

Minutes of the meeting for Montgomery Tourism Committee held on 11<sup>th</sup> November 2020 this was a Virtual meeting via Zoom.

Present: Cllr's H Andrew, L Weaver, J Kibble, C Weston

**MINUTE 47 – T/20 APOLOGIES**

No Apologies

**MINUTE 48 – T/20 DECLARATIONS OF INTEREST**

None

**MINUTE 49 – T/20 MINUTES OF THE LAST MEETING**

Minutes of 7<sup>th</sup> October 2020 agreed but not signed due to meeting taking place virtually.

**MINUTE 50 – T/20 INFORMATION FROM MINUTES**

Draft Final report will be ready from Destination Montgomery shortly

DM Awards for All application was un-successful

A series of six programmes Wonders of the Border promoting Offa's Dyke Path and Glyndwr's Way and featuring Montgomery are due to be aired in 2021

**MINUTE 51 – T/20 NEWS TEAM**

- News Team will be meeting shortly to re-assess their role now Destination Montgomery funding has ceased. Although links will be maintained with the group.
- News Team are still continuing to deal with social media and other functions undertaken by the group, continuation of the group will be discussed at full council.
- Positive feedback from recent Remembrance Service video.

**MINUTE 52 – T/20 USING WELSH AS A PROMOTIONAL TOOL**

- Definite interest had been shown regarding using this tool from various businesses' in town.
- It was agreed to have 500 words per month translated
- Committee agreed that this would show we are in Wales and that Tourism Committee should sign up to the Helo Blod service.

**MINUTE 53 – T/20 MONTGOMERY FRANCE**

- Following receipt of an e mail, it was agreed to go ahead and make contact with Montgomery (Calvados, Normandy) in France. It may also be possible to make a video for them similar to the one made for Hungary.
- One of Montgomery Town Council Councillors had already agreed in the past to research other towns named Montgomery. It was agreed to look at European countries named Montgomery in 2021.
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**MINUTE 54– T/20 MAGYAR CYMRU VIDEO AND ARANY PLAQUE**

- The committee agreed to send a formal letter to the gentleman who had made the video from Montgomery to Hungary. This had included messages and music from many residents in the town.
- This video had already gone viral with many contacts from Hungary.
- It was suggested that the unveiling of the Arany Plaque should still be made into an event that connects Hungary and Montgomery, with a community focus.
- It was agreed to send a link to Mr Asquith and also Mr Davies from the Hungarian Consulate.

**MINUTE 55 – T/20 FOOD FESTIVAL**

This had not progressed at present as a virtual event,

**MINUTE 56 – T/20 FUTURE TOURISM COMMITTEE DEVELOPMENT**

It was suggested that CRM software should be considered to maintain business contacts and information on accommodation providers.

Members will check with Chairman of DM.

JK requested that Committee members consider that it may be appropriate to make a proposal to Council that we become a Tourism and Business Committee. Members to consider and discuss at next meeting.

**MINUTE 57 – T/20 ITEMS FOR NEXT AGENDA**

Water fill

News Events

Commercial Appraisal – Suggestions

Montgommery France

Video

Tourism and Business Link

**MINUTE 58 – T/20 Date of Next Meeting**

**Wednesday 4<sup>th</sup> December 2020 1.30 pm via ZOOM.**