



VALLEY ARTS AND CRAFTS



Minutes of the meeting held on Wednesday 21st March 2018

Methodist Church Hall, Welshpool

Present:

Hilda Fix, Jayne Griffiths, Sue Lavender, Diana Roberts, Edward Rogers, Abi Crutcher, Parveen Nazar, Cynthia Evans, Patricia Trigg, Deborah Shaw, Tracey Linthwaite, Nina Jones, Ivor Hawkins, Angela Hawkins, Topny Caplin, Penny Vingoe, Hazel Smith, David Youden, Marge Youden, Becca Tansley, Beth McPhee

Apologies:

Sarah Hall, Sue Holt, Lena Jones, Mike Browning, Richard Baddily, Jan Baddily, Nicky Walters, Sonya Smith, Bronwyn Strugnell, Stella Gratriz, Will Deene

Minutes of the last meeting

The minutes were approved.

Matters Arising

The shop

This will be reopening on 26th March. The County Times will be visiting at 11.00am and doing an article.

The shop has been newly painted and cleaned and is looking very good. Photographs will be put on Facebook. Jayne requested that everyone do their bit to help keep the shop clean and tidy.

There is some under shelf storage available for members to keep additional stock. Volunteers in the shop will use this additional stock to replenish the shelves as items are sold.

A bio card (postcard size) and an A4 information sheet for the shop folder will be needed for all members who are selling work through the shop. These will need to be updated occasionally throughout the season.

A shelf has been set aside in the shop as a seasonal shelf. This will be changed on a monthly basis. The shelf will be 'window dressed' and items will need to be ready by the middle of the previous month. The chairman will send out a reminder to all shop volunteers. The following themes have been suggested but suggestions are welcomed from members.

| | | |
|----------------------|----------------------|------------------------|
| March – Easter | April – Fantasy | May – Floral |
| June – Father's Day | July – Holiday/beach | August – Holiday/beach |
| September – Autumnal | October – Christmas | |

Contactless card payments will not be accepted at the shop and a minimum spend of £10.00 will be required on all cards. American Express cards are not accepted.

Advertising

The new brochure is now available. It would be great if all members could take some to hand out in Tourist Information Centres, caravan parks, libraries etc. Penny will look at putting the brochure up on the website. Members were asked to let the committee know where brochures are being taken to eliminate doubling up. The advert in the Chronicle has also been revised. The VAC website and pages on social media will continue to be added to. There is no further money available for advertising this year.

Lake Vyrnwy Marketing Association (LVMA). There will be a special meeting at Lake Vyrnwy at 11:00am on 26th March which the Minister for Tourism will attend. It is hoped that this will lead to greater awareness of the area. Aled will attend the meeting.

The Weatherman Walking programme, which will also raise the profile of the area, has not been aired as yet.

Welcome Pack

It has been decided that new members should be sent a welcome pack. This will include a letter from the Chairman, receipt for membership, membership cards, insurance certificate (if taken up), the latest terms and conditions, brochure and the latest newsletter. Ideas are welcomed for any other suggestions of things to include in the pack.

Treasurer's Report

The bank balances as at 31st December 2017 were Money Management Account £4916.18 and the Community Account £144.09. A breakdown of the income/expenditure will be emailed to members when ready.

Online payments can now be accepted – contact Hilda or Sue for the bank account details.

Members' Remarks

Nina commented that she had posted a picture of something she had made on the VAC Facebook page and that this had led to being contacted by someone who wanted to purchase one. A discussion was then had about the use of the VAC webpage and social media to promote Valley Arts & Crafts. Members were encouraged to promote the VAC pages and link them to their own pages as much as possible to generate traffic. Other social media platforms such as Instagram and Twitter were mentioned as a means of helping to lift the profile.

Craft Shows & Events

VAC Craft Show

VAC is having a craft fair at Lake Vyrnwy Hotel on Sunday 6th May. The cost is £12 per table, to be paid to the Treasurer by 31st March. There are 15 tables booked so far, including a shop table, which will feature items from the shop for people who are not having a table of their own. A poster to advertise the event has been produced and will be handed out at the meeting on 11th April. Members are asked to distribute these posters around TICs, caravan parks, village notice boards etc. A poster will also go up in the shop. The hotel will also advertise the craft fair to their customers and on their website. It is proposed to close the shop on the day of the craft fair but to put a notice on the door directing potential customers to Lake Vyrnwy hotel.

Other Craft Fairs

Input is needed to produce a craft fair calendar. Please email any details of upcoming craft fairs to Jayne. A new craft calendar will be sent out in April.

Kerry Craft Fair – 31st March, village hall, Kerry.

There is a possibility that VAC could have a craft fair at Guilsfield just before Christmas. If the fair at Lake Vyrnwy Hotel is successful, this is also a possibility for a Christmas craft fair.

Penny, Jen and Nicky will put all shows on the website and social media, if they are given the details. The more information we have, the better.

The Hirnant 10 x 10 exhibition is taking place again this year on 10th & 11th May. Entries need to be in by 28th April. The pieces of 10 x 10 used to display your art work can be bought from Heather for 20p and the entries cost £2. The entry form and rules will be sent out again to all members with the minutes.

Any other Business

New Members

Jayne extended a welcome to new members

Newsletter

Becca is willing to take on the production of the newsletter. All photos and information needs to be sent to her for inclusion

After Meetings

A discussion was had about what to do after meetings. It was suggested that members could create a patchwork of ideas using a range of media. Any other suggestions should be sent through as soon as possible.

Future Meetings

Wednesday 11th April

Thursday 28th June

Wednesday 22nd August

Thursday 18th October

Wednesday 12th December (Christmas get-together)

Tuesday 5th February

Wednesday 20th March – 2019 AGM

A thank you to all the people who helped with making drinks and washing up and to Paveen for the home baking.