

“Catch Me Who Can” Bridgnorth Art Trail Meeting, 10th June 2019



Agenda Item	Discussion / agreed	Action
1. Welcome, Attendance	<p><u>Present:</u> Cllr Julia Buckley, Emma Spenser, Paula Knight, Chris Garside, Cath Kimberley-Bassett, Cliff Kimberley-Bassett, Brian Jones, Cllr Helen Howell, Robert Davies,</p> <p><u>Apologies:</u> Cathy Fox, Mark Pitt, Mike Grocock, Cllr Richard Fox, Nicky Cooper, Robert Davies</p>	
2. Budget Update	<p>£9,886.25 in total and £8,736.25 currently in budget account</p> <p>Of which £1150 outstanding (£1,000 from SVR for 2019-20 payment and £150 from peepos)</p> <p>Annual costs for website (£60), insurance (£60), maintenance (£600) for the 3 remaining years; plus final extraction of statues (approx. £3,000) this leaves approx.. £4,726.25 contingency in the budget.</p> <p>N Cooper had arranged to meet with J Buckley for the full budget handover later this week, to lead on this area.</p>	NC
3. Phase 1 Update	<p>a. Bank Holiday Stall (27/05/19) – Chris Garside gave feedback on a very successful day, thanking Paula Knight for her commitment.</p> <p>Full day from 8am – 4pm with team of volunteers, including 3 from Open House Art Trail and several Girl Guiding leaders. The Trevithick 200 society were supportive by lending gazebo and volunteering on the day, as well as distributing leaflets, materials and other products.</p> <p>Estimated 700 trail maps were distributed to visiting tourists, plus 2 full bundles given to stallholders based in Penkridge / North Wolverhampton area. Interest in “free town map” as selling point. Thanks to Cathy Fox for the additional work to improve the map – v. useful.</p> <p>CG had paid the full £15 stall fee for both art trails and built good links between the 2 trails.</p>	CG / PK

	<p>KA had agreed to set up the “Donate now” button on the website and Facebook page, however it required attachment to a bank account. JB to seek approval from BTC to use the Art Trail budget code for this action.</p> <p>LR had offered to support the group in getting a big story in the Journal and Star around appealing for financial support, donations and sponsors. This would be developed as soon as we have the “live” donate button to refer to in the story. JB had approached Malvern Tipping for a donation and he had agreed a donation of £200. It was felt this could be a good follow up story in the Journal, once the appeal was launched, and might help kick start others to follow.</p> <p>All members of the group were asked to consider potential contacts and local businesses for sponsoring. Bristows was identified as a possible. We have until September to identify what funding is possible.</p> <p>b. <u>Freemen progress</u> An admin error at BTC had returned their cheque, his needed clarification as the freemen statue will go ahead irrespective of other funds. R Davies had met with their allocated artist and it was positive.</p> <p>c. <u>Partners / artists</u> Artists feedback - Donna Wiltshaw dropped out – others still in the loop She was linked to the caring statue - need a new artist partner.</p> <p>All partners keen to continue with project, despite lack of funding at this stage. Very positive feedback.</p>	
5. PR	<p>a. <u>Publicity</u> If we re-do the posters in the windows of outlets offering the free maps – it must include the word FREE. Could we ask Bridgnorth Print to print a sticker with the word “Free” – in either Green, Pink or yellow. A total of 30 shops and outlets in total.</p> <p>There were plans for at least 2 Journal stories – we might be able to include the appeal as part of a wider (more positive story) about launching for the summer season.</p> <p>b. <u>Maps</u> BJ took a bundle to each station on the SVR trail, which was extremely helpful. They will probably need replenishing again before the summer holidays.</p>	JB

	<p>ES reported a total of 2,700 maps remaining in stock at the library.</p> <p>Upcoming events include: Bridgnorth Carnival (23 June – could we have some leaflets and maps on the stall?)</p> <p>Male choir singing at Leisure Centre (July 16 – leaflets)</p> <p>Teddy Bear’s Picnic (24 – ES has stall and give out maps (c. 200 families last year)</p> <p>1940s weekend SVR</p> <p>The group considered the need to review at the next meeting how many maps remaining and whether we need to re-print before the summer holidays – bearing in mind this will require more sponsors to co-finance and a lead-in time for printing.</p> <p>c. <u>Leaflets</u></p> <p>Members updated on further locations to be stocked with the tourism leaflet, including: Stratford gallery restock, Cosford leaflet rack, Garden centres, Lealans, Pavillion, Wyevale, Grange Farm, Molineux, Codsall library, Market Drayton.</p>	<p>JB</p> <p>CG</p> <p>ES</p> <p>BJ</p>
7.AOB	<p>Sponsorship – look for new sponsors if we reprint maps.</p> <p>Feedback on the mapwork – vote of thanks to Cathy for detail on the map – sold as Free town map thanks to additional detail she added.</p>	
Date of Next Meeting	Monday 8 th July, 6.30 – 8pm, Library side room	ES /JB