**Cam Valley Arts Trail Meeting Minutes 22 November 2016**

**Present:**

Karen George (Chair), Alison ter Haar (Publicity co-ordinator), Anna Hurwitz, Jo Eddleston, Christine Weaver, Ginny Lake, Pamela Shellard, Clive Shellard, Shuya Cheng, Sophie Piddock (Treasurer), Lucy Empson (Secretary), John Hayhoe

**1.Welcome & Apologies**

Apologies: Pauline, Kate Westcott, Sheila Richardson, Andrew Eddleston

**2. Matters Arising**

Minutes from the last meeting, 5 October 2016, agreed as correct.

**3. Membership Update**

No change since last month.

**4. Finance and Funding**

Current bank balance £2131.54

1. Please invoice Sophie for workshops or ask her to email you to confirm the details of what you are owed and she can confirm this.

2. Ginny donating her demo fee to the Trail. Many thanks.

3. Website renewal which is for the next 2 years is now due at $190.80 KG to action

4. The group has paid for two hall hires to date.

5. Monies from Camerton Hall tea/cakes given to Sophie and not yet banked.

6. Many thanks to all the groups who helped run and raise money from the sale of tea and cakes at our venues during the Trail weekend. We are aware of how much additional money has been raised for lots of local charities and groups such as High Littleton WI charity £180; Tunley venue £190 for their chosen horse charity; Clutton playgroup £100 and many more.

7. Discussed looking at future fundraising such as the National Lottery. Ginny to get some background info.

**5. Fundraising and sponsorship**

No new information.

**6. Arts Trail 2016**

1. Thanks to everyone for making this years Trail a success. Thanks to all who have returned a feedback sheet and comments so far – if you haven’t sent anything yet please let Karen have your feedback.

2. Visitors Numbers: From our counts and record sheets, we had 1180 visitors (Shelagh's venue not yet included) and we think many visitors visited several venues so this is actually 500-600 visitors in total.

3. Visitor comments: 60 visitors completed the forms for the prize draw. Overall we had overwhelming positive comments mainly on the wide variety and quality of the work; enjoyment of the workshops; lots of interest in participating in arts and crafts; workshops well received and the Schools participation. Comments at some venues were about even more publicity posters and signs for the venues. Visitors came from a wide catchment from Bradford upon Avon to Weston-Super-Mare to North Bristol and Somerset – although most were local visitors and lots of repeat visitors from previous years. Our brochures and posters/newspapers were also picked up widely, with lots of comments on the Bath galleries; Wells venues (Bishop Palace particularly) and Tourist Office.

4. School project: We have had very positive feedback from the schools that took part this year, with lots of children’s work inspired by the art work we loaned. Press cuttings were circulated. Many schools keen to be involved again or new ones such as Timsbury and Clutton. They may also be a new venues.

5. Venues next year: considering venues for next year that may have to be booked in advance. Congyre Hall Bowls Room (we can’t book the main hall); Clutton; High Littleton. Camerton is already much more expensive than other venues, so we may review this. Perhaps consider more venues in each village location (as a small cluster to walk between, such as Village Hall, School, Church Hall, café/pub) with more studios too?

6. Query about expanding the area to include other venues such as Wellow. We had already decided this year to consolidate the Cam Valley venues so we think we should continue with this, as many visitors didn’t get around all the venues this year.

7. Consider making a ‘signed’ Trail including venues such as cafes/lunch venues on route with some mutual publicity from these other external venues perhaps? ie. route from Bath; route from Bristol to Bath; route from Wells etc

**7. Publicity Update**

1. Coverage in the local press was included in the last Minutes, and attached – we have had brilliant coverage in all the main local papers and local journals/What’s On guides. Many visitors mentioned the Chew Valley Gazette coverage which is distributed to Whitchurch and parts of South Bristol too.

2. Alison has sent out an ‘After Event’ press release with photos to 30 publications – 2 have been published so far, so please look out for any articles or photos and let Alison know if you spot us in the news!

3. Cam Valley Arts Trail is to continue with facebook and twitter posts during December with an Advent Calendar theme. If you have any ‘Christmas’ themed images of your artwork send them to Karen or Alison who will be setting up each of the 24 days posts. There are also thoughts about adding questions about different arts and crafts and publicity for artists/events to the posts. Please let Karen/Alison know about any events you are involved in so this can be included.

**8. Local Events**

1. Paulton Hospital display and sale in December and January. We have been allowed wall space to hang framed works at the hospital which will be for sale with a small commission for the hospital. We would like a variety of work, but it must be in a glazed frame (such as small box frame). Karen has the range of frame sizes that fit onto their hanging system, which can include other mediums such as textiles/glass/photos/cards as long as it is securely fixed inside the frame. The group may purchase a couple of small box frames for some small pieces of artists work to be displayed and also to display information about the group – which can be reused for other events.

2. The RUH also has wall space for artworks so we could have another exhibition there in the future.

3. Midsomer Norton Town Show: The Show is the first Saturday in July and John has suggested we go along to their next meeting to see how we could get involved. They would like to encourage more links with other local groups. Tables will be available at £20. It may be the same date as other local events such as Paulton in the Park which we also support, and where the Parish Councils have funded us in the past.

**9. Members Training & Get Together Events**

1. We had a very successful evening at Diana Connors house which was a friendly group training evening about how to maximise your pitch at exhibitions and for those who are old hands at exhibiting to pass on their know-how to the newbies. Many thanks to Diana for hosting the evening. Alison tried out one of the suggestions which was having small ‘factoids’ about glass on her display table, which prompted lots of questions and conversations.

2. Our next Members event will be on Facebook and Twitter – date to be confirmed.

3. Date for the diary **Workshop Day 25 February 2017** at Congyre Hall. We had initial discussion on how much this would cost and how many workshops we could run to cover our costs. If you are interested in running a workshop (up to 2 hours length) please let Karen know so we can begin to plan the day. We will cover a small fee and materials. Once we have an idea of the workshops we can offer, the costs can be worked out and we could offer a discount to members who wish to take part in the workshops.

4. Date for the diary **Spring Sale 29 April 2017**

**10. AOB**

1. Please send any photos of the Arts Trail to Karen – and make sure any images of visitors and children had consent of those in the photos so we can use them for publicity.

2. Many thanks to Kate Westcott for hosting our Preview evening at this years Trail.

**Next meeting:** 7.30pm Tuesday 17th January 2017

at Meadgate Farm Shop café

Everyone welcome

