

**Minutes of the Tourism Committee meeting held on 8th May 2019 at 1.30 pm in the Library
Arthur Street Montgomery**

Present: Cllrs L Weaver, H Andrew, J Kibble, C Weston

Observers: Cllr Janet Crisp (Llanidloes) Mrs Angie Dunant Ms Jane Lloyd (part)

MINUTE 95-T/19 – APOLOGIES

Town Clerk – Holidays – Minutes taken by Cllr. Kibble

MINUTE 96-T/19 – DECLARATIONS OF INTEREST

No Declarations

MINUTE 97 -T/19 – MINUTES OF THE LAST MEETING

Minutes of the last meeting on 10th April 2019 approved with amendment 93-T/18 point 1 correct to 19th April. (to be signed next meeting)

MINUTE 98 -T/19 – MATTERS ARISING

1. Terms of Reference amended and agreed by full Council. Clerk to forward to all. **Clerk**
2. Website meeting deferred until later in May. **CW**
3. Encourage tourism businesses to post their details and larger events on Mid Wales My Way **SG**
4. What's On very well received. Few left for remainder of summer, reconsider number printed for 2020. Downloadable from website. Proposed to add to Town Guide when sending out.

MINUTE 99 -T/19 – TOURIST INFORMATION AREA

1. Site strimmed, weeded and tidy. Thanks to HA and Jane Lloyd. Responsibility of grass cutting queried. Check with Clerk. **JK**
2. Noted that Guides had weeded and tidied the memorial at the Pound. Further query on grass cutting responsibility.
3. TI Box well stocked and centre leaflet rack now adapted to DL leaflets enabling Montgomery leaflets to be prominent. Thanks again to HA.
4. Budget of up to £20 agreed for summer planting. **HA**
5. Concern expressed that still no A- board TI sign for Library /Institute. Needs a prominent indicator and this is a missed opportunity for visitors approaching from Broad Street. Budget previously agreed. Raise again with Lesley Williams **JK**
6. As interim measure place notice advising of TI at Library on main town notice board.

MINUTE 100 -T/19 – DESTINATION MONTGOMERY

Update

1. Distribution of Trail and What's On leaflets on-going. Spreadsheet begun to assist with tracking and provide distribution database. **SG JK**
2. Contact with Cycling and Walking magazines for articles on Trails in hand. **SG**
3. Meeting with walking contacts: Bryn Walking and Secret Hills (latter tba).
4. On-going GDPR issue with original circulation list of businesses / accommodation providers. Important in order to keep in touch with events and news of interest. Re-contact regarding opt- in for database. **CW / SG**
5. Market re-launch confirmed for Thursday July 4th. Details to follow.

Branding

6. In hand for market and Taste Montgomery
7. Montgomery /Trefaldwyn branding for posters and leaflets not currently available for all town events due to use of specialised software, designer capacity plus cost limitations for most groups. Use of SGs Destination Montgomery logo suggested. Agreed to keep

under review.

MINUTE 101-T/19 – EVENTS

1. Rolls Royce visit: good photo opportunities and additional business in town. Cllr. Thomas had expressed concerns regarding stewarding. Some confusion over how stewarding was provided. Need for greater clarity from event organisers as town can readily provide stewards.
2. Delage visit: 12 cars Friday 17th - Monday 20th with a well organised itinerary (circulated to all TC members+. Arrivals and departures will be staggered. Heritage walk with Dr John Welton at 1500 on Friday. Need to discuss a possible town square photo shoot with organisers; potentially when departing on a planned visit. Good communication with town throughout. Town Guide sent to participants.
3. Walking Festival: website booking launched 1st May and 39 return bookings received in first few days. News team will do a Challenge walk 'special' promo later in the year as this is always the hardest walk to fill. **JK/CW**
4. World Book Night: successful event with over 40 active participants and 80 free books distributed in and around the town and to a variety of groups. JK has submitted report to Reading Agency.
CW concerned that Library was not open as advertised in latter part of Wednesday afternoon.
5. Beer and Folk Festival: successful event; participation rate not currently known.
6. Show fundraisers: July 6th at 1700 - Conduit Roll; June 16th Montgomery Open Gardens for Show Presidents 11.00 – 17.00 Carole Doyle to be notified **JK**
7. Pirates of Penzance: tickets now available for July 13th. Publicity available shortly
8. Updated list of events provided by CW

MINUTE 102-T/19 – INFORMATION FROM MEMBERS

1. News team meeting. CW drew a number of points to TC attention
 - i) more news stories required. **ALL to news-events team**
 - ii) CW notifies County Times photographer of certain events e.g. WaW regional meeting; Mayor Making; Open Gardens
 - iii) Assistance with CT required for July due to holidays SG offered, Wendy Beavan and/or Ruth Anton-Stephens suggested. Need to expand core team.
 - iv) CW outlined the 'I've never done it before' idea for Montgomery families to take up the challenge of a new town activity to create a story and publicity.
2. VMRC Footpath Group: JK updated on progress. currently concentrating on work in Berriew, some volunteers also work with Shropshire Marton Group which has improved several circular walks from Montgomery. Shropshire Lead Footpath Officer excellent contact for wider publicity. Now have equipment store at Abermule Community Centre.
3. Montgomeryshire Literary Festival leaflets available and include pre-publicity for Montgomery 2020.

MINUTE 103 -T/19– ITEMS FOR NEXT AGENDA

Craft Event - SG

Branding - SG

Funding into the Future

Report back from website meeting

Next Meeting Wednesday 12th June 13.30 venue tbc

There being no further business the meeting closed at 1500