

**Minutes of Marketing Committee Meeting held on
6.00pm Tuesday 13th September 2011
Chepstow TIC**

Present

Chepstow Chamber representatives Griff Rogers (GR)	Hoggin the Bridge Representatives Steve Sullivan (SS)
Town Council Representative Cllr Paul Rutter (PR) Cllr Jane Robbins (JR)	Area Service Manager MCC Alan Browne (AB)
TIC representatives Katie Burton (KB) Liz Amphlett (EA)	Chepstow Guide 2011 Mark Elson (ME)
Chepstow Festival representative Cllr Ned Heywood (NH)	Town Council Clerk Sandra Bushell (SB)
	Secretary Nikki Colley-Priest (NJCP)

Item		Action
1	Apologies David Burton, Cllr P Murphy, Cllr J Sullivan	
2	Approval of Minutes of Meeting 12th July 2011 The minutes of the previous meeting had been circulated and approved by EA and SS	
3	Matters arising:	
3.1	Banners: AB had consulted the Council's Car Parks Manager who has no problem with the principle of banners being placed on lamp posts in the Authority's car parks. We will, however, have to liaise with Roger Joy (Lighting) re. technical issues around fixing and connections. A list of other proposed lamp posts for hanging banners needed to be collated to put forward to MCC. It was agreed to aim to put these banners up in the spring. NH advised that stainless steel bands would be required for the lamp posts. SB advised that the Town Council had a banding machine available. Meanwhile, members of the group should send their suggestions on locations of lamp posts for possible banner display to NJCP to collate. These cannot be on the trunk roads.	ALL
3.2	Wales in Bloom: SB reported that funding for the information board was not an issue, it was the position to display the information that was the issue. NH advised that the two standing stones on the riverbank were already being used. It was agreed that a suitable site for the board would be on an exterior wall of the toilets by the riverbank, which is now owned by the Town Council.	
3.3	Towncrier website: GR had spoken to Creating Media about the outstanding work required. NJCP reported that she had had no contact from them. NJCP to contact Creating Media directly to arrange a meeting.	
4	Budget and Expenditure: GR reported that there was a healthy budget but some amounts had already been earmarked for expenditure this year. There were two accounts totalling approximately £7,500. £600 had already been committed for the cost of marshalling the Hoggin the Bridge event and a further amount would be required for hiring and erecting the stage. There would be no charge for the bands playing this year. There were further amounts put aside from donations from Chepstow Showcase and Hoggin the Bridge to assist in future events. . The approximate net balance was £3000 taking into account outstanding invoices. SB reported that the Town Council would be meeting in October to decide on budget expenditure for promoting Chepstow for next year.	
5	Chepstow Events Sub Group: GR advised that it had been difficult this year to organise entertainment/events in Chepstow this year, however, lots of contacts had been made and it was hoped that with an early start to planning next year, a more robust programme of events could be achieved. NJCP advised the meeting that if entertainment was wanted for the 4 Saturdays leading up to Christmas, bookings for these would need to be made now. Suggestions were Chepstow Male voice Choir, Chepstow Singers, The Town Band, Wyedean School Gospel singers, Y Worship and CHAOS. NJCP to collate contact list. SB to send contact for CHAOS to NJCP.	NJCP. SB
6	Chepstow Guide:	

	<p>It was agreed to fund adverts in the guide for advertising the Free Christmas Parking dates in Chepstow and also to advert for the extra trains stopping at Chepstow.</p> <p>ME reported that due to the present economic climate he is finding it difficult to get businesses to advertise. So far 6 businesses from last year are not repeating their adverts. The final date to go to print is 24th October to be delivered to Royal Mail by 31st October with delivery commencing on 8th November. He warned that the guide might make a small loss unless further bookings were made. Furthermore, he said that the design from last year looked rather dated and that a change, he felt, was needed. It was agreed that NJCP write to ask Tom Haverly for the original copy and artwork files from last year.</p>	NJCP
7	<p>Chepstow Town Signage:</p> <p>Several comments had been made about the signage, including finger posts directing visitors by rail to the Town. In particular, there are no signs directing traffic Chepstow Castle, despite it being the oldest Castle in Wales, from any of the major roads leading in to Chepstow. KB to contact Mark Lloyd and arrange a meeting to discuss the issues</p>	KB
8	<p>Hoggin The Bridge:</p> <p>SS reported that everything is underway. The Marketing committee agreed to fund the hire and erection of a stage this year. SS to ascertain costs of this. More marshals are needed in the High Street to hold back the crowds when the bikes arrive. NJCP to try to recruit more marshals.</p>	SS NJCP
9	<p>AOB</p>	
9.1	<p>Wales in Bloom Awards Ceremony:</p> <p>JR reported that the Award ceremony for Wales in Bloom 2011 would take place in the Drill Hall on Thursday 15th Sept. at 12.00 noon. As no other committee members were available, it was agreed that NJCP should attend to represent the Marketing committee.</p>	
9.2	<p>Marketing Birmingham Group: GR reported that 'Better Trains for Chepstow' had made contact with a group promoting Birmingham as a place to visit. They suggested that Chepstow Marketing and Marketing Birmingham should get together to promote each other and establish links to distribute and disseminate each other's publicity material. This would bring mutual advantages. It was agreed to discuss this further at the next meeting.</p>	
	<p>Meeting closed at 19.45</p> <p>Next Meeting Tuesday October 11th 2011 6.00pm Chepstow TIC</p>	