Association should derive some benefit if its website or promotions secures the sale of third party media and merchandise.

2) Terms

2a) Books, video audio or merchandise about Clarence Bicknell created by Susie and Marcus Bicknell (the principal funding party considered here) should be subject to payment of 10% of their net revenue to the Association. This is the summary of the exchange of emails in Annex below.

2b) Specifically, Marcus Bicknell agreed with the committee of the Association on 25th October 2016 that “If there is ever some income from the film *The Marvels of Clarence Bicknell* in any language and if the net revenue (gross turnover minus costs) arrives at €10,000 euros or more at any time in the future 10% of net revenue will be paid to the Clarence Bicknell Association.”

2b) Two books have been produced with funding from Susie and Marcus Bicknell since then, *The Casa Fontanalba Visitors’ Book* (2016) and *MARVELS – The Life of Clarence Bicknell* (2018). Marcus Bicknell agrees “If there is ever some income from these two books and if their net revenue (gross income to Susie and Marcus minus direct costs) is positive at any time in the next ten years then 10% of net revenue will be paid to the Clarence Bicknell Association.”

2c) In the case of sales of such books, video, audio or merchandise through the Association’s website or promotions, 10% of gross revenue ex tax will be paid to the Association; in practice the Association makes the sale and remits 90% to Susie and Marcus.

2d) The sale of such books, video, audio or merchandise through the Association’s website or promotions is without risk to the Association, i.e. no contribution to start-up costs is due and product is made available on a sale-or-return basis or fulfilled one by one, back-to-back with an order.



Marcus Bicknell

17 April 2018