

# **Minutes of Gardens and Arts Annual General Meeting**

**Held on Thursday, 17 November 2011 at Red Oaks**

## **In attendance:**

**Committee:** Alison Crowe, Paul Crowe, Nick Cryer, Ann Ellson, Will Green, Heather McFarlane-Cryer, Alison Vine, Mary Wells.

**Others in attendance:** Ann Armstrong, Peter Bates, Moira Bonnington, Pamela and Barry Chaston, Mary Cox, Wendy Edwards, Ellen and David Hayes, Sue McLaughlin, Angela Mannel, Jerry and Rosemary Nice, Susie and Geoff Penton, Derek and Ann Sayce, Bill Shelton, Sidonie Stevens, Jean Whiting

## **Apologies**

Katherine Faber, Karen Burt, Deborah Carter, David and Greta Colman, Suzanne Fisher, Juliette Lowther, Jackie Welch.

## **1. Minutes of 2010 AGM**

These were accepted as a correct record of last year's AGM.

## **2. Matters arising**

One action not dealt with: Discuss possibility of designing form for artists to complete which will be carried forward to next Committee meeting agenda.

## **3. Committee reports**

### **Chair**

The weather on Sunday, which was the worst in the festival's history, badly affected the event this year although some gardens still had a reasonable number of visitors and the turn-out for childrens' activities was still good.

### **Treasurer**

Sponsorship was up this year, totalling £1,000 which helped to cover printing costs.

The charity collection and commissions were down on the previous year which can be attributed to the poor weather. The Busy Bees and Warren Playgroups received £275 each and the Brighton Festival Youth Choir £400. The total charity collection did not include those collecting and submitting proceeds to their own charities. The closing balance at October 2011 amounted to £2,219.

### **Charity coordinator**

The committee asked for suggestions for charities which benefit the village. The following were put forward to be discussed at the next committee meeting:

The Scouts  
Henfield Youth Club – which is losing its funding  
Forsight – charity for blind/visually impaired  
Torch

### **Communications coordinator**

The festival uses the leaflet, website and a Facebook page to promote the event. The timeline is important to ensure all entries are submitted on a timely basis. Thanks were expressed to printer Dave Page and David Coleman, who created the map for their hard work this year.

There was a 30% rise in hits during May/June which provides evidence to sponsors that their involvement is worthwhile.

### **Music coordinator**

Music was very good this year despite the weather, with one ensemble performing in the bus shelter.

### **Sponsorship coordinator**

Village businesses were very responsive this year and further sponsorship will be sought again in the coming year. The committee expressed its thanks to Ann Elsom for her excellent efforts in raising additional sponsorship during the past year.

## **5. Election of committee**

All existing committee members wished to stay on for the coming year. David Hayes proposed them all and Rosemary Nice seconded this.

## **6. Reflections on the 2011 festival and looking forward to 2012**

Next year's festival will be held on 16/17 June.

There was some discussion about the need to move away from a trend of recent years towards selling/stalls and a decline in emphasis on the merit of gardens themselves. It was felt that the quality of gardens on show were of less interest. Those in attendance were asked to encourage friends and neighbours with particularly 'attractive' gardens to consider opening next year.

The committee explained that it was not possible to institute any kind of approval process for entry, as this would be too subjective and not in the spirit of the event.

Discussion topics included the entry submission and reserve list process. Clustering and food provision. Planning of food provision/discussion with neighbours and gardens wanting to open in outlying areas of the village were .

All those who were on the reserve list this year will automatically be invited to participate next year. Neighbours to be encouraged to agree on clustering of venues what catering they are providing to avoid overlap.

It was suggested that distances been put on the map so visitors have an idea of scale. Some of the gardens appear to be further away from the village centre than they actually are.

Specially printed sign-boards/maps/bar coding were suggested as additional means of promoting the festival for consideration.

Size and design of leaflet discussed. Bill Shelton offered help from Secretary Shop with possible re-design.

The Committee was thanked for its work.

**Points for further discussion/action:**

1. Committee to discuss form for artists to submit.

**Action: Karen Burt/Committee members**

2. Benefitting charities to be considered and decided on.

**Action: All committee members**

3. Revise map so distance indicators are included next year.

**Action: Paul Crowe/David Colman.**

4. Design of leaflet.

**Action: Paul Crowe to follow up offer of help with B.Shelton/Secretary Shop**