**Cam Valley Arts Trail Meeting Minutes 7 December 2017**

**Present:**

Karen George (Chair), Helen Rushton, Alison ter Haar (Publicity co-ordinator), Ginny Lake, Diana Connor, Richard Lane, Lucy Empson (Secretary), Gina Belford.

**1. Apologies**

Apologies: Andrew Eddleston, Sue Walker, Annie Davenport, Anna Hurwitz, Yvonne Elston, Sophie Piddock (Treasurer), Shuya Cheng, Janet Jackson, Kate Westcott, Michelle Cattanach, Jane Woodman, Sheila Richardson (Membership)

**2. Matters Arising**

1. New Venue for our meeting at the Hunters Rest, Clutton. Thanks to Meadgate Farm Shop for hosting our recent meetings .

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

3. Matters Arising from these minutes: reminder for Sophie, finance update.

**3. Arts Trail 2017**

**1. Comments and Feedback**.

Please email any feedback on this years Trail to Karen. Either use the form on the last mailchimp email or send an email. We have had some feedback from Artists and welcome any more. We had a discussion about general issues from this years Trail weekend from the feedback so far:

* Visitor numbers to some venues on Sunday were lower due to a fatal road accident road closure and other road works.
* Brochure map – some felt it could have been larger format
* Refreshments at some venues was variable. Where venues offer lots of tea/cakes we do raise a large amount of monies for local charities/schools.
* The Children’s story telling workshop was a big success
* Visitor engagement very good and people stayed at the venues for a long while
* Some artists would rather locate their demos in a Studio rather than in the group Venues
* Some workshops had ‘no show’ – perhaps we should ask for a refundable deposit?
* Multiple bookings for workshops, perhaps we should try to spread out the participation
* Good organisation
* Add ‘free entry’ to the brochure
* Add more Village names or Landmarks to the brochure, as many people don’t know where Cam Valley is
* Not many visible brochures in Bath
* Leaflet local residents
* Fix the notice boards and signs in the right places – and sign/encourage visitors onto the next Venues
* The Trail is now optimum size and is manageable by the volunteers
* Posters needed in more venues
* Not enough room for chairs at the smaller venues.
* Some Venues needed more guidance on how to organise the Venue (locking up etc)

**2. Visitor comments:**

* There was one disappointing comment about the disabled access to toilet at High Littleton Hall
* Many of the comments were repeated by visitors and this is a snapshot: Inspirational; talented; high standard and variety; friendly; interesting and varied; proud to see local creative talent on display; love the sense of community; excellent.

**3. Lessons Learned:**

1. We need to sign the next Venue from each Venue, particularly when they are in a walkable distance.

2. We have a good range of children’s activities which keeps them occupied while adults can browse and have refreshments.

3. The monies raised for local groups/charities is significant. Can the Venue co-ordinators confirm what was raised, if this is known? Thanks and congratulations to Marilyn for over £100 raised at Venue 1; thanks to High Littleton WI; thanks to Cameley School PTA and Clutton Pre School

**4. Membership Update**

1. Welcome to our new members. Current membership is at 49.

2. It is proposed to increase the Membership Fee to £15 next year (1st April 2018 - 31st March 2019) to help towards the increased insurance costs.

**5. Finance and Funding**

1. Apologies from Sophie as she is unwell. Finance update for the next meeting. All the Hall costs have been paid. Please invoice for workshops etc if you have not done so.

2. Grants have been received. Look out for the dates to apply to the Sperring Trust for next year.

2. Easyfundraising raised over £200 (as of 5th Jan). 22 members. Please register to support us if you can. www.easyfundraising.org.uk/causes/camvalleyartstrailgroup. Money raised goes towards funding workshops.

**6. Publicity Update**

1. Editorial in Mendip Times; Chew Valley Gazette; Somerset Guardian and Keynsham Voice. Also feature in the Indy Times before the Trail weekend.

2. Pieces and photos have also been in lots of the Parish Magazines and What’s On guides. Alison has the full list of articles and cuttings.

3. ‘Advent Calendar’ posts are going out every day in December on Facebook and Twitter. Thanks to Michelle for her artwork for this feature.

4. We took part in the Clutton Christmas Tree Festival, with tree decorations made from our old brochures. We had lots of great comments.

5. Twitter: 260 followers. 8,000-9,000 impressions. 300 visits to the Profile page

6. Facebook and Instagram are also good. Instagram: 148 followers.

7. Lucy is hosting a Christmas Pop Up Shop and Christmas Window at the Boot Shop in Wrington. Thanks to the Cam Valley Artists who are able to have work on display and for sale. The London Road, Bath, window has now been taken down, thanks to Kate for organising this.

**7. Members Day**

**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.

2. Suggestions: Jackie interested in showing Chinese painting; Janet photoshop/computer skills; Ginny hand spinning; John Hayhoe, training, chat about communication skills

3. Check Richards woodwork/pyrography is ok with our insurance and the Halls insurance.

**8. Workshop Day**

**Saturday 24th February at Congyre Hall, Timsbury** There are 8 workshop sessions available, as 2.5 hour workshops for the public to book onto. Requests are for needlefelting and willow weaving so far.  Details will be advertised from the 15th January.

**9. AOB**

1. Schools Projects for next year. We have been approached to do a whole school art event with Cameley School as they were so pleased to be a new host venue this year. Karen to meet the school.

2. Posters/Brochures. Please collect any spare brochures as the back page will be used for posters for next year. Please return spare ones to Karen

3. Data Protection Act update. To be prepared for the AGM

4. Safeguarding update and policy. To be prepared for the AGM

5. Round Robin info for other arts events with the deadlines for registering. Suggest the Facebook Art Fair Buddies page. The RWA ‘Open’ List. Other contacts to be shared in the next newsletter. Please let Karen know of any events you know about and wish to share with the group.

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 **Seedy Saturday Sat 10th March 2018**

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

Date for the diary **Taste of Timsbury 22nd September 2018**

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

**Next meeting:**

**Thursday 1st February 2017**

**7.30pm-9pm at the Hunters Rest, Clutton**

**Everyone welcome**