

**Minutes of Marketing Committee Meeting held on
Tuesday 22nd November 2011
Chepstow TIC**

Present

Chepstow Chamber representatives Griff Rogers (GR) – Chair David Burton (DB)	
MCC representatives Cllr Jacqui Sullivan (JS)	Hoggin the Bridge Representative Steve Sullivan (SS)
TIC representatives Katie Burton (KB) Liz Amphlett (EA)	Secretary Nikki Colley-Priest (NJCP)

Item		Action
1	Apologies Cllr Phil Murphy, Sandra Bushell, Alan Browne, Cllr Paul Rutter	
2	Approval of Minutes of Meeting JS & EA	
3	Matters arising	
3.1	Website NJCP had met with Creating Media with some immediate issues that needed to be rectified and was awaiting action from them. DB reported that he had had a meeting with NJCP who had, in turn, discussed some issues with KB & EA. And was now intending on drawing up a plan of action and suggestions for improvement to the website.	
3.2	Hoggin The Bridge SS reported that £17,500 had been raised for Charity. A presentation was to take place at the White Lion Chepstow on Sunday 27 th November.	
3.3	Chepstow Guide GR reported that there were still 3 payments overdue for this year's publication. This year's publication was lighter than the previous year and there might well be a credit note from Royal Mail but as yet no information had yet been received regarding this. The publication had been well received and both SS and DB reported that their shops had picked up customers from it.	GR
3.4	GR to arrange payment to Mark Elson Walkers are Welcome KT reported that she had attended another meeting. A steering group had been set up with charitable trust status. KT was a member of the steering group and that there would be designated roles within the group. She would be feeding information back to the Marketing Group.	KB
4	Town Signage KT reported that a signage audit had been performed in Abergavenny and Monmouth with Chepstow audit being performed shortly. KT had supplied a suggested list community contacts to Mark Lloyd that may be interested in being involved.	
5	Christmas Light Switch On. There would be entertainment in Beaufort Square from 2.30pm with Father Christmas's Sledge arriving at 5.45 Art & Crafts Stalls There would be a small an arts and crafts event with stalls at The White Lion on 1 st Dec 4.00pm – 8.00pm	
6	Marketing Group Funds from Town Council GR explained that TC funded £2000 to the group to promote Chepstow and a further £1000 for publications. The group needed to consider what projects to take on next year to further promote Chepstow. KB had been supplied with further information as to costing for a Chepstow Bag. This would be £10,000 for 7000 bags. These could be available in shops to purchase. To be considered at next meeting	
7	Marketing Birmingham Group NJCP provided contact details for Marketing Birmingham. Ltd company, financed by local authorities website www.visitbirmingham.com They can be reached by phone 0121 202 5000. The recommended contact is Marcia Beckford-Seales, Partnership sale executive. Email: Marcia.Beckford-Seales@MarketingBirmingham.com . Griff to contact	GR
8	AOB	
8.1	What's On Guide JS advised the group that it needed to consider finding another printing company for this publication. Sue was going to arrange for quotes. The present cost was 3p/copy double-sided, folded 4000 copies per run.	
8.2	Chepstow Map KB reported that they had run out of these. NJCP & EA had updated the list of shops. NJCP did not have the software to open a PDF and amend the Map and asked if JS was able to do this or whether we should obtain a quote from the printers. JS said she was able to do this. NJCP to supply JS with an updated list. JS to supply NJCP with a list of printers to obtain quotes for printing	NJCP/ JS
	Meeting closed at 18.45 Next Meeting Tuesday 10th January 2012	