

**Minutes of Marketing Committee Meeting held on  
Tuesday 7<sup>th</sup> February 2012  
Chepstow TIC**

**Present**

<b>Chepstow Chamber representative</b> Griff Rogers - GR	<b>Hoggin The Bridge Representative</b> Steve Sullivan - SS
<b>St Pierre Marriot Hotels</b> Robin Woodward(RW)	<b>Chepstow Festival Representative</b> Cllr Ned Heywood(NH)
<b>Town Council Representative</b> Cllr Jane Robbins – JR Cllr Paul Rutter(PR)	<b>Town Council Clerk</b> Sandra Bushell (SB)
<b>TIC representatives</b> Katie Burton - KB	<b>Secretary</b> Nikki Colley-Priest – NJCP
<b>Chepstow Society</b> Guy Hamilton(GH)	<b>Monmouthpedia</b> Roger Bamkin (RB) John Cummings (JC)

<b>Item</b>		<b>Action</b>
<b>1</b>	<b>Apologies.</b> Cllr P Murphy (PM), Cllr J Sullivan, Alan Browne(AB), David Burton(DB), Liz Amphlett	
<b>2</b>	<b>Approval of Minutes of Meeting</b> The minutes of the meeting held on June10th January 2012 were distributed and approved by SB and KB	
<b>3</b>	<b>Matters arising</b> <b>Banners on lamp posts in Nelson Street car park.</b> NJCP had circulated a list of lamp posts that were suitable to hang banners from. NH asked for some additional lampposts in Lower Church Street to be added to the list. It was agreed to try and put up as many as possible. Nikki to send list off to Alan Browne and Roger Joy to obtain permission to hang these on lamp posts.	<b>NJCP</b>
<b>4</b>	<b>Monmouthpedia:</b> RB, Chair of Wikimedia UK, and JC gave an informative presentation about Monmouthpedia and how it was set up. RB explained that Wikimedia.uk exists to help collect, develop and distribute freely licensed knowledge (and other educational, cultural and historic material). They do this by bringing the Wikimedia community in the UK together, and by building links with UK-based cultural institutions, universities, charities and other bodies. Wikimedia UK is a registered charity and all information put on the site was done by volunteers. QR codes were used in addition to labels enabling multi lingual access. This allowed for visitors to access information via mobile devices. JC was at present training volunteers in Monmouth to put information on Monmouthpedia and GH was also editing information. £10,000 financing for the project had been provided equally from MCC and Media UK. However RB explained that hundreds of volunteer hours had also been used. GR asked what Chepstow should be doing now to take a similar project forward in Chepstow. RB informed the group that MCC would like to spread this project to other towns but the town would need someone like JC to carry the idea forward in Chepstow. Several community organisation would need to be involved and also Chepstow Museum and Chepstow Castle. SB wondered whether the Town Council might consider part funding the project for Chepstowpedia. GH offered his support to the project. GR thanked RB and JC for the information they provided and would like RB to carry a positive message back for creating a Chepstowpedia.	
<b>5</b>	<b>Monmouthshire Visitor's Town Signage.</b> KB reported that the consultation process had almost finished. Mark Lloyd would be happy to come out to meet the Marketing Group to talk about the consultation report which should be completed within the next month.	
<b>6</b>	<b>Monmouthshire Tourism Futures Project</b> No further information was available on this.	
<b>7</b> <b>7.1</b>	<b>Expenditure and 2012/13 budget.</b> <b>This year's budget</b> GR reported that there were still some outstanding expenditures for the current year's budget. The Mari Lwyd had requested financial assistance and it had been agreed to assist the event up to £500. SB to send details to the Marketing Group. Advanced publication of events taking place this summer was also required. Erection of the lamp post banners would have an approximate cost of £1000 and the printing costs of the Town Map	

7.2	<p>£635.</p> <p><b>Next Year's Budget</b> The Marketing group is keen to plan events on the bank holiday weekends as well as on Saturday throughout the summer. JR reported that the Town Council were planning events for the Jubilee. On Monday 4<sup>th</sup> June at Chepstow Rugby Club a Beacon would be lit and on Tuesday 5<sup>th</sup> a 'Top of the Pops' event would take place down by the Riverbank. SB said that the Town Council had Union Jack bunting available, on request, for shop displays. Ideas for an event to mark the Olympic games in August were also needed. The Wales Coastal Path opens on 5<sup>th</sup> May and an event to mark this would be desirable. GR suggested that the next meeting be devoted to deciding on events for this year. NJCP to circulate, before the meeting, ideas generated from last year's workshop.</p>	NJCP
8	AOB none	
	<p><b>Meeting closed at 19.25</b>  <b>Next Meeting 6<sup>th</sup> March</b></p>	