

**Minutes of Marketing Committee Meeting held on  
6.00pm Tuesday 10<sup>th</sup> January 2012  
Chepstow TIC**

**Present**

<b>Chepstow Chamber representatives</b> Griff Rogers (GR) Chair	<b>Hoggin the Bridge Representatives</b> Steve Sullivan (SS)
<b>County Councillor representatives</b> Cllr Phil Murphy (PM) Cllr Jacqui Sullivan (JS)	<b>Chepstow Festival representative</b> Cllr Ned Heywood (NH)
<b>TIC representatives</b> Katie Burton (KB) Liz Amphlett (EA)	<b>Area Service Manager MCC</b> Alan Browne (AB)
<b>Town Council Representative</b> Cllr Paul Rutter (PR) Cllr Jane Robbins (JR)	<b>St Pierre Marriot Hotels</b> Robin Woodward (RW)
<b>Town Council Clerk</b> Sandra Bushell (SB)	<b>Secretary</b> Nikki Colley-Priest (NJCP)

Item		Action
1	<b>Apologies</b> David Burton	
2	<b>Approval of Minutes of Meeting 22<sup>nd</sup> November 2011</b> The minutes of the previous meeting had been circulated and approved by EA and JS	
3	<b>Matters Arising</b>	
3.1	<b>Walkers are Welcome.</b> Both RW and KB had attended another Walkers are Welcome meeting and the Town Council had given their support to gaining accreditation. As part of the accreditation process Chepstow must show that there is sufficient support from local people. There is a form to sign to support the application held at the TIC. KB asked that the group get as many people as possible to sign this form. RW is investigating what publicity for walkers are welcome other towns in the area are using. In particular Ross on Wye. An additional page on the towncrier website may be required.	
3.2	<b>Banners for lamp posts.</b> NJCP had not had any suggestions as to where to hang these. It was agreed that she collates a list of possible lamp posts with there numbers and, after liaising with NH, send the list to AB for approval from MCC. It was agreed that ,subject to approval by MCC, the group would fund up to a maximum of £1000 to erect these banners.	<b>NJCP</b>
4	<b>Monmouthshire visitor's town signage</b> Cotyledon CIC has been commissioned by Monmouthshire County Council's Tourism Team to help deliver improvements to visitor related signage in the County. This visitor signage project is one of five elements of activity which comprises the 'Welcome Monmouthshire' project funded through the Rural Development Plan for Wales. A copy of the report had been circulated to members along with Andrew Griffith's response, on behalf of the Marketing Group, to an on line questionnaire. Concerns were raised about whether funding would be available for motorway signs on the English side of the border and that encouraging tourists to visit Chepstow played an important part of promoting the economy in Monmouthshire. It was agreed that The Marketing Group would like to arrange a meeting with Cotyledon CIC along with other pertinent groups within Chepstow to further discuss the matter. PM to discuss this with Kellie Beirne.	<b>PM</b>
5	<b>Monmouthshire Tourism Futures Project</b> AB, KB and NJCP had attended a meeting on 6 <sup>th</sup> December outlining the results of consultation that had taken place. NJCP reported that <ul style="list-style-type: none"> <li>• The tourism Brand is likely to be Monmouthshire and the Wye Valley</li> <li>• The tourism brand cannot be ]made to fit all MCC uses, despite Kellie Bierne's efforts to achieve this.</li> <li>• The USP of the county will be "Food capital of Wales"</li> </ul> The group felt that the USP was inappropriate to the County. Further consultations were expected soon. NJCP to circulate copies of the presentations to members. PM to invite Kellie Beirne to the next meeting to discuss the groups concerns.	<b>NJCP</b>  <b>PM</b>
6	<b>Marketing Group Funds from Town Council</b> SB reminded the group that	

	<p>Invoices for work done this year needed to be submitted as soon as possible.</p> <p><b>What's on Leaflet</b> JS asked for approval for the costs of printing the 'What's on Leaflet' of £31/1000 folded on coloured paper. This was agreed. It was agreed to commission a new design from Susie Grindy for the front of the leaflet.</p> <p><b>Town map leaflet</b> A print run of 10,000 of the updated Town Map was required JS to update PDF and NJCP to get quotes and organise.</p> <p><b>Case Maps</b> NH to action</p> <p><b>JS to send outstanding invoices to SB.</b></p> <p><b>Budget Plan</b></p> <p>GR suggested that now finances were on a more stable footing the group should create a budget plan for the year and plan things in a more orderly fashion. A number of suggestions were put forward and would be considered at the next meeting.</p> <ul style="list-style-type: none"> <li>• Festival of open air theatre</li> <li>• Sponsoring a theatrical event in the castle. Pre theatrical event for 100 at Drill Hall prior to performance in the Castle</li> <li>• Entertainment/events over the summer after the Festival</li> <li>• Further improvement of the website</li> </ul>	<p><b>JS/NJCP</b></p> <p><b>NH</b></p> <p><b>JS</b></p>
<p><b>7</b></p>	<p><b>A.O.B</b></p> <p>PM suggested looking into following Monmouth's example and creating a Chepstow-pedia. NJCP to circulate link to Monmouth-pedia.</p> <p>KB to contact John Cummings, who worked on the Monmouth-pedia to invite him to the next meeting if possible</p> <p>NH reports that the grass in the castle keep will need returning due to damage done whilst installation of all- weather canopy supports. The weekend of 14<sup>th</sup> 15<sup>th</sup> January was forecast as fine and asked that as many volunteers as possible come along with rakes and spades to assist in making the ground level and stone free before turf is laid.</p>	<p><b>NJCP</b></p> <p><b>KB</b></p>
	<p><b>Meeting closed at 19.30</b></p> <p><b>Next Meeting Tuesday February 7th 2012 6.00pm Chepstow TIC</b></p>	