



**Minutes CRTG Board Meeting  
Venue: Halkyn Castle Wood**

**Date: 28<sup>th</sup> June 2018**

**Present:** Jeff Morgan (Chair), Marilyn Jeffery, Catherine Parton, Neil Wynn Jones, Elizabeth Musgrave, Jane Clough, Vanessa Warrington, Ceri Lloyd,

Agenda item	Apologies from Dee Jones and Wendy Sigsworth	Action
1	<b>Minutes</b> The minutes of the meeting on 22 <sup>nd</sup> May 2018 were approved as a true record	
1	<b>Matters arising</b>  <b>Outstanding items</b> <ul style="list-style-type: none"> <li>• Minutes of board meetings to be placed on the website for members to view.</li> <li>• Member’s questionnaire. CL tabled the second draft of the questionnaire in English and Welsh. MJ confirmed that the software can accommodate polls. Action – circulate questionnaire to database of contacts.</li> <li>• GDPR – JM and MJ attended a seminar. The seminar was led by a solicitor and it was felt that some of the advice wasn’t as relevant to the group and didn’t provide much clarity on the group’s position. Individual businesses are adopting their own ways of working around this.</li> </ul> Items to be covered on the agenda <ul style="list-style-type: none"> <li>• Membership</li> <li>• Mythfest</li> </ul>	EM/MJ  ALL  MJ
2	<b>Membership</b> <ul style="list-style-type: none"> <li>• NWJ e-mailed a list of issues/concerns around membership</li> <li>• NWJ gave an update on the number of paid and unpaid members</li> <li>• MJ advised that the most paid up members the group has had in recent years is around 30</li> <li>• 93 unpaid members are currently on the dropbox database / list of contacts</li> <li>• We are now in a position where we have a good software system in place for people to join and we need to make the most of this.</li> <li>• 53% of those contact to renew their subscription opened the e-mail</li> <li>• 53% of 119 businesses opened the newsletter</li> <li>• NWJ suggested a ‘Let’s Connect’ social media campaign and proposed using social media as a communication tool for members and prospective members.</li> <li>• A discussion ensued around the group’s mission statement and branding. MJ suggesting that the group should align itself to certain initiatives such as plastic free and water stations and even link to companies like Tomlinson’s who provide glass milk and juice bottles. This would sit well with being a sustainable tourism group and differentiate from what other groups have to offer.</li> <li>• NWJ has received a quote from a graphic designer. A new/updated logo and design of a flier would cost £125. Other promotional items</li> </ul>	

	<p>could be created too. Budget agreed</p> <ul style="list-style-type: none"> <li>• CL noted that the AONB have a (outdated) Sense of Place toolkit and new Branding Guidelines that the group could consider. NWJ and CL agreed to meet to develop these ideas.</li> <li>• VW offered to research what other areas such as Pembrokeshire Coast have.</li> <li>• NWJ also raised the issue that some individual business images on the website are not of decent quality as images appear pixelated.</li> <li>• As a member incentive the group discussed having a celebration events after the final Mythfest performance.</li> </ul>	<p>NWJ NWJ/CL ???</p> <p>VW</p>											
<p><b>3</b></p>	<p><b>Mythfest update</b></p> <ul style="list-style-type: none"> <li>• A tourism product has been created.</li> <li>• Superb feedback has been received by those who have attended events.</li> <li>• The Sustainability message has been well received.</li> <li>• Excellent photos have been captured thanks to NWJ and others.</li> <li>• 4 family tickets for the final ‘Northop’ event were sold in the days following the Llandegla event.</li> </ul> <p><b>Ticket sales;</b></p> <table border="1"> <tr> <td data-bbox="309 934 628 972">£362 in advance</td> <td data-bbox="628 934 948 1008">Talacre</td> <td data-bbox="948 934 1267 1008" rowspan="2">£1,105 in total</td> </tr> <tr> <td data-bbox="309 972 628 1008">£83 on the day</td> <td data-bbox="628 1008 948 1081"></td> </tr> <tr> <td data-bbox="309 1008 628 1046">£554 in advance</td> <td data-bbox="628 1046 948 1081">Llandegla</td> <td data-bbox="948 1046 1267 1081"></td> </tr> <tr> <td data-bbox="309 1046 628 1081">£106 on the day</td> <td data-bbox="628 1081 948 1081"></td> <td data-bbox="948 1081 1267 1081"></td> </tr> </table> <ul style="list-style-type: none"> <li>• To run the next two events it will cost £3,000</li> <li>• CRTG need to make £3,000 to cover the costs</li> <li>• 400 ticket sales per day will generate £3,200</li> <li>• VW did not have the attendance figures to hand.</li> <li>• No promotional support has been received by Visit Wales. CL attended a Visit Wales social media / promotion workshop for groups who have received funding. CL to forward the contact details of Visit Wales officers.</li> <li>• It was agreed that we should invite Visit Wales and local ministers – Ken Skates, David Hanson, Hannah Blythyn and local council leaders to the events. VW to draft invite.</li> <li>• MJ has been contacted by a blogger “Places with Ed” who is looking for places to stay with Children. MJ to forward details onto VW.</li> <li>• EM/JC discussed the concept of franchising the event with the potential for art lottery funding in 2019</li> <li>• VW has already had interest from a caravan park in Conwy and communities and schools in Denbighshire.</li> <li>• Going forward a sustainable pricing structure / business model needs to be drafted with consideration for Social Enterprise model etc. EM and Julie Masters are taking this forward.</li> <li>• JM requested attendee profile information such as how far they travelled etc. VW to analyse the data.</li> <li>• JM thanked VW and the steering group for all their hard work.</li> </ul>	£362 in advance	Talacre	£1,105 in total	£83 on the day		£554 in advance	Llandegla		£106 on the day			<p>VW</p> <p>CL</p> <p>VW</p> <p>MJ</p> <p>VW</p>
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4	<p><b>Loop Head</b></p> <ul style="list-style-type: none"> <li>The group congratulated NWJ on his film</li> <li>We need to invite Loop Head contacts to the AONB. It was agreed that initially they would be invited to attend the Autumn meeting (see #6 below) with an additional invite (within the same letter/ e-mail) to attend Mythfest. VW agreed to draft text. CP to send.</li> </ul>	VW & CP									
5	<p><b>Stay Eat &amp; Do</b></p> <ul style="list-style-type: none"> <li>CL has secured match funding through the AONB's Sustainable Development Fund.</li> <li>Cadwyn Clwyd have confirmed that the project is eligible and will be considered at the next round of LAG meetings in July.</li> <li>Gwyn Rowlands from Cadwyn Clwyd has made changes to the application which reflects the new timetable. Unfortunately the new version was not sent to JC for approval.</li> <li>JC has made a request to Cadwyn Clwyd to present at each Local Action Group meeting which has been agreed and requested assistance from members, the following was agreed.</li> </ul> <table border="1" data-bbox="311 817 1244 929"> <tr> <td>16<sup>th</sup> July</td> <td>Corwen, Denbighshire</td> <td>Elizabeth</td> </tr> <tr> <td>17<sup>th</sup> July</td> <td>Gwernymynydd, Flintshire</td> <td>Vanessa</td> </tr> <tr> <td>19<sup>th</sup> July</td> <td>Chirk, Wrexham</td> <td>Jane</td> </tr> </table> <ul style="list-style-type: none"> <li>JC agreed to draft the presentation for each meeting.</li> <li>JC suggested in advance of approval that we need to pull together a brief and job description to be uploaded onto Sell2Wales procurement portal asap.</li> </ul>	16 <sup>th</sup> July	Corwen, Denbighshire	Elizabeth	17 <sup>th</sup> July	Gwernymynydd, Flintshire	Vanessa	19 <sup>th</sup> July	Chirk, Wrexham	Jane	EM VW JC  JC JC / CL
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6	<p><b>Autumn Meeting</b></p> <ul style="list-style-type: none"> <li>JM had spoken to Flintshire Tourism Association and it was agreed they should be invited to attend.</li> <li>At the last meeting it was agreed that the Autumn meeting would link to the AONB's Annual Forum, this year the theme is Sustainable Tourism and it will be held on the 8<sup>th</sup> November.</li> <li>CL suggested we approach Cadwyn Clwyd as they have a fund for conferences and speakers, the caveat being the event must be open beyond existing members. If eligible it is possible that the funding could pay for members of Loop Head Tourism to attend the Autumn meeting as guest speakers.</li> <li>CL and JC ( agreed to organize CRTG part of meeting) to meet to develop ideas.</li> <li>MJ offered to research ideas around Plastics.</li> <li>It was considered unnecessary to invite Shelly to promote the Autumn meeting this year because of the AONB Partnership.</li> </ul>	CL/JC  MJ									
7	<p><b>Any other business</b></p> <ul style="list-style-type: none"> <li>Loop head brainstorming ideas to be an agenda item at the next meeting.</li> <li>VW suggested putting together an events calendar for members which could also sit on the website.</li> <li>JM gave an update on the Flintshire CC Business Investment Districts funding. FCC would like to undertake feasibility study to see if Tourism could become a unique Business Improvement District .</li> <li>Food and Drink and potential links to be an agenda item at the next meeting.</li> </ul>	JM VW  JM									

	The meeting closed at 1pm	
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**Next Board Meeting: to be followed by workshop for council reps over lunch**

**Date:**13<sup>th</sup> August

**Time:** 11.30am

**Location:** Loggerheads Country Park.