

Meeting Minutes
19th March 2019



Present

- Rob Angell, Xpressofix (Chair) (RA)
- Tanya Levy, Levant (Vice-Chair) (TL)
- Helen Higgins, Lighthouse Payroll (Treasurer)
- Nick Crowley, The Wonderful Garden Company (NCr)
- Lucie Reader, pop-up food (LR)
- Penny Steiner, Castle Cary Town Council (PS)
- Jane Shoebridge, fabrics and tours to India (JS)
- Lucas Hollweg, pop-up food (LH)
- Lucy Simon, David Simon Contemporary / Article (LS)
- David Simon, David Simon Contemporary / Article (DS)
- Angela Piggott, Cary markets (AP)

Agenda Item	Action/commitment
Updates	
<p>EAT Castle Cary</p> <ul style="list-style-type: none"> • TL taken last pitch so all 90 pitches now taken. • Still concern about parking <ul style="list-style-type: none"> - Caryford Hall will run a car park on a donation basis. Loos and tea / coffee may be available. - Fairfield will also be available for parking (maybe for traders) if not muddy. May need tractor or similar to tow cars out if raining. Other option would be to put down some sort of temporary decking material. - EAT looking at CAT transport. - Knapp Farm another possibility. - Nothing really at the south of the town. • Chamber will need to have a presence. Might the publication be ready? Got postcards and maybe could come up with a flyer to give to all stalls to hand out with purchases. LS & DS did something similar in Bath so could use same template. • Could launch a Totally Locally campaign on the back of the food festival. • EAT have another venture: West Country Food Adventure, a Somerset-based initiative offering food-based events. <p>Market Towns Investment Group</p> <ul style="list-style-type: none"> • South Somerset initiative looking at what investment is needed and what money is available. RA represented the Chamber but not particularly informative. 	<p>PS to raise options and ideas to EAT</p> <p>DS to produce a flyer, sponsored by the Chamber.</p> <p>TL to send link to LR to put in the next newsletter.</p>
Finances	
<ul style="list-style-type: none"> • HH has offered her resignation but the Chamber agreed that she should continue doing the financial reports, even if she's not able to investigate funding streams etc. • 30 members, four unpaid. 	

<ul style="list-style-type: none"> • £407 expenditure but currently in the black. • Now HH can access online banking, this has revealed the Chamber has a reserve account so we have a healthy balance going forward. • Town is currently fundraising to develop the Horsepond. LS suggested one means of supporting charitable / community projects would be to set up our own online donation route as a way of circumventing the fee charged by JustGiving. 	<p>HH / LS to find out more / look at feasibility.</p>
<p>Instagram</p>	
<ul style="list-style-type: none"> • LS suggested the Chamber could have its own dedicated hashtag (#visitcastle Cary) to promote the town and the Chamber • Silvana de Soissons up at the Emily Estate is the queen of Instagram. • LS happy to take this on and talk to Silvana. • Perhaps Silvana could run a workshop for Chamber members at the gallery. 	<p>LS to speak to Silvana about both ideas.</p>
<p>Membership</p>	
<ul style="list-style-type: none"> • Businesses that have signed up should be named on the website. • 119 businesses on the MailChimp mailing list so. Doesn't include any / many sole traders so got some way to go in terms of membership. • Ideas to grow membership: <ul style="list-style-type: none"> – Publication will demonstrate one of the benefits of membership. – Events – such as the Silvana workshop – could also be a good incentive to sign up. – Members could hold workshops / offer advice sessions – Could use SurveyMonkey or send out personal emails to find out about the needs of local businesses. – Workshops / talks are another way in. Could invite outside speakers such as Visit Somerset or Visit England • Chamber will come into its own when it takes on a lobbying role. There is a plan to move the primary school to a larger site but the Chamber felt this would threaten the local community and local businesses as things are sold off (cf Bath). • Chamber should be mentioned in every Together. 	<p>RA to add names to the website</p> <p>RA to draft a response on behalf of the Chamber.</p> <p>TL to give copy to PS (next d/line 16 April). AP to send TL the Deputy Clark's email address to be sent reminders re copy dates.</p>
<p>Next Chamber Event</p>	
<ul style="list-style-type: none"> • Four new members as a result of the last social. • Agreed next event should be to launch the new Cary Independent (see below) • Possible dates are 11/12th June or 18/19th June 	

<p>Publication: The Cary Independent</p>	
<ul style="list-style-type: none"> • Mark Matcham has mocked up a cover. Met at his studio. Great title. Silvana very happy to promote at Emily Estate. • How are we getting on with content? Starting with listing. Categorisation important and helpful. Circulate a Dropbox document so everyone can add / amend. NCr has asked Together to send their listing. U3A also has one. • Ask businesses to get in touch through FB Real Castle Cary, Cary Crier and Chamber website.. • Copy / interest pieces required. Horsehair factory – unique story. Slow farming. Cycling. How to hang a picture. Pubs / dog walks. Lots of ideas. Just need to get out there and ask people to write something. Should NOT be promotional. • Publication likely to be 4,000 copies of 96 pp full colour, perfect bind. Aurora Print has quoted £5,500. PS has emailed Bridport Times to see what their costs are. Print people might be moving locally. • RA would like to use publication to encourage larger business to join for an enhanced listing. Membership fees will then help to fund. • Dave Watts may be able to help with photography. Could also be used for the website. • Timeline? Suggested publication dates are June and December. • Could we apply for SSDC money? Better for large businesses to fund / sponsor. • Could charge 50p / £1 charge “where sold” • RA thanked the working group for the work they’ve done so far. 	<p>LS to look into how to do Dropbox</p> <p>NCr to action</p> <p>ALL with printing contacts to get costs. NCr to ask new print people. NCr to put high-quality cover on Frome booklet and give to RA.</p> <p>Photos should be shared via Dropbox</p>
<p>AOB</p>	
<ul style="list-style-type: none"> • Newsletter <ul style="list-style-type: none"> - Cary Motors suggested for next Spotlight - include feature on doing up the Horsepond • Next meetings <ul style="list-style-type: none"> - 27th March @ 5.30pm at The George for Comms meeting with Emily Estate - 16th April @ 6pm at David Simon Contemporary for next Chamber meeting. Project funding priorities for the Chamber to be an agenda item. 	<p>LR / LH</p> <p>RA</p>