**Cam Valley Arts Trail Meeting Minutes 8 December 2015**

**Present:**

Karen George (Chair), Kate Westcott, Lucy Empson (Secretary), Diana Connor, Ginny Lake, Ashley Sands (end of meeting)

**1.Welcome & Apologies**

Apologies: Sheila Richardson, Sophie Piddock , Andrew Eddleston, Jo Eddleston , John Hayhoe, Joyce Spear, Christine Weaver, Anna Hurwitz

**2. Matters Arising**

Minutes from meeting 14 September all actions dealt with before the November Arts Trail. New agenda items to be picked up in items below.

**3. Members Update**

1. Jonathan Pearce joined as a new member before the November Arts Trail. Sheila to confirm numbers but we thought we currently have 39 members.

2. ‘Mailchimp’ emails to be sent to members only, and these will replace the Members newsletter on the website. Karen to remove ‘members login’ tab from the website.

3. Please keep sending in any items of news to keep the website and facebook pages fresh. Any items are of interest to other members, no matter how small they may seem – dates of exhibitions, events, news about groups, new pieces of work, gallery offers or art supplier info etc. Please think of this as a noticeboard for everyone to share.

**4. Finance and Funding**

1. Sophie to confirm the balance in the account at the next meeting once all the payments have been made for the Arts Trail weekend

2. Paulton Parish Council grant application to be made at Christmas time – to fund local workshops next year.

**5. Fundraising**

1. Sponsorship – follow up with Meltone Gallery.

2. Curo – not approached them about funding bid this year, but they have encouraged us to apply next year.

3. Larger scale bid (such as Nats suggestion of Arts Council funding or other grants) we would like to establish a data base of information of local contacts and visitors from the Trail this year to establish who our audience is, who we aren’t reaching, as a basis for fundraising for next year and planning any new activities.

4. Ginny is keeping a record of local fundraising opportunities – let her know if you see any advertised.

**6. Arts Trail Nov 2015 feedback**

1. Congratulations to everyone for putting on a successful Trail again this year!

2. Visitor record numbers for Camerton and Clutton to be sent to Karen. Overall, there was a similar number of visitors as last year – over 500 visitors. At Farrington Gurney & Camerton numbers were similar to High Littleton Venues but sales weren’t as high as hoped for. Some venues had a smaller number of visitors but the smaller venues still felt very vibrant, and had expected sales.

3. Workshop feedback – some venues had low attendance, and other activities (such as the Big paint workshop) were very successful. Some of the demo activities didn’t get pre-booked places, so knowing how to plan and run the activity was made more difficult (ie. the variation in age range or participants (young children; families; adults; mixture of ages); working out what materials were needed; more participants turning up at the last minute.

4. Ideas for next year is to think of how to link the venues, and encourage more visitors to circulate around the Trail. Suggestions such as a minibus on a circular route to transport visitors around the venues ? (Curo suggested they would support a grant application for this). Other ideas are for workshops – to consider holding workshops in a main venue/school to attract more visitors to also visit smaller venues? Or other ideas to get more visitors into the smaller venues, perhaps by holding the school workshops before the Trail weekend, so that there is more activities to publicise?

5. Some of the venues did not put up all their signage, which made it more difficult for visitors to find them. The Trail is run and organised by all the artists, who all volunteer their time. We do not have any paid organisers, and everyone is expected to join in, help to run the events and organise publicity for themselves and on behalf of the group.

6. Improvements to the booking terms/registration agreements to be made for the 2016 Trail events. The Booking Terms need to be refreshed to ensure last minute cancellations are avoided.

Next Year:

7. The Trail weekend will be 5-6 November 2016. Camerton Hall, High Littleton Church Hall and School are booked. Congyre Hall already has another booking, perhaps we should book for 2017? Several schools are also keen to be involved.

**7. Publicity**

1. A big thanks for everyone’s help to publicise the Trail.

2. Nat and Mat to be asked for advice on how to make the most of the facebook and twitter links to publicise the Trail and generate interest in the artworks/commissions and attract visitors to the Trail.

3. We no longer have a publicity co-ordinator, so can anyone volunteer some time to help with this? The contacts for our local publications/media and press release info is already done. Many thanks to Kate for compiling this info for the 2015 Trail.

4. There is a photo opportunity for launching the Big Map Painting – to be discussed at the next meeting to plan a timescale and publicity ideas.

**8. Fundraising update**

1. Sponsorship. Members to help compile a list of local companies/venues such as pubs or garages etc who we can approach sponsorship. If you have a record of local sponsors for other events such as fetes, village days, community groups such as Scouts, please add this to the list, so we don’t approach too many of the same people!

2. Curo have encouraged us to make another application again in March – possible funding for a training or skills sharing event; publicity; engaging community groups in workshops and artworks?

3. Curo have also suggested they would consider an application after April for a minibus and driver to help reduce isolation and encourage more participation in community events and use of local community venues.

**9. Events and Dates**

1. Bath Guildhall Exhibition and the Mayors reception was very well received. There was limited hanging space for a selection of artwork, and the works have now been taken down and are stored at Karen's for collection. Many thanks to Bryan (Diana’s husband) for help with the transport, collection and loading.

2. Congyre Hall is booked on 20th February 10-4pm for a members ‘Taster’ day to try new activities, share and learn some new skills. Karen to circulate more info.

3. Spring Event to be on 30th April at Congyre Hall. Karen to circulate more info nearer the time

4. The AGM to be held in mid-March.

**10. AOB**

1. Skills list to be compiled. As part of the membership renewal, the suggestion is to have a ‘skills questionnaire’ to establish members skills and the contacts they have – this could be anything that is related to putting on the Trail. Some ideas are: computer skills; photography; minibus driving; proof reading; writing; sign writing; carpentry; if you have a van to help transport things; equipment which could be borrowed (marquee, tables, screens, industrial sewing machine, lighting) etc

2. Reminder to send info to Karen for the ‘Meet the Artist’ page on the Website. Please also take some time to look at your Members profile on the website, and let Karen know if you wish to update this, or send in some new images of your work.

**Next meeting:** **7.30pm Tuesday 19th January 2016 at The Star, High Littleton. All welcome.**