

Minutes of Connect Meeting to discuss the Food and Flower Festival on 31st July 2017 Radnorshire Arms Meeting Room

Present: Chair: Leon Abercasis (LA) Peter Mace (PM) David Tennant-Eyles (DTE)
Eva Venny (EV) and Mark Hughes (MH)

Minute taker: Francesca Sandwell (FS)

Guests: Dorothy Maguire (DM) Sarah Bond (SB) Sabina Rüber (SR) Suzanne
Davies (SD) David Pickersgill (DP)

Apologies: James Tennant-Eyles

	Item	Action
1.	Date of the Festival	
	<p>LA stated that at the previous Connect meeting, it had been decided that the Festival should be held on 1st bank holiday weekend in May.</p> <p>It was felt that Sunday would be the best day as the High Street would need to be closed which might upset some shop owners who traded on a Saturday. Also, if the Festival was held on a Sunday, some businesses would get an extra days trade and several businesses like the Duck's Nest, Wine Bar and Hat Shop were already open.</p> <p>DP felt that the Monday would be the best day to hold this type of event, as it was a day that shops normally opened. However, it was noted that not all shops, for example the Deli, opened on Mondays.</p> <p>SR wondered whether May was the right month to hold a Flower Festival, as there was a shortage of flowers at this time of year. However, SB highlighted that the Festival would be held only one week before Malvern Flower Show.</p> <p>DTE queried whether anyone from Connect had spoken to traders in Presteigne to ascertain their thoughts on the Festival. This would also help to ensure that more people got involved at this early stage and helped to create a buzz around the Festival.</p> <p>Action: PM and DTE to speak to Traders on Wednesday 2nd August and report back</p>	PM and DTE
2.	Food and Drink	
	<p>Action: DP to put together a list of food traders who we might want to approach.</p> <p>Action: PM to create a list of drink suppliers who might wish to be involved</p>	<p>DP</p> <p>PM</p>

3.	Open Gardens	
	<p>LA stated that the main site of the event would be the High Street but that it was hoped that people would also open their gardens on Broad Street, Church Street and St David's to create a circular flow through the town.</p> <p>DM reported that she would be happy to contact local gardeners and find out if they would be interested in taking part.</p> <p>Action: DM to be in charge of finding gardens that would be prepared to open for the Festival.</p> <p>SR felt that more people were likely to want to open their gardens and more people were likely to visit the gardens if they felt that the proceeds would go to charity.</p> <p>It was agreed that this was a good idea and St Michael's Hospice and the Air Ambulance were chosen as the two charities to support.</p> <p>Action: DM to contact St Michael's Hospice and the Air Ambulance and see if they would be happy to be involved.</p> <p>It was discussed whether the name 'Food and Flower Festival' accurately described the event. All those present agreed that the Festival would be re-named 'Food, Flower and Garden Festival' so that visitors knew what to expect.</p>	<p>DM</p> <p>DM</p>
4.	Flowers	
	<p>SR highlighted that the beginning of May was a difficult time as it was the tail end of the spring flowers such as daffodils and tulips. However, people could buy seedlings and pots of plants and the stalls did not have to be run by professionals. For example, the playgroup could have a stall.</p> <p>Action: SR to co-ordinate the flower and plant stalls</p> <p>SD suggested that it would be good to include flower demonstrations and displays.</p> <p>Action: SD to find someone who could run flower arrangements/demonstrations</p> <p>LA stated that it would be good if more shops on the High Street would consider having hanging baskets.</p> <p>SR highlighted that May was not really a month for hanging baskets but that they could be full of greenery like ivy.</p> <p>Action: PM and DTE to speak to traders about hanging baskets on Wednesday 2nd August.</p>	<p>SR</p> <p>SD</p> <p>PM and DTE</p>

5.	<p>Stalls</p> <p>LA stated that the Farmers Market has 4 market stalls which could be borrowed and that Connect had £1,600 earmarked to buy a further 5 stalls. Stalls also needed to be covered in case of rain.</p> <p>The cost of closing off the High Street would be £200 and an electrician would be needed to ensure that stalls had electricity. Therefore, it was stressed that the organisers needed to ensure that the fee charged to traders covered costs.</p> <p>It was agreed that the cost for traders would be: £35 for a space at the Festival if traders brought their own gazebo and table etc and £50 if they needed to borrow a stall. Electricity would be included at no extra cost.</p> <p>SB wondered whether £50 would be too much for those selling plants and might put people off.</p> <p>LA to stated that he had a spreadsheet from the previous Festival that highlighted all the costs.</p>	
6.	<p>Events</p> <p>Ideas suggested included:</p> <ul style="list-style-type: none"> • A cookery demonstration to be run by LA • Ready Steady Cook to be organized by SD • Schools cookery competition • Wine tasting with MH • Demonstrations including butchery, coffee roasting, how to take cuttings and how to pot up plants etc. • A talk on foraging • Events for kids including smoothie making <p>It was suggested that shops such as the Ducks Nest, Wine Bar and Moroccan Deli could be used to host events. However, these venues would restrict the number of people who could attend.</p> <p>The idea of a cookery competition was discussed. It was agreed that a pie competition would work well and that this would be called Presteigne's Perfect Pie and could be either sweet or savoury. This will be judged by SD, PM and MH.</p> <p>Action: LA to speak to John Beddoes and the Primary School and find out how they would like to be involved.</p> <p>Action: SD to create a list of potential candidates for Ready Steady Cook and what needs to be done.</p> <p>Action: DP to research people who would be able to offer</p>	<p>LA</p> <p>SD</p> <p>DP</p>

	<p>butchery demonstrations</p> <p>Action: SD to find out about Adele Nozedar's availability for a foraging talk.</p>	SD
7.	Entertainment	
	<p>LA suggested that it would be good to have a jazz band during the day and then another group in the evening. They could be based at the Radnorshire Arms and LA could run a BBQ later on in the day.</p> <p>Action: LA to speak to Fiona from the Radnorshire Arms about</p>	LA
8.	Website and publicity	
	<p>It was discussed whether a website needed to be set up to publicise the Festival.</p> <p>DTE felt that it would be best to create a page and then link it to the Presteigne Town Council website as this was the top search when people googled Presteigne.</p> <p>DP stated that he was happy to lead on marketing the Festival and DTE agreed that he could design the marketing materials and holding page.</p> <p>LA highlighted that Anne Belgrave who organised the last Festival was happy to make changes to the leaflet.</p> <p>However, DTE felt that a new design was needed that would be in-line with the mission statement and brand guidelines.</p> <p>LA suggested that it would be good to have a banner across the High Street. However, other members felt that it was more important to spend money on flyers, posters and signs.</p> <p>DP highlighted that the signage needed to be up 3 months before the event to ensure it was publicized well in advance.</p>	
9.	Date and Time of next meeting	
	<p>7pm on 7th August 2017 at the Radnorshire Arms.</p> <p>Action: LA to send out agenda before the next meeting</p>	LA