

**Minutes of Marketing Committee Meeting held on  
Tuesday 6.00pm 12<sup>th</sup> April 2011  
Chepstow TIC**

**Present**

**Chepstow Chamber representatives**

Griff Rogers (GR)

**MCC representatives**

Cllr Jacqui Sullivan (JS)

**Town Council Representative**

Jane Robbins (JR)

**TIC representatives**

Katie Burton (KB)

Liz Amphlett (EA)

**Area Services Manager MCC**

Alan Browne (AB)

**Creative Cultivators Representatives**

Steve Sullivan (SS)

**Secretary**

Nikki Colley-Priest (NJCP)

Item		Action
1	<b>Apologies</b> Paul Rutter(PR), Sandra Bushell(SB)	
2	<b>Approval of Minutes of Meeting 8<sup>th</sup> March 2011</b> Approved by EA seconded JR	
3	<b>Matters Arising</b>	
3.1	<b>Power supply in Beaufort Square.</b> AB had received a quote of £5000 to replace and install a new power unit. SS queried whether a new one was really needed as he felt that it might be possible to repair the existing unit. AB to investigate further. There would be a considerable delay in ordering and installing a new unit, approval for the funding would be needed from the Town Council, meanwhile income from stalls requiring power in the minimarket was reduced.	<b>AB</b>
3.2	<b>Waltz on The Wye Steam Punk Festival</b> The Marketing Group had agreed to let the organisers use a copy of the town map in their promotion.	
3.3	<b>Marketing Budgets</b> EA reported that since the last meeting she had a quote of £250 for distribution of 10,000 leaflets and it had been agreed to go ahead with this. GR reported that invoices for promoting Chepstow had been presented to the Town Council for payment. He estimated that there was a small amount remaining for this year which the group had hoped to ring fence towards the funding of a new electrical unit for Beaufort Square.	
4	<b>TIC Progress Report</b> KB reported that she understood that the recommendations put forward for the future of the TIC had been agreed at a MCC Cabinet meeting last week. She believed that there was a short period for consideration before it would be ratified at which time the staff would be formally informed of MCC decision. The recommendation was that Chepstow TIC would operate as a mini business generating an income of £40,000 although this amount was yet to be clarified. Meanwhile staff were busy doing preparatory work to get the proposed projects in place among which were coffee and tea facilities, a monthly local produce market and a sale of National Express Coach Tickets.	
5	<b>2011 Events – Hoggin The Bridge, Markets etc.</b>	
5.1	<b>Royal Wedding Picnic</b> JR informed the meeting that plans for the Royal Wedding Picnic on the riverbank were progressing. A jazz band had been booked for The Band Stand and the Local Pubs informed. There were plans for a Barbeque and Ice Cream stalls. JR to email AB with details. AB to check permissions and confirm with JR.	<b>JR/AB</b>
5.2	<b>Continental Market</b> another request from the Continental Market Company had been made to hold a Market in the High Street. Owing to the feedback from retailers that the Continental Market had an adverse effect on their trade it was agreed to refuse the request.	
5.3	<b>Hoggin the Bridge</b> JS reported that organisation for this was progressing. Tickets for the Ride would now be available on line. Via their website.	
6	<b>Open Evening – next steps.</b> GR commented that he had been delighted at the response to the Events Workshop and the group now had to make a decision on how to follow the suggestions up. It was agreed to concentrate initially on events in the High Street. There were several suggestions made at both the events workshop and since for activities in Beaufort Square. It was agreed to form a working party to push ideas forward. This committee would analyse what was possible and who would organise them and act as facilitators and	

	<p>coordinators. Members of the working would be:</p> <ul style="list-style-type: none"> <li>• <b>One representative form TIC (KB/EA)</b></li> <li>• <b>One representative form Town Council Amenities Group (JR/NH/PR)</b></li> <li>• <b>One Chamber Member (TBC)</b></li> <li>• <b>Griff Rogers</b></li> <li>• <b>Nikki Colley-Priest</b></li> </ul> <p>NJCP to email attendees at workshop to invite them to join the working party</p> <p>The first meeting to be held on Tuesday 10<sup>th</sup> May 6.00pm Chepstow TIC</p>	<b>NJCP</b>
<p><b>7</b> <b>7.1</b>  <b>7.2</b></p>	<p><b>AOB</b></p> <p><b>Use of Riverside</b> JS reported that she had received a complaint that a resident near the Riverside who had not been informed of the Royal Wedding Picnic. JS requested that the organisers inform the local residents of the details of the event.</p> <p><b>New local Magazine</b> GR informed the group that there was a new local monthly magazine due to launch shortly with local news and events. They will be looking for editorial.</p>	

**Meeting closed at 7.00pm**

**Next Meeting. 7<sup>th</sup> June**