**Cam Valley Arts Trail Meeting Minutes 16 May 2016**

**Present:**

Karen George (Chair), Kate Westcott, Lucy Empson (Secretary), Jo Eddleston, Ginny Lake, Diana Walker, Anna Hurwitz, , Helen Rushton, Clive Shellard, Diana Connor, Alison ter Haar (Publicity co-ordinator) Terry Bridgeman, Richard Lane.

**1.Welcome & Apologies**

Apologies: Sophie Piddock (Treasurer), Sheila Richardson (Membership), Andrew Eddleston, , John Hayhoe, Joyce Spear, Jane Hall, Martin Rumary.

**2. Matters Arising**

Last meeting AGM on 19 April. Minutes from meeting agreed as correct. Actions picked up in agenda items below.

1. Current bank account balance to be provided by Sophie

2. Last years accounts are being checked/audited.

**3. Members Update**

1. Currently have 40 paid members (Sheila to confirm) – Karen Anniola, Nat, MichelleJoyce not yet renewed membership. Jenny Lancaster, Ellen Holt, Matt Rich, Andrew Landsley and Sue Walker not renewing. There are 7 people interested in joining the group as new members.

2. Sheila to send a final email reminder to members who have not yet renewed this year (membership runs from March each year, coinciding with AGM)

**4. Finance and Funding**

1. Sophie to confirm balance of account and update to attach to the Minutes.

**5. Fundraising and sponsorship**

(i) Sponsorship letter

1. Alison has drafted a Sponsorship letter which will be circulated to Members for comment and for suggestions of local companies we could contact for sponsorship.

2. Suggestion that we could target each local venue (village) with an individual/local sponsor.

3. Need to think of the benefits to sponsors – adding names to our banners may be difficult this year as we don’t have funding for more new banners, as they are re-used each year.

(ii) Publicity Training Day – what next?

1. Since the Training Day, Alison has press release info to 15 publications and 3 items were printed. We’ve also had info in lots of What’s On listings (11 papers) ; the BaNES website listings; 3 Parish magazines/pages

2. Alison and Karen have also co-ordinated sending posts out on Facebook and Twitter.

3. Karen to share the notes from the Training Day for all members – on the website?

(iii) Publicity page – local newspapers/magazines

1. Alison has been in discussion with the Chew Valley Gazette about the costs for a double page publicity spread with ‘advert’ spaces around the edges. The price is currently £160+vat and artists/advertisers could then have their own advert box at £20 each on the same page. The Chew Valley Arts Trail had this double page format last year, and it brought new people and a new audience to their Trail. The publication date in October is just before our November trail so would be good timing. Info to be circulated to members for comments.

2. Discussed if there other newspapers/magazines which would be worth considering for a similar advert/editorial such as the Mendip Times and the Journal where we had an events listing last year.

3. Discussed a feature on the Trail 4 years on from it’s inception or a piece about the Trails birthday to get some more publicity about the group?

4. Please send any updates and news items about your own events, exhibitions, shows or new works to Karen so this can go on the website and facebook/twitter posts (Terrys works will be at Victoria Hall from the 17th May and Clive will be at the Bath and West Show)

5. Karen to continue to send out regular mailchimp emails to Members about the group; registration; events etc

6. Please send any photos of new work/images to Karen for the website and facebook/twitter pages.

**6.Grant Applications**

1. Sophie to apply to Clutton Parish Council for a grant towards workshops at Clutton for the Trail.

2. Waiting to hear from our application to Paulton Parish Council.

3. Karen to write to High Littleton Parish Council to fund a workshop event.

4. Possible opportunity to apply to Timsbury Parish Council – Jo applied successfully to their Millennium Funds.

**7.Trail Fundraising**

1.Discussed the projected costs for the group to hold the Trail and other events this year (Sophie’s budget)

- Hall hire costs

- Brochure printing (awaiting quotes)

- Publicity costs (for pre-Trail and afterwards to raise awareness of the group)

- Insurance (annual policy already paid)

- Workshops (with no grant funding this costs £450)

**8. Spring Sale, 30th April - feedback**

1. We had at least 170 visitors, lost count in the afternoon once the demos began

2. Raised £170 for refreshments - monies to be set aside to fund workshops at the Autumn Trail.

3. Music – some comments were about the music being too loud, and others felt it was then too quiet.

4. The still life drawing activity wasn’t a success this time, perhaps the location of the tables and other activities taking place.

5. 25 members took part in the Spring Sale, which made the hall feel very full, but we accommodated everyone who wanted to take part. Some of the allocation of space meant that there was less room for some stalls due to the layout of the room and emergency access routes.

6. Very positive visitor feedback – there was particular praise for the cakes; workshop ideas were woodcarving, spinning, cookery.

7. Jan Baily won the competition and Delilah won the childrens’ colouring competition.

8. Many thanks to everyone for their time organising (particularly Karen) and all their support to make it a successful event.

**9. Arts Trail 2016**

1. Registration is now open to members. £15 with a venue and £25 without a venue. Non-member fees will be £35 (and with your own insurance). OBA will be the same as the member rate. Please see the email to register.

2. We have over 200 ‘Call out to Artists’ postcards from last year, which now need to be distributed to arts venues/galleries/schools for registration for this year by 31st July. Please collect them from Karen if you are able to distribute them.

2. Banners and Boards – Clive=4. Jinny = 2. Jo=1. Karen=2. Ashley=1 Kate=2. Swan artworks has donated some old frames to use as frames for posters/banners this year, which will need to be painted/assembled later in the year.

3. Brochure – mid August deadline for the printing so if you have any recent photos of your work please send these to Karen asap

4. Hints and Tips – the sheet has been updated and will be re-issued to members. There are also suggestions about some informal ‘training’ for members about selling work; how to engage with visitors and communication. Other future training/workshop ideas are for learning new skills (such as running workshops) and an exchange visit with local framers.

**10. Summer Events**

1. Party in the Park has been cancelled this year, but the group is taking part in the Midsomer Arts Festival , High Littleton WI Market and Timsbury Fun Day both on 18th June. If you can help on these dates please let Karen know.

2.Clutton Fund Day – Sophie will have a table, supported by Karen. If you would like to sell works at these events please contact Karen.

3. The group is running a Prize Draw (to be drawn on 30 June) to help gain visitors contact details for our mailing list. Thanks to Andrew who has donated a piece for the prize.

4. OBA have an ‘Art Exhibition’ banner available to borrow for our Summer Events.

**11. AOB**

1.Discussion about the group enquiring about a card reader for use at our sales for card payments. Richard will find out more details of providers/costs. Several artists have their own machines, so we may want to share machines and running costs.

2. Ginny has had a donation of sheeps fleece from Joyces’ daughter, and is happy to share this with other artists or save for a workshop or kits. Please get in touch with her if you are interested.

3. Karen has Dianas jar from the Spring Sale – to be returned with thanks.

4. Dick Whittington to be contacted about the minibus – Karen.

5. Martin Rumary has his book launch of bird paintings – Karen to send out info on the website/mailchimp.

6. Updated Constitution to be signed by the Committee.

7. Publicity kit/checklist to be organised by Ginny for our events.

**Next meeting:**

7.30pm Tuesday 21st June 2016 at Meadgate Farm Shop café

Everyone welcome