**Land of Green Ginger Project Meeting Minutes**

**Present:** Katy, Gareth, Louise, Elizabeth, Laura, Chris, Alix

**Apologies:** Elinor

Comms

* The Discovery:
  + Report that hidden cache of crates hidden under the city, announced in HDM, Burnsy, Look North, etc.
  + Cache needs to be hidden under city centre (so not at Smith & Nephew near Hessle Road…)
  + Some of these crates have books and other strange objects inside; it’s all very mysterious!
  + ‘Expert’ called in to oversee investigation of this horde. For example, it’s been suggested that at the end of Lone Twin’s project there is a massive crate bonfire, which makes this expert go wild with rage over the loss of crucial information.
  + These experts shouldn’t be silly like the Lost & Found Office, and they shouldn’t obviously be performers. This needs to be believable, so it needs to be driven by Comms & Digital.
  + As crates are opened, there might be something inside and maybe another one pops up. Some crates seen floating down Holderness Drain. Periplum’s crates will arrive mid-April, which will be the first sighting in the neighbourhoods.
  + The Land of Green Ginger has been packed away in these crates and now these worlds are starting to reveal themselves. Each start/crate can be different.
  + Device of crates helps to focus comms-side
* We need to meet with the new digital BBC Hull 2017 team, which is very digital-heavy. They will be having a new Hull 2017 page on their website. By meeting with them early, this gives them an opportunity to help develop it with us, which might help encourage them to take part. This team includes both Look North and Radio Humberside. We need to crystallise what we want to happen before meeting with them in early January.
* How are we branding it? Is it a Hull 2017 project?
  + We just need to be a bit more knowing about it
  + The expert(s) is/are key because they could be a partner that passes stuff onto us in social media, for example.
  + Does it make it too difficult not owning up as ours? The pilot project period was too complicated! We’ve got to make it easier for ourselves this year.
  + Would crate idea be ruined if we claimed it as ours? Can we go all out for the first bit and then drop it? We want people engaging with Hull 2017 and we want them to know when they are.

Digital

* Concrete decision needs to be made on what is the mechanisms on which all this rests.
  + We don’t trust Dominic to do this/ it’s not quite right for him, but we also don’t want to be accused of nicking his idea, so we need to tread carefully here.
  + Webcam idea is a bit ‘Countryfile’… better option for us to have a fake CCTV, which we can then ‘play back’ of a grainy film of something weird happening…
    - How do we share this? If we link it to ‘expert’, then we can share it via them.
* What does the digital presence look like? Branding etc. on side of crate. Also what's the identity for other organisation/expert?
  + Event page for Land of Green Ginger?
  + Promotion will be done directly in neighbourhoods, but how do people buy into story? If it is via this organisation, then we need to build it in a way that informs the whole story.
* The book: writer needs their own third person narrative, but still also needs to credit 'research' of organisation/expert in some way
  + 'Tiddler': fish who tells stories and then told it to writer who wrote it down. The book will be like that!

Marketing

* Would love each crate to have an embossing/rubbing that you could collect in a notebook, which all together says 'the end' or something. Then maybe crates should stay in neighbourhoods for longer so that people have a chance to collect them?
* Motifs: bells, horse hooves and shoes, water, footprints, books... would make a great charm bracelet. Feels like there should be 'lashings of ginger beer' in there somewhere!
* For earlier projects, it would be good to start looking at what crate moment looks like. Can we get a brief this side of Christmas?
  + Is this an event that artists are running? Or someone else? Will be different each time. Will need to be in collaboration with artists, whatever form it takes. For example, we have different sized crates that artists can choose from I.e. give them parameters!
  + Don't necessarily need a public moment in centre, like for a big public art installation of crates. If anything, something like that could happen at the end if necessary.
  + The crate appearances aren't necessarily an 'event' per se, just something weird and unusual that's used as signposting for projects
  + Cache found and then other people say they've found similar crates in their homes/neighbourhoods...
* Periplum themes: fire, explosions, ash people
  + If we go to East Park, we will need to do more marketing to get Preston Road people there
  + We need to get creative scenario and movement of show from them, maybe for both their Preston Rd site and for East Park.
  + Horse and carriage marketing needs to be fleshed out more. Could do it with volunteers and just have it be a very elaborate door drop!
  + Could make invitation look like a bottle

Timescale

* Inclined to let next brochure come out first before doing/announcing anything for LOGG
* Mid-March to early April is when the first PR story should happen
* Simon thought the first story could happen even now, but Katy thinks, and the group agrees, that that would be stringing it along too much. Also there’s too much else happening right now in the news to do with us; it would probably get buried.
* We need to plot everything: artist movements, marcomms, etc. to see what the whole picture looks like.
* Some artists are here for a little bit and others for a very long time, like Joshua.
* Periplum: 1st May bank holiday, then nothing live till Joshua in mid June – mid August (not bank holiday so the 20th)
* Then Lone Twin starts in the middle of all that
* Thor = September. Davy = October, to overlap with back end of Hull Fair so that Thor can start later in September
* Dominic will not be getting a neighbourhood commission

Actions

**Alix** to set up a meeting with BBC Hull 2017 media, Katy, Elizabeth and Chris, to take place early in the New Year

**Katy & Laura** to have a quick chat on Tuesday morning

**Lou** to speak with Joshua and Periplum (when they come up again they should have a chat with Laura about their marketing)

**Katy** to speak to Simon and finish thinking through heralding. Also speak with Dominic, Macnas and Lone Twin (Elizabeth to facilitate LT chat)

**Gareth & Katy** to think through Macnas locations

**Gareth** to explore bingo hall mains and production design on crates

**Laura & Chris** to jot down and send ideas re: visuals for crate

**Elizabeth** to go back to Duncan at Yorkshire Water to see if we could use the pumping station as storage for now. Macnas could be around there, and it's a good link with water as a LOGG motif.