

**Minutes of Marketing Committee Meeting held on  
Tuesday 8<sup>th</sup> June 2011  
Chepstow TIC**

**Present**

<b>Chepstow Chamber representatives</b> Griff Rogers (GR) – Chair David Burton (DB)	<b>Chepstow Festival representative</b> Cllr Ned Heywood (NH)
<b>MCC representatives</b> Cllr Jacqui Sullivan (JS)	<b>Hoggin the Bridge Representative</b> Steve Sullivan (SS)
<b>Town Council Representatives</b> Cllr Paul Rutter (PR) Cllr Jane Robbins (JR)	<b>Area Service Manager MCC</b> Alan Browne (AB)
<b>TIC representatives</b> Katie Burton (KB) Liz Amphlett (EA)	<b>Secretary</b> Nikki Colley-Priest (NJCP)

<b>Item</b>		<b>Action</b>
<b>1</b>	<b>Apologies</b> Phil Murphy, Sandra Bushell	
<b>2</b>	<b>Approval of Minutes of Meeting</b> JS & EA	
<b>3</b>	<b>Matters arising</b>	
<b>3.1</b>	Power supply in Beaufort Square now working at no extra cost.	
<b>3.2</b>	Steam Punk Festival, seemed successful. There was no particular impact on retail shops, however, hotels, restaurants and bars seemed to benefit. AB commented that this seemed to be the trend with most events in Chepstow	
<b>4</b>	<b>2011/12 Budget and Expenditure</b>	
<b>4.1</b>	The budget from the Town Council had been reduced this year. This came in 2 parts, a publishing budget and a budget for promoting Chepstow. Some of this budget would be needed for the Christmas Light switch on Road Closure. JS reported that it was hoped to run a creative cultivators market in conjunction with this.	
<b>4.2</b>	DB asked if a banner promoting Chepstow could be displayed on the railings of the trunk road by Tescos. JS advised that although banners are put up there this was not allowed and were taken down as soon as MCC became aware they were there. It was agreed that the group would look into hanging the existing banners on lamp posts. It was not allowed to hang these on trunk roads. NH advised that there were some lampposts in the car parks and also on non-trunk roads on approaches to the town. Permission would be needed from MCC. AB to organise permission for this and NH to organise hanging of banners.	<b>AB NH</b>
<b>4.3</b>	The group was asked to send a list of nominated lamp posts to NJCP JR reported that Chepstow had been chosen to host the 'Wales in Bloom' ceremony at the Drill Hall in September and money for promoting this will be needed. DB suggested that retailers should be encouraged to put a special effort into this year's floral displays. It was agreed that as soon as dates were confirmed JR would inform NJCP so that all businesses could be informed.	<b>ALL</b>  <b>JR/NJCP</b>
<b>5</b>	<b>Chepstow Events Sub group</b> GR informed the meeting that Alex Dawson and David Eisenhofer had agreed to assist in this subgroup. The target groups for events/entertainment were young musicians, buskers and face painting. DB suggested trying to get the local press involved with promoting these. Another meeting of the subgroup is planned shortly	
<b>6</b>	<b>Chepstow Guide 2011/12</b> The format of the guide was discussed and it was agreed in principle to keep the existing format with perhaps new pictures and a lighter weight paper. Invitation to tender will be advertised on the website and on twitter.  NH to investigate Royal Mail costs and slots available in November and book.  GR to contact Tom Haverley for design costs.  PR and GR to draw up new Tender guide document and send to NJCP KB would investigate the possibility of Chepstow TIC tendering form this publication.	<b>NJCP</b>  <b>NH</b>  <b>GR</b>  <b>PR/GR</b>

<p><b>7</b></p> <p><b>7.1</b></p> <p><b>7.2</b></p>	<p><b>2011 Events - Hoggin the Bridge, Markets etc</b></p> <p>SS reported that plans for 'Hoggin' the Bridge' were going well. The design for the T shirt had been chosen.</p> <p>NJCP asked if anything had been planned for children on the day as suggested in feedback from last year's event. JS to investigate.</p> <p>Katie reported that at an Adventa meeting it had been noted that plans were in motion for an event for a whole weekend at the end of September for the 40<sup>th</sup> anniversary of the Offa's Dyke association and the 'All Wales Coastal path' launch. It is hoped to obtain sponsorship from local businesses. KB will feed back further information when available</p>	<p><b>JS</b></p> <p><b>KB</b></p>
<p><b>9</b></p> <p><b>9.1</b></p> <p><b>9.2</b></p>	<p><b>AOB</b></p> <p>DB expressed his concerns over the website as he had noted no keywords had been identified.. NJCP reported that she also had been concerned about this. It was agreed that these should have been added in the design of the new Towncrier website. GR to speak to MD.</p> <p>It was agreed that DB and NJCP meet to discuss objectives.</p> <p>DB suggested that the group endeavour to work with the racecourse to promote Chepstow. NJCP noted that although the Towncrier linked to the racecourse website, no corresponding link was on their website. GR to discuss with MD</p> <p>The group had received a request from the organisers of the Big Lunch event in Garden City for inclusion in the Marketing group insurance cover which had been agreed on a one-off basis. It was agreed that if any further event cover were needed by this group, a contribution to the Marketing group of £25 per event would be requested subject to the limitations of the policy. JS to check limitations of policy and inform NJCP.</p>	<p><b>GR</b></p> <p><b>DB/NJCP</b></p> <p><b>GR</b></p> <p><b>JS/NJCP</b></p>
<p><b>Meeting closed at 19.45</b></p> <p><b>Next Meeting Tuesday 12<sup>th</sup> July</b></p>		