

**Minutes of Marketing Committee Meeting held on
Tuesday 11th September 2012
Chepstow TIC**

Present

Chepstow Chamber representative Griff Rogers – (GR) Chairman David Burton - DB	MCC Representative Cllr P Murphy (PM)
TIC representatives Katie Burton – (KB) Liz Amphlett – (EA)	Town Council Clerk Sandra Bushell (SB)
Chepstow Festival Representative Cllr Ned Heywood	Secretary Nikki Colley-Priest – NJCP

Item		Action
1	Apologies. Cllr Paul Rutter (PR), Robin Woodward (RB), Alan Browne (AB), Alison Beasley (ABY), Cllr Jane Robbins (JR), Angela Jones (AJ), Jacqui Sullivan (JS), Steve Sullivan (SS), Cllr Peter Farley (PF)	
2	Approval of Minutes of Meeting The minutes of the meeting held on 17 th July 2012 were distributed and approved by KB and PM	
3 3.1 3.2	Matters arising Banners. The cost of the new brackets for the banners had been purchased and the remainder of the banners would be erected when the festival bunting was taken down. Chepstow Guide. There was little interest to the email sent out regarding advertising space in the Chepstow Guide. This will not be produced this year. NJCP to write to the few businesses that expressed an interest in advertising. EA reported that Sue from 'What's on Guide' would be interested in producing the Chepstow Guide next year.	NJCP
4 4.1	Future Marketing Budget Chepstowpedia NJCP had contacted Desirie Mansfield who was not directly involved with the project. NJCP had been unable to establish the degree of funding MCC were intending on providing. PM advised that MCC was now officially licensed to use Monmouthshirepedia and it was the intention to expand the scheme to include Chepstow. PM to talk to Kellie Beirne regarding the amount of funding available so the Group could have a benchmark figure of further funding require for the project. The group needed to establish what budget might be needed and when.	PM
5	Event Insurance: The insurance indemnity cover charges for events had increased this year with a total premium of £859. It was agreed to increase the user charge to local groups wishing to come under the Marketing events umbrella to £35 per event to include £200 excess on claims. NH informed the group that the Festival would be requesting cover for 15 events this year.	
6 6.1 6.2 6.2.1 6.2.2	2012/13 Events. Hoggin the Bridge JS had requested that the Marketing Group agreed to pay for the accredited marshals again this year. This was agreed, providing funds were available. JS to cost by Thursday 14 th Sept. JS had also requested that the group were willing to fund advertising in local papers to ensure the public were aware of the ride and the route. It was felt with the interest of the press in the event that an advert would not be necessary. Christmas Entertainment in Chepstow Christmas Lights SB informed the group that Christmas light switch on usually takes place on the last Saturday in November. Free Parking PM understood that it was likely that there would be 3 free parking days allowed by MCC again this year. NJCP to contact Roger Hoggins to confirm.	JS NJCP

6.2.3	<p>Chepstow usually opted for the last Saturday in November and the first 2 Saturdays in December. The Chamber of Commerce would be consulted as to which dates were preferable to traders.</p> <p>Entertainment in Beaufort Square It was agreed to provide Christmas singing/entertainment in Beaufort Square on 4 Saturdays in December. NJCP to contact Karl Daymond</p>	NJCP
7	<p>Road Works in St Marys Street. Traders in St Marys Street had been informed that work to replace gas mains would commence 10th December for 8 weeks. The Chamber of Commerce had raised concerns at the damage this could do to businesses already struggling to survive. The group agreed that this was unacceptable in the run up to Christmas and that it would deter shoppers coming to the town. PM to raise the matter with Mike Jones of MCC Highways. GR to write to Wales & West Utilities expressing the groups concerns. SB to discuss with Town Council. DB pointed out that even if the road closures were delayed until after Christmas trade in the shops in St Marys Street is likely to be severely affected and wondered if compensation could be sought. PM advised that this would need to be taken up by David Davies MP.</p>	PM GR SB
8	<p>A.O.B</p> <p>2013 events NH reported that Festival Wye would be taking place over 2 weeks commencing 3rd May from Hereford down river to Chepstow. There would be numerous boating events taking place. There will be a central coordinating body with local people organising local events.</p> <p>Map Cases The new maps would be placed in their cases this week . NJCP asked who to contact if people wished to put notices in the cases. NH was to be contacted.</p>	
	<p>Meeting ended 6.45pm Date of next meeting 9th October.</p>	