

**Minutes of Marketing Committee Meeting held on
Tuesday 17th April 2012
Chepstow TIC**

Present

Chepstow Chamber representative Griff Rogers – (GR) Chairman David Burton - DB	President Chepstow Licence Victuallers Alison Beasley (ABY)
Chepstow Festival Representative Cllr Ned Heywood(NH)	Area Service Manager MCC Alan Browne (AB)
Town Council Representative Cllr Jane Robbins –(JR) Cllr Paul Rutter –(PR)	Secretary Nikki Colley-Priest – (NJCP)
TIC representatives Katie Burton – (KB) Liz Amphlett – (EA)	Walkers are Welcome Paul Gowen (PG)

Item		Action
1	Apologies. Cllr P Murphy(PM) Cllr J Sullivan (JS), Robin Woodward(RW)	
2	Approval of Minutes of Meeting The minutes of the meeting held on June10th January 2012 were distributed and approved by JR and EA	
3	Introducing Paul Gowen, Chepstow Walkers are Welcome. PG, Chair of Chepstow Walkers are Welcome group, informed the meeting that accreditation had been obtained and that Chepstow was now officially a Walkers are Welcome town. The group were now working towards launching the the Chepstow Group at the official opening of the Welsh Coastal Path on Saturday 5 th May. The Lower Wye Ramblers are organising a walk from the Bridge to Black Rock that day. There will also be a ribbon cutting ceremony. Chepstow is very much a walker's magnet and the next task for the group was to establish a website, with sponsorship, highlighting Chepstow has so much to offer walkers. A new leaflet was planned for the Coastal path and it was planned to produce the maps in pad format highlighting the routes with restaurants, banks, bus routes etc. GR reported that the Chamber of Commerce had received an email from a member raising concerns about a site of storage containers which is an eyesore adjacent to the Wye Valley footpath at St Arvans. None present were aware of this and were uncertain whereabouts this was. NJCP to contact the member and pass information on to AB who would investigate.	AB/NJCP
4	Matters arising	
4.1	Banners. NJCP reported that she had been unable to find anyone to erect the banners on lamp posts as yet. NH agreed to arrange for this to be done at the same time as the bunting was erected for the festival.	NH
4.2	Town Map for Cases. NH reported that the maps were ready for placing in the map cases, but assistance would be needed for this. KB, EA & NJCP offered to help.	NH
4.3	Website DB to produce a discussion document to raise the issues that have arisen with Creating Media	
5	Leaflet for Open Air Theatre Festival NH informed the meeting that these were ready for printing. 10000 copies would be delivered by Royal Mail to include Bristol and Cardiff. 14 different productions by 8 different companies would be performed. There would be an `early bird ticket` offer along with a family discount offer. A discussion took place as to other ways to promote this unique venture. Suggestions included <ul style="list-style-type: none"> • Inviting a carefully selected audience to a suitably chosen play. • A PR event rather than free tickets for VIPs. • Inviting a select few to drinks in TIC prior to the performance. • Contacting the Royal Welsh College of Music & Drama to offer 25 -30 tickets to real thespians • Promoting the event by providing a Pimms bar before and in the interval at selected performances. Further discussion would take place.	ABY
6	Other Events 2012/13	

	<p>Town Crier- GR explained that after discussions with ABY, that we pay for a Town Crier to promote events in Chepstow. The cost of this would be £50 for 3 hours but extra income could be made by offering businesses the opportunity for the Town Crier to hand out advertising literature for a small charge. It was agreed that this would be an excellent idea to promote the town. EA to organise this with Tom.</p> <p>Waltz on the Wye 18th – 20th May Following a successful event last year more people were expected to this Steampunk Festival this year.</p> <p>Chepstow Crawl June 1st –June 5th ABY reported that plans for entertainment in the town over the Chepstow Crawl weekend included among others Jugglers and an Urban Dance Group. Plans for a Big Lunch on Jubilee Sunday were underway with interactive crafts. ABY had arranged with Pimms to have a Pimms Bar for the afternoon. Concerns were raised that licenses in Lower Chepstow might object to this. ABY to consult before finalising this. AB to check licencing details and get back to ABY. AB to check trading licence costs with MCC. NH was booking a band for the Band Stand suitable for the occasion.</p> <p>Top of the Pops Plans for this on Tuesday 5th June were progressing. A plea for singers had been made in the press for this event.</p> <p>Chepstow Festival 22nd June – 15th July</p> <p>Antiques Road Show Thursday 28th June This will be taking place at Chepstow Racecourse.</p> <p>Norwegian Male Voice Choir and Karl Daymond 1st July in the Castle.</p> <p>Chepstow Carnival 7th July</p>	<p>EA</p> <p>AB</p> <p>AB</p> <p>NH</p>
7	.AOB None	
	<p>Meeting closed at 19.40 Next Meeting 15th May</p>	