**Cam Valley Arts Trail Meeting Minutes 19 April 2016**

**Present:**

Karen George (Chair), Kate Westcott, Sheila Richardson (Membership), Lucy Empson (Secretary), Jo Eddleston, Ginny Lake, Diana Walker, Anna Hurwitz, Jonathan Pearce, Helen Rushton, Clive Shellard, Pam Shellard, Natalie Jones, Diana Connor, Jane Hall, Alison ter Haar (Publicity co-ordinator)

**1.Welcome & Apologies**

Apologies: Sophie Piddock (Treasurer), Andrew Eddleston, Terry Bridgemen, John Hayhoe, Joyce Spear (Joyce is unwell and the group sends a get well message, Karen to send card on behalf of the group) Kelly O'Brien

**2. Matters Arising**

Last meeting AGM on 17th March and the last general meeting on 10th February. Minutes from meeting 10th February and AGM agreed as correct. Actions picked up in items below.

1.Note from AGM – updated constitution to be signed by the Committee including the new Publicity Co-ordinator role.

**3. Members Update**

1. Currently have 33 paid members – 9 members from last year have not yet renewed. To date, 3 people have left the group and there are 4 new members.

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

3. Reminder email to be sent to our contact list (and added to the Website) for those who aren’t members, about 2016 Membership being due, if they wish to join the group.

**4. Finance and Funding**

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

**5. Fundraising and sponsorship**

**(i) Members Training Day**

1. Curo grant is funding a Training Day which will be at Knowle West Media Centre, Bristol on 28 April. We have been able to get enough space for 8 members of the group and the training will be on how we publicise ourselves and reach out to the market. How do we engage with our community? How do we publicise our events and how do we attract people to our workshops? Publicity techniques, communications and using social media. How do we know we are being successful and reaching our audience? Info on the course will be circulated to other members after the training day.

**(ii) 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.

**(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 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?

**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.

**6. Publicity**

1. Alison has joined Committee in the new role of Publicity Co-ordinator and has already been very successful in sending info to the local papers/magazines about the Spring Trail.

2. Discussed offering other local organisations who have related themes and support the Trail, an opportunity to be publicised on our website. egs. The Dance Again Foundation; Taste of Timsbury; Meadgate Farm Shop. Agreed by all

**8. Spring Sale – 30th April**

1. Member only Spring Sale Event to be on 30th April at Congyre Hall. The hall is booked from 9-6pm to set up and take down. The Sale will be open to the public from 11-5pm. 25 members are taking part. Diana to replace Joyce as she is unwell.

2. Please keep distributing the flyers and put up any extra posters. Thanks for Clive/Kate and everyone who has helped to supply and make the boards and banners and put them up around the area.

2. Taste of Timsbury will have a display table, with the agreement that we hope to have some reciprocal publicity at their future events, as support for this new group.

3. Each person has one large table and needs to bring their own boards/table covers/display stands etc. There are also several small square tables available (some needed for visitors/tea tables/demonstrations) so we will need some extras. Sheila/Ginny and Kate to bring their own tables. Andrew & Jo to bring their 2 tables.

4. Ginny to co-ordinate refreshments, and set up the tea tables with table cloths. One tea or coffee will be free to members, please bring some cakes or biscuits to sell (and list ingredients). After the meeting, Karen checked last year's spring event and suggested we offer free tea & coffee to members all day as we did last year?

5. Info sheet to be sent out as a reminder of what to bring on the day.

6. Everyone to help to set up the hall, with tables/chairs/bunting/banners/posters etc and help everyone out – the day is not just for individuals but is organised by all of us together as a group. We will also need help at the end to pack up and put tables away so please stay and help out so it’s not a few people left!

7. Demonstrations: Kelly, die cast printing?; Karen, painting; Diana, drawing; Lucy, calligraphy; Kate, screenprinting; Diana, pastels; Andrew, clay. There is up to a total of £60 in the group budget available for refreshments / prizes / materials for demos or for group event activities, if needed.

8. Activities for visitors to participate: Sheila has a range of mosaic/glass tile samples that could be used for a mosaic activity. Agreed we would try to arrange this for the November Trail, perhaps as a workshop event (suggested a co-ordinator from our group, if possible, or other local artists such as the Blagdon Community Mosaic project).

9. Discussion about activities on the day – competition. Agreed to have a painting/drawing activity (blackbirds to colour and still life/clothed life drawing) with some donated prizes to value of no more than £10 (such as a collection of artists cards; small prints etc)

10. Suggestions box on the day – to collect contact details of visitors/ what would you like to do and to help get our mailing list established.

11. Info flyer to be printed.

12. Photos of the event and visitors/participants. Please ensure the permissions posters are on display and you get permissions sheets signed (particularly important for any photos with children)

13. Music: John will co-ordinate music for the day, please bring a CD to be played if you would like a variety of music to listen to!

**10. AOB**

1. Karen to contact Dick Whittington, Rural Services Officer for West of England Rural Network to seek funding/support for the minibus to transport visitors around our Trail venues.

2. Midsomer Festival 18 June. We have 2 pitches booked for the group. There is also a Town Hall Exhibition – mainly wall hung artwork, 15% commission to be donated to the Community Trust. Decorated flower petals are the theme this year, Karen to find out the cost, but agreed in principle the group decorate some. Please let Karen know if you would like to have some work for sale on our own table and if you are around to help on the day

3. Brochure for the November Trail: Karen has obtained some initial costs for a stapled booklet (£599) and a folded version (£499) for same quantity as last year (last year's costs £450). ‘ Mock ups’ of the folded version to be produced so we can decide on the format – potentially more room for sponsors/workshop info/map.

4. Artwork Creations in Camerton have contacted the group about picture framing workshop/visit to raise their profile in the area. Karen to reply, mindful of the support we receive from Swan Artworks.

5. Laser Cutting Training – Lucy is doing this new course starting this week, at the Furniture Factory (part of Knowle West Media Centre at the Green Business Park in south Bristol) – details to be circulated.

6. Paulton Party in the Park event has been cancelled this year.

**Next meeting:**

7.30pm Monday 16th May 2016 at Meadgate Farm Shop café (venue tbc)

Everyone welcome