**Cam Valley Arts Trail Meeting Minutes 14 September 2017**

**Present:**

Karen George (Chair), Janet Jackson, Helen Rushton, Sally Gardiner, Jo Eddleston, Alison ter Haar (Publicity co-ordinator), Anna Hurwitz, Ginny Lake, Shelagh Hetreed, Diana Connor, Jane Woodman, Linda O’Gorman, Yvonne Elston, Kate Marshall, Caroline Nowell, Kate Westcott, Sophie Piddock, Martin Rumary, Gina Belford, Shuya Cheng

**1. Apologies**

Apologies: Sheila Richardson [Membership Sec], Andrew Eddleston, Sue Walker, Sue Gent, Wendy Greenwood, Diane Walker, Chris Weaver, Roger Billingham, Jackie Mason, Richard Lane, Annie Davenport, Lucy Empson [Secretary]

**2. Matters Arising**

Minutes from the last meeting, 26 July 2017, agreed as correct.

Arising from these minutes:

Alison, please email July Minutes to new members.

**3. Membership Update**

Welcome to our new members. Currently membership is at 48.

**4. Finance and Funding**

Current bank balance £3421.18 at 14th Sept. We have £214 still to be banked, also the prize money of £50 from winning the High Littleton Village Day Banner draw in August.

Trail 2017 – we are likely to have a shortfall of around £60-70 on our costs for this year’s trail, which is acceptable.

The committee tries to anticipate our income and compare to our actual income and anticipate our expenses and compare to our actual expenses, but this is not an exact science! We have buffer funds at present to cushion us.

Jane Clayton has paid for her advertisement in this year’s brochure – Alison to send receipt.

Karen explained that the CVAT group insurance covers CVAT members for attendance at CVAT exhibitions, but that if members exhibit at other events they need to take out their own insurance.

Our insurance will be due for renewal in mid March 2018. The rebate still owing from our previous insurers, who went into liquidation, is still outstanding.

**5. Grants, Fundraising and Sponsorship/Advertising**

**Grants**

We are waiting to hear next week whether we have been successful in our bid for £100 grant from Clutton Parish Council

Timsbury Parish Council, who awarded us a £100 grant, chose to buy supplies needed for the workshop directly, which has been done and Jo has these. Thank you to Jo for her work in obtaining this grant for the group.

High Littleton Village Day Aug 2017 the group were lucky to be the winner of the draw for a £50 prize for the best banner at this year’s event.

**Easyfundraising**

Alison explained, for the benefit of new people, that this is a method for obtaining free donations through your on-line purchases by nominating CVAT as a group that you support. Registration on the site is quick and easy and you can shop for almost anything through the Easyfundraising site – Amazon, John Lewis, Argos etc etc also Train fares, Home and Car Insurance, Flights, so it is well worth signing up.

We have 18 members at present and have raised £147.11 to date.

https://www.easyfundraising.org.uk/causes/camvalleyartstrailgroup/

The funds raised through this enable us to put on more free taster art sessions and although these are free to participants, the group gives the people organising the taster sessions a nominal fee as a thank you.

**Sponsors/Advertisers**

We have increased the number of paid for advertising in this year’s 20 page brochure to 9 large ads and 1 small ad, with 12 small free advertisements. The free advertisements are placed for those organisations where we have been successful in obtaining grants, or where they are permitting us to display banners on their premises.

Advertising and Sponsorship has earned us £420 this year.

**6. Publicity Update**

**#celebrate5**

Thank you to everyone, so far, who has sent images containing 5 items of work, or a piece of work with 5 in it, for us to be able to use these in our campaign to help celebrate our 5th Arts Trail.

Please do send your images, if you haven’t yet, as the more we have the more we can publish on social media.

If you post on FB, Twitter or Instagram do include the tag #celebrate5 and @camvalleyart in your posts

**Chew Valley Gazette Double Page Spread November Issue**

As last year we are taking a double page in the CVG with 20 individual artists from this year’s trail having their own box for £20+vat. The group will be paying £165+vat for the spread. If you wish to have your own box please let Alison know by the 25th September.

**Mendip Times**

Again, as last year, we have paid for a small advertisement, £75+vat and will have some editorial and an image as well in the November issue.

**Green Pages**

Alison forgot to mention that the group is now listed in the Chew Valley & Wrington Vale Green Pages

**Newspaper coverage**

Alison also forgot to say that we have received some publicity for the Paulton Party in the Park event in the August issue of the CVG

**8. Local Events**

**Summer Events**

We have been busy over the summer months attending 4 events so far: Timsbury Fun Day, Midsomer Norton Fayre, Paulton Party in the Park & High Littleton & Hallatrow Village Day.

We have one more event, the **2nd Taste of Timsbury event**, Sat 23 Sept at Conygre Hall. This is an extremely busy local food festival. We shall have a table with exhibits from members of a food linked nature – images of food or items that can be used to serve or store food. If you wish to submit an item please contact Kate Westcott by Sunday 17th September and ensure that your item is delivered to her by the 19th September, as the team organising our table are doing a mock up of the layout before the event next weekend.

Ensure your items are named and priced – remembering that Cam Valley take a 10% commission. Also name your wrapping items. The stand is to be manned by Kate Westcott, Andrew Eddleston and Lucy Empson. We shall have copies of a leaflet promoting our November Trail and the Workshops available as well as forms for a last chance to win the Summer Prize Draw item.

**Priston Festival**

This is happening 16th and 17th Sept and Helen Rushton and Shelagh Hetreed will be visiting the event and have agreed to take along some promotional material to promote the Trail [Karen is organising]

**9. 2017 Trail**

**Brochure**

The brochure layout is nearly complete, PLEASE CHECK YOUR ENTRY FOR ACCURACY AS SOON AS KAREN SENDS IT TO YOU

We are printing 5000 copies and have increased the size to 20 pages this year.

The back page of the brochure is a full page advertisement for our own future events.

There is also a page listing all the venues this year. The map appears in the centre. There are 13 venues where there will be a mix of artists and a mix of members and new participants. There will be a ‘lead’ person for each venue but everyone who is exhibiting is expected to help with set up and clearing up. A new venue for this year is Cameley Primary School, in Temple Cloud. They are extremely keen to take part and there will be 7 artists here with workshops, demos, ample parking, mobile reception and they are going to provide teas for visitors.

We anticipate that the brochure will be printed by the end of September.

**Mailchimp emails**

Participants at the Trail will be receiving a few Mailchimp emails from Karen over the course of the next few weeks with further detailed information about participation

**Schools Project**

Several schools wish to work with our group this year: Farrington Gurney, Cameley, Paulton Juniors, High Littleton, Timsbury St Marys, and Clutton Pre School.

Loan of CVAT Members Work – Cameley, Farrington Gurney and Paulton Juniors would like to borrow work from our members to make a basis for their work. Karen will be sending out a request shortly for interested people.

High Littleton school with be basing their artwork around the animal names of their classes.

Timsbury school with be having a workshop by Jo Eddleston to kickstart their artwork.

**Taster Workshops and Demonstrations**

19 Workshops

15 Demonstrations

Thank you to everyone who has offered to run one of these at this year’s trail.

**Connies Exhibition**

Connies Tea Room will, again, be offering us exhibition space in the weeks up to the Trail and over the weekend to display up to 4 paintings and numerous smaller items, all labelled with the artist and where they are exhibiting.

**Meadgate Shop**

Karen will be investigating with Steph the possibility of being able to display some artwork here in the future.

**Launch Party**

This is an opportunity to meet some of this year’s trail members and also to pick up your Venue Pack containing everything needed for the weekend – someone from each venue must be at this event – Leaders for each venue will be appointed shortly, but please do remember that the weekend is a team event and everyone needs to pitch in with set up and clear up.

Launch Party Thursday 2nd November 7pm-9pm at Kate Westcott’s home. You will be sent further details in due course. Everyone who attends is asked to make a donation of a couple of pounds towards the drinks and to bring a small dish of finger food.

**Banners/Boards/Posters**

These will need to be overpainted with this year’s dates and this will be done at Kate’s, if you can help please let Karen know, date to be advised.

Placing Banners etc

If you can help with this please let Karen know once an email has been sent around. The group has a listing of the places where we usually put items, and are pleased that with new members this list will be expanded.

Karen will send you a copy of the page from the brochure of your venue to enable you to promote your own venue to your friends and family

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

**Saturday 13th January at Conygre Hall Timsbury** is a members only day where we shall be able to have taster sessions of each other’s chosen media. Details will be out in due course. We all chip in to pay for the hire of the hall and it has always been a very social and enjoyable day.  
**Social Media**

Most recently CVAT have provided a session for members on how best to use Social Media and there are several people who would like another one of these to be put on. If you are attending the Members Day in January, Karen will be available to help out on this topic. If you have any suggestions for training do let us know. One suggestion so far is: How Best to Promote Yourself?

**Skills Audit**

Not many forms have been returned, so we are wondering whether we are asking the wrong questions. If you don’t like filling in forms, do feel free just to send an email with your answers.

**11. AOB**

1 Karen mentioned The Design Trust on Facebook @thedesigntrust, where there is an excellent video – What is Your Why and how will that help you focus in your creative business?

2 Also, she registered with RWA as part of the ‘O’ List and is now receiving lots of information about Open Exhibitions around the country.

3 The group now has an Exhibition Box, thank you to Ginny Lake for putting this together. The Taste of Timsbury will be the first venue to use this. We still need to add scissors and make up some generic Group Badges.

3 Diana Connor has a card wrap to sell, also some freebies, here at the meeting, for a donation to CVAT

4 Jo Eddleston wanted to emphasise that although there will be a ‘leader’ for each venue everyone should pitch in as a team to help set up the venue and the advertising and help with clearing up after the event.

5 Janet Jackson had recently attended 360◦ on the grass outside Wells Cathedral where you could paint your own picture and enter it for judging. Annie Davenport had been awarded 2nd prize in the adult category. This is likely to happen again in 2018, probably on the August Bank Holiday weekend.

6 Alison ter Haar asked whether, instead of Hunt the Blackbird picture, we usually do for children at venues, this year because it is our 5th Anniversary could we do something connected with that. Suggested that we use the #celebrate5 images submitted by members. – Please can Alison have more of these.

7 Shelagh Hetreed wanted to say a big thank you to the committee for all the hard work put in to make the group run so well, she said it is ‘superbly organised’.

Note for next meeting agenda: - we need to create a generic postcard sized information flyer for the group.

Date for the diary **Members Day Saturday 13th January 2018**

Date for the diary **Workshop Event 24th February 2018**

Date for the diary **Spring Sale 28th April 2018**

Date for the diary **November Trail 3rd & 4th Nov 2018**

**Next meeting:**

**Thursday 5th October 2017**

**7.30pm**

**Meadgate Farm Shop**

**Everyone welcome**