**Cam Valley Arts Trail Meeting Minutes 19 January 2015**

**Present:**

Karen George (chair), Lucy Empson (secretary), Diana Connor, Ginny Lake, Jo Eddleston, Sheila Richardson (membership), Kate Westcott, Helen Rushton, Jenny Lancaster, Clive Shellard, Terry Bridgeman, Chris Weaver, Linda O’Gorman, Karen Aniola

**1.Welcome & Apologies**

Apologies: Sophie Piddock (treasurer) Andrew Eddleston, Jo Eddleston, Ann Robb, Martin Rumary, Josie Meaking, John Hayhoe, Matt, Richard, Jacqui Howell

**2. Matters Arising**

Minutes of 18th September 2014.

1. Suggested that the last meeting in September had actions mainly for the November Arts Trail event, and it was agreed all had been completed.

**3. 2014 Trail Update**

There was a big thank you from the Committee for all the artists and supporters who helped make the 2014 Trail a big success.

1. Please send in any individual feedback comments you have about the Trail (question prompt form was distributed and is available on the website and in the email sent out in December). Please also send copies of photos of the venues and activities to Karen, if you haven’t sent them already.
2. Visitor record sheets – please send to Karen so they can be collated.
3. Members – please let us know about any news you have such as new commissions; exhibitions and events; art group events and shows. We would like to add this to the website to help support and publicise artists and other local arts groups. Send information to Karen so it can be added to the website.

**4. Membership**

1. We have 33 members.
2. We are considering making it possible to make the membership payment directly through the bank account (ie. direct debit or standing orders). Membership renewal will be at the AGM.
3. If there are any other artists who would like to become members please contact Sheila. Details are on the website: camvalleyartstrail.co.uk

**5. Finance**

1. Update from Sophie. Bank account current balance is £1138.96. Commitments are £450.59 and Karen has an outstanding amount of £173.95 (which includes payment for website hosting for the next 2 years). This would make the balance £514.42 (excluding the payment to Karen). This is roughly the same working balance as this time last year.
2. Outstanding payments from the 2014 Trail: Pencil workshop payment (Diana)

**6. 2014 Arts Trail Feedback**

1. We have had some feedback comments on the Trail, so if you haven’t done so please send in any individual feedback comments you have about the Trail – either on the comments form or by email.
2. We had good feedback from the schools about the workshop events.
3. School workshops – some activities were well publicised and had good attendance. For future events, should we consider each venue having one main co-ordinator contact for bookings/ publicity etc
4. Visitor record sheets

As one of the aims of the school workshops was to attract children and their families to attend the weekend, we felt our visitor record sheets were unclear whether visitors came as a result of the school workshops or other publicity.

We wonder how many visitors went around the whole trail, or if most people did part of it, on one day?

Many visitors didn’t leave contact details (email or phone numbers) so we’re not able to use this for marketing future events.

Action required to improve record sheet questions.

1. OBA had comments from one visitor who had difficulty finding their venue, and the lack of signs.
2. Thank you to venues who have returned visitor record sheets but a few still outstanding - please return to Karen asap.

**7. Arts Trail 2015**

1. Date **7th and 8th November 2015**
2. This is the first full weekend in November and as such will be after half term week, and may be closer to Christmas to promote events/activities and for purchase of gifts for Christmas.
3. The venues used last year are being approached for availability. Congyre Hall is not available, but Camerton Hall is an alternative which is available. KG to book.
4. There were comments from some venues about more signs and the brochure map including reference to local landmarks to help visitors find their way around the trail.
5. There was discussion about the success of the ‘stamps’ and the prize at encouraging visitors around the trail. If this is repeated we should have all the venues available to take the entries, and publicise this more in advance on the website and in the brochure.

**8. Fundraising and Thank Yous/ Reports**

1. Thank you letters have been sent to Paulton Parish Council and High Littleton Parish Council.
2. Letter to Councillor Jeremy Sparks to be sent – need contact details. SP/ KG
3. Letters to go to all the sponsors, and check that they have been invoiced. SP / KG
4. Clutton Parish Council – date for a fundraising application/ letter to be obtained as they indicated they would consider supporting the next trail. SP
5. Hallatrow/ High Littleton Village Day application to be submitted. SR
6. Feedback report to be sent to Curo by the end of this month. KG
7. Radstock Co-op community fund – applications can be made at any time.
8. Sperring Trust – look out for info on the application date.
9. Waitrose – community funding. Would Keynsham branch consider us in their area?
10. Consider approaching the local MP to attend our future events?
11. The aim of applying for grant funding to support the Trail is to keep the costs to artists and members at a reasonable level so the trail is accessible for younger or emerging artists and be able to run workshops for free for the community to enjoy.

**9. Publicity Co-ordination**

1. We still would like a volunteer to take on the role of publicity co-ordinator (who isn’t already on the committee!). Anyone with experience of helping with press release info is also welcomed. This role will be to co-ordinate a list of publication dates and contacts, to send info out on time.
2. Website: hosting has been renewed for 2 years. We would like to make more use of the members pages with dates of events; info updated and a regular newsletter.
3. ‘Meet the Artist’ suggestion, with a profile of individual artists on the website. To start this off, the Committee members will be ‘guinea pigs. This feature could also be linked to the facebook page and the with a link to artists profiles.
4. Newsletter idea for members – we would need a committee member or volunteer to co-ordinate ideas for content, so that there is a regular update. Suggestions are dates of exhibitions; competitions; other arts trails; exhibition reports; book reviews etc.
5. Terry has had contact with the Somer radio, and suggested they would welcome us being interviewed to publicise the group and our next events.

**10. Spring Event**

1. Date **Saturday 2nd May 2015**
2. Camerton Hall has been booked.
3. Start time to be confirmed and this will be a member only event. Bookings will be open after the AGM
4. Meeting to be arranged to discuss details of the event Wednesday 11th February 7.30pm at Karen's.

**11. AGM**

1. Date **7pm Thursday 19th March** at Clutton Village Hall
2. Please contact Karen if you would like to be part of the Committee , which will be elected at the AGM. There are vacancies for Committee members with specific roles for Publicity and the Newsletter.

**12. AOB**

1. There is the suggestion that the next Trail also supports other venues and local businesses in the area such as local cafes/ pubs/ craft shops etc. Either as venues for refreshments or to display items of work to publicise the main venues. They would then be listed in the brochure and shown on the map.
2. How big is the ‘catchment’ area of the Trail and do we have enough local artists living and working within the Trail area. Would we consider expanding the area or should be consolidate things this year?
3. Diana Connor has a supply of picture corner protectors available – free with a small donation to the local charity.
4. Suggestions of new ideas to explore in the coming year: advice on how to photograph artwork (hosting an outdoor photography session for members in a garden setting such as Kates?); writing an artists statement; using facebook and twitter; holding workshops and taster days for members; visits to local framers with advice on mounts and frames. We welcome other suggestions for advice and events/ activities for members

**Next meeting:**

Annual General Meeting

**7pm Thursday 19th March**

All welcome