**Cam Valley Arts Trail Meeting Minutes 21 June 2016**

**Present:**

Karen George (Chair), Kate Westcott, Lucy Empson (Secretary), Ginny Lake , Diana Connor, Alison ter Haar (Publicity co-ordinator) Terry Bridgeman, Richard Lane. Sheila Richardson (Membership), Sheila Hetreed

**1.Welcome & Apologies**

 Apologies: Sophie Piddock (Treasurer), Andrew Eddleston, John Hayhoe, Joyce Spear, Martin Rumary, Jo Eddleston, Diana Walker, Anna Hurwitz, Helen Rushton, Terry Bridgeman, Alena Bissinger.

**2. Matters Arising**

Last meeting 16 May 2016. Minutes from meeting agreed as correct with correction of Item 9: Registration for Trail venue/ without venue fee amounts to be swapped around. Actions picked up in agenda items below.

**3. Members Update**

1. Currently have 41 paid members – Karen Anniola not renewed; Nat to confirm, Michelle renewed. Sheila to contact Joyce now she is better.

2. Sheila has sent 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. Current bank account balance is £2211.40. Sophie has had payments for this years Trail from 6 members to date with 2 members also due to pay her.

2. Last years accounts are being checked/audited.

**5. Fundraising and sponsorship**

(i) Sponsorship letter

1. Alison focussing on business sponsorship for the brochure. To date:

* Swan Artworks £50. Meltone Gallery £50, Artwork Creations £50.
* Travis Perkins not funding.
* Connies and Meadgate is free/in kind as they host the Trail events and meetings.
* Coop – banner space. Mezze – banner space. Farrington Inn – banner space
* Curo – funding/publicity support. Paulton Parish Council – grant funding

2. Other sponsorship to follow up:

* Kate’s husband. Vale House. Poppies (Paulton). Ink to Print (contact info?). Wellington Signs&Designs (not heard back from them)

3. Suggestions and ideas:

* Essence Café. Farringtons. Keepers Preloved. New Inn (Farmborough). New gift/art shop Paulton. Sangeev (new health shop Timsbury). Eves Kitchen
* If you have any other suggestions please contact Alison who will follow up contacts. Sponsorship letter is attached on the website for you to give to interested sponsors.

(ii) Grant funding

1. Paulton Parish Council £120. High Littleton: Applied for £100 for workshops in High Littleton/Hallatrow. Sophie to apply to Clutton Parish Council for school workshops.
2. Feedback report to Curo due by the end July
3. Any ideas? BaNES Community Fund? Sperring Trust?

**6.Publicity Update**

1. Following the training even, Alison and Karen have set up a set of Facebook and Twitter posts to publicise our events and activities; promoting members and new artists joining the group. If you can, please follow us and re-post our news.

2. 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 now £190 (not £165+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 and Alison to continue negotiation with the Gazette.

3. Bath Life editorial feedback was not encouraging. Bath Magazine was also a similar response. Mendip Times: Alison rang on the day they went to press however they are interested in an editorial piece with a small advert at £50.

4. The ‘Opportunities Knocks’ press release is in the What’s On Sections of lots of local guides and magazines.

5. 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. Twitter we have 173 following and 185 followers. Facebook 174 followers. Please let Alison know if you spot a relevant popular # or @ to use in our messages.

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

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

8. We are collating our press pieces and photos together, to scan and send out to members.

9. Brochures:

* Karren approached Tony Fear A2B Printing for quotes and they will match the previous Out of Hand postcard quotes. The original brochure quote £599 (Stapled and 12 A5 pages). Last year A3 double sided folded £449. A 12 page brochure is now £499 and 16 page £565 for 5000 copies as last year.
* The 16 page brochure with paid adverts will cover the increased cost making it a viable choice.
* Needs to go to print in September (to be sent out 6 weeks before our Trail) so Adverts and Artist images to be finalised by mid-August at the latest. Please see the Registration Form for detail of what to provide.

**7. Arts Trail 2016**

1. Registration is now open to members. Deadline for registration 31 July.

2. We have over 200 ‘Call out to Artists’ postcards from last year, which have been distributed to arts venues/galleries/schools for registration for this year by 31st July. Please collect more from Karen if you are able to distribute them. John has details of exhibition space at the RUH, and this might be a venue for a poster? Also to ask John/other members if they would consider doing a radio interview about the trail and our group?

3. 12 people registered for the Trail to date.

4. Brochure – mid August deadline for the printing so if you have any recent or updated photos of your work that you want in the brochure, please send these to Karen asap

**8. Summer Events**

1. Clutton Fun Day – we had lots of children’s workshops and it was well attended.

2. High Littleton WI market – they raised lots of money for the local charities, but were disappointed by the visitor numbers and are considering locations for future market events.

3. Midsomer Arts Festival. Also on the same day as the market and other local events. Visitor numbers were also lower than last year. On our stall we sold 2 of Martins books, cards, candle holders and print commissions. Thanks to everyone who volunteered and helped at all our Summer events.

4. 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.

5. Coming up: High Littleton Village Day, 27th August. We have an invitation to take part in their 20th Anniversary parade which will be making a banner and taking part in the parade. Karen will prepare a banner (which we can then use for our other events) can you help to decorate it and take part on the day? The theme is Victorian, so if anyone has contacts for costumes that can be borrowed please get in touch with Karen.

**9. AOB**

1.Discussion about the group enquiring about a card reader for use at our sales for card payments. Richard has got some initial costs from providers and will compile this. Several artists have their own machines, so we may want to share machines and running costs. Also need to check the WIFI/Broadband connections in the venues.

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

3. Karen contacted Dick Whittington about the minibus for our Trail. Suggested the Community Trust at Midsomer Norton. They have a shortage of drivers for weekends and availablilty of vehicles. If anyone has suggestions of other contacts please let Karen know

4. Updated Constitution to be signed by the Committee.

5. Publicity kit/checklist to be organised by Ginny for our events – ongoing.

6. Picture frames are being collected to make into banner/poster boards for the Trail. Lucy also has a laminator and A4/A3 laminating sheets so we can make new posters/signs etc for the Trail.

7. Artwork for sale at our events. When we are doing group events your artwork must be in bags labelled with your name (label the wrapping – preferably bubble wrap envelopes – and label the bags). Thanks!

8. Ginny is to be the next ‘meet the artist’ for our website all about the spinning course she is attending.

9. Venue in Paulton is available for our meetings (Sheila) and Diana also offered a venue too. Many thanks.

**Next meeting:**

7.30pm Wednesday 20th July 2016 at Meadgate Farm Shop café

Everyone welcome