**Cam Valley Arts Trail Meeting Minutes 5 October 2016**

**Present:**

Karen George (Chair), Alison ter Haar (Publicity co-ordinator), Sheila Richardson (Membership), Kate Westcott (Committee), Ginny Lake , Diana Connor, Shelagh Hetreed, Anna Hurwitz, Jo Eddleston, Janet Jackson, Sally Gardiner, Catherine Beale, Catherine Weaver, Terry Bridgeman, Jane Woodman, Ginny Lake, Pamela Shellard, Clive Shellard, Shuya Cheng.

**1.Welcome & Apologies**

Apologies: Sophie Piddock, Lucy Empson, Ashley Sands, Andrew Eddleston, Helen Rushton, Wendy Greenwood

**2. Matters Arising**

Minutes from the last meeting, Wed 14 September, agreed as correct.

**3. Membership Update**

No change since last month.

**4. Finance and Funding**

Current situation



If people running workshops could email Sophie with their anticipated costs for materials, that would help us with our budgeting. Some workshops are costing more than anticipated in materials so we hope some are less than our budget to offset this extra sum.

Sophie will email all artists doing workshops regarding invoicing/ receipts etc

**5. Fundraising and sponsorship**

We have received a grant of £100 from Clutton Parish Council towards workshops, and this has been included in the above finances.

**6. Publicity Update**

**BROCHURES**

The 5000 brochures, which are in A5 booklet form this year, are now ready, if you wish to have some copies please collect, after contacting, from Karen.

Alison will arrange to get copies to our Sponsors.

Karen has arranged to get copies to the schools and to the central libraries, they will send them out to branch libraries.

**BROCHURE & POSTER DISTRIBUTION**

A list was circulated at the meeting for people to add their names to places where they could take in brochures and posters. This will be annotated and circulated shortly.

**PAID ADVERTS**

1. Mendip Times Ad and Editorial: We have a small advert at £50 +vat in the October issue. We also have a small editorial in the same issue.

2. Our double page spread in the November issue of Chew Valley Gazette, costs £165+vat. We also have 18 artists taking their own advert box at £20+VAT each on the same page. The publication date is 28thOctober.

**WEBSITES**

What’s On Sections – we have submitted information to all the local websites to be included in their listings.

We have submitted Trail information to all local groups that we have on our contact lists who have websites for them to mention the Trail.

**PAPERS/MAGAZINES**

We have submitted information to all local publications that have a What’s On Listing.

**EDITORIAL**

We have run a few different pieces of editorial over the last few months and submitted them to all the local papers and magazines, but have no control over what gets printed. If you see any pieces in the local press please do send it through to Alison so that we can keep track of who has published something for us.

So far we have the pieces in the Mendip Times, the Chew Valley Gazette, Compton Dando Parish Magazine, Camerton Parish Magazine, Midsomer Norton Journal. See chart at end of minutes.

Next we shall be working on the Workshops and Demonstrations as editorial pieces.

Christine Weaver made a very positive comment that she has had several people say that they have seen the Trail mentioned in publicity.

**MAILCHIMP**

Karen circulated a paper copy of the most recent Mailchimp circular and asked that if people had not received it to let her know. Since a few people seem to be having trouble receiving these mailings.

**FACEBOOK & TWITTER**  
Please send any updates and news items about your own events, exhibitions, shows or new works to Karen so these can go on the website and facebook/twitter posts.

For instance, send in pictures of work you are preparing to show at the Trail, even roughs.

**BANNERS & BOARDS**  
Karen’s master list of sites for promotional banners and boards was circulated and people were asked to say if they could put particular sites up, and be responsible for taking them down again after the event. Dates for the banners and boards to go up are Fri 21, Sat 22, Sun 23 October.

We are missing 2 small banners, and 1 large banner.

We are missing 2 November boards.

If you know where any of these are please tell Karen.

The committee feel that we need some more boards and it was proposed that we spend £95 + VAT on ten A2 boards, this was agreed by those present.

VENUES

The lead person for each venue is listed below. That person will be in touch directly with those exhibiting at that location with regard to that group agreeing between themselves what and how the venue will be run.

Farrington Gurney – Sheila Richardson

Camerton – Andrew Eddleston

High Littleton – Karen George

Clutton – Sophie Piddock

Paulton – Terry Bridgeman

The Venue Pack of publicity and exhibition materials will be given out at the Launch on Thursday 3 November.

**7. Workshops & Demonstrations**

The workshops and demonstrations are now live on the Eventbrite website. People have already started booking, which is very good news. We promoted the workshops at the Taste of Timsbury event earlier in September.

There is also now a button on our own website which says Book Now for the workshops and demos and this takes people straight through to the correct page on Eventbrite.

**8. Launch Party**

In the past The Connies Tea Room has been used for the launch event. It was decided, as a cost saving effort, that this year we would hold the launch at a member’s home and Kate Westcott has very kindly offered her house as a venue. This will mean that we only need to charge members £2 towards drinks for the evening and ask that everyone brings along a dish of finger food, and takes home again any leftovers. Kate will be able to display a selection of work and we shall invite our sponsors and some advertisers to the event as well. It will be on Thursday 3rd October from 7pm to 9pm at Beechwood The Avenue Timsbury BA2 0HU. There is road parking on The Avenue and on Somerset Folly. Kate has a few parking spaces on her drive. It would be good to car share if possible.

**9. The Connies Tea Room Display**

A selection of members work will be put on display on Monday 31st October to run through to the end of the Trail.

**10. Schools Project**

Camerton, Cameley, Paulton, High Littleton and Farrington Gurney schools are all taking part in the project, which involves CVAT loaning artwork to inspire other areas of the curriculum eg. writing, dance, music etc – each school will have a different approach. The children’s work based upon the loaned work will then be displayed alongside the original piece of work at the Trail.

All the schools have been given a link to the digital version of the brochure and Karen is organising for brochures to be delivered.

The group is very pleased that so many local schools have taken part and feel that we are building bridges for future links, including the possibility of carrying out workshops at schools.

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

Diana Connor has very kindly offered her house as a venue for 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. This is likely to be in mid October and Karen will circulate details.

It was also requested that an event on Facebook and Twitter training be organised.

Also an evening to share information about where each of us obtain our resources e.g. bags, boxes, stands and the possibility of bulk buying.

**11. AOB**

The Taste of Timsbury event in September, where we had a stall, had been a huge success and the organisers were reeling from just how marvellous it was, since it was their first attempt. CVAT had shared some hints and tips with them, so if you see them, do congratulate them.

Andrew Eddleston and Kate Westcott will be exhibiting at the Wells Food Festival w/e of 8/9 October

The Chilcompton Craft Fair is on at the Village Hall on Sat 8 Oct.

Jane Woodman will be at the Craft for Crafters show at the Bath Showground on 15 Oct.

The group has been offered a temporary exhibition space for 22 hangings at Paulton General Hospital from December to end of January and are pleased to take this up. Karen will be circulating more information.

**Next meeting:** Date to be advised

at Meadgate Farm Shop café

Everyone welcome

