



Minutes CRTG Board Meeting
Venue : Halkyn Castle Wood

Date: 23 October 2018

Present: Marilyn Jeffrey , Vanessa Warrington, Elizabeth Musgrave, Wendy Sigsworth, Jeff Morgan, Jane Clough

Apologies: Catherine Parton, Dee Jones, Neil Wynn Jones, Ceri Lloyd

Agenda item		Action
1	<p>Minutes of the last meeting</p> <p>The minutes of the meeting on 20 September 2018 were approved as a true record. Matters arising:</p> <p>The CRTG pop up could not be located so it was proposed that a new one be purchased. When the new logo is finalised VW will purchase a second one. WS indicated that she had not yet undertaken the further investigations into a learning journey and would pursue this.</p> <p>WS confirmed that the bank account was in a healthy state, with a balance of c. £4800 .</p>	<p>VW</p> <p>WS</p>
2	<p>Autumn Meeting planning</p> <ul style="list-style-type: none"> • JC provided a progress report and a timetable for the day (copy attached). • Food groups will provide food between the end of the CRTG meeting and beginning of the AONB meeting. This time will provide an opportunity for networking. • The meeting has funding from Cadwyn Clwyd. So far CRTG has committed £150 match funding in kind in the form of accommodation for Cillian Murphy to be provided by MJ and £288 cash. It was agreed that CRTG would provide further support to provide tea and coffee on arrival for attendees and speakers. • The event is being publicized by the AONB and eventbrite invitations have been set up for both events. MJ will send a short link to board members to allow them to share it. • MJ volunteered to produce member newsletter via email. EM to provide a paragraph re board membership with an invitation to members to put themselves forward for inclusion. • JC has list of businesses which expressed an interest in Stay, Eat, Do during the consultation process. JC will email them with an invitation to the Autumn Meeting. • JC indicated that CL has prepared a flyer for the combined CRTG/AONB meeting . JC will check to see if it is suitable to be sent out with email or newsletter. She will also send to Denbighshire, Flintshire and Wrexham tourism reps. • It was agreed that social media coverage was important. MJ will do Twitter, JC will do Facebook and VW will do Instagram • VW will approach some of her contacts who might be interested in having stalls. MJ will encourage members to take stalls in her email. Anyone interested to contact JC • JM provided an outline of his intro for comment and some suggestions were made as to ordering and wording. VW will prepare a powerpoint presentation using images from Loophead, Mythfest etc to be used to support the intro 	<p>JC</p> <p>MJ All board</p> <p>MJ EM</p> <p>JC</p> <p>JC</p> <p>MJ/JC/VW</p> <p>VW MJ</p> <p>VW</p>
3	<p>Board elections</p> <ul style="list-style-type: none"> • EM confirmed that certain board members were due to offer to stand down and could be re-elected to the board. Current board members to stand down and offer themselves for re-election are JM and DJ. JM 	

	<p>stood down and was proposed for re-election by EM, seconded by VW.</p> <ul style="list-style-type: none"> As DJ was not able to attend the meeting EM agreed to write to her to explore what she wished to do. EM confirmed that VW was not a board member at the moment. JM proposed her and WS seconded the motion. EM gave notice of intention to stand down in February 2019. EM to update companies house records when final board membership resolved. It was agreed that JM would also invite new board members as part of his introduction at the autumn meeting. 	<p>EM</p> <p>EM</p> <p>JM</p>
4	<p>Membership</p> <ul style="list-style-type: none"> As NWJ was not able to attend the meeting a variety of issues concerning membership were postponed until the next meeting. The board agreed that the annual cost of membership software of c. £400 would be met for a further year although further consideration would be needed in view of low numbers JM asked if anyone was able to comment on the progress with the map in NWJ's absence. VW has written a brief for a Loophead style map and will send out for comment. It was agreed that Cillian Murphy would be asked to bring maps of Loophead to the Autumn meeting. A draft powerpoint map would be shown on the screen for CRTG and the Stay, Eat, Do project. 	<p>NWJ to renew</p> <p>VW</p> <p>JC</p> <p>VW</p>
5	<p>Mythfest</p> <ul style="list-style-type: none"> VW is finalising the report required by Visit Wales and will provide this to the board when completed. VW would like analytics from CRTG/Clwydian Range websites to test if there was any increase in traffic to these following Mythfest publicity. MJ to supply. VW indicated that Mythfest has broken even and that responses to the feedback survey had been overwhelmingly positive. VW indicated that she has been asked to attend some small scale follow ups and it was confirmed that she did not need to seek approval from the board to do these on an individual basis. JM indicated that his major concern with respect to Mythfest future events was that it should not expose CRTG to excessive financial risk. VW confirmed that, while it is very much hoped to find a way to take Mythfest forward into 2019, the exact relationship between CRTG and Mythfest is yet to be established. Glyndwr University be approached to see if their students could be involved in an evaluation of the events. This could then be considered together with the report for Visit Wales at a meeting, probably in November, to consider how to take things forward. VW to approach Glyndwr. VW has incurred some expenses which cannot be charged to Visit Wales. VW to provide a claim to WS to be reimbursed for the costs of the flyers which had been approved previously by the Board 	<p>VW</p> <p>MJ</p> <p>VW</p> <p>VW</p> <p>VW/WS</p>
6	<p>Stay, Eat, Do</p> <ul style="list-style-type: none"> JC confirmed scoring done on facilitator role applications and interviews to take place 30th October. Only two applications. JM,JC,CL and Gwyn Rowlands from Cadwyn Clwyd to interview. Hoping to be able to appoint so that facilitator can be present at Autumn Meeting on 8 November. JC reported a very positive meeting with Jim Jones of NWT who is keen to support Stay, Eat, Do and who believes that Go North Wales can 	

	<p>provide all the necessary platforms for taking the products to market.</p> <ul style="list-style-type: none"> • NWT has the necessary insurances and systems to allow for packages to be booked as a package via the website and it is likely that the two models, direct booking by the visitor with the various businesses and a single booking of a package, will be used to test take up and interest from visitors. • MJ asked for a steer as to what kind of hospitality it would be appropriate to provide to Cillian Murphy on the evening prior to the meeting. JC to liaise with CP and Cillian to see what should be offered. 	JC/CP
7	<p>Any other Business</p> <ul style="list-style-type: none"> • JM suggested that, as the newsletter would go out this week, he would put something together and asked for contributions from VW (Mythfest), JC (Stay, Eat, Do), CP (Loophead visit). Contributions by close of play Thursday please • JM already has a paragraph from Richard Jones which will be included. 	JM VW/JC/CP
	<p>Date of next meeting</p> <ul style="list-style-type: none"> • JM, with keen support from the board, is interested in developing much closer ties with the FTA. He suggested a Christmas event shared with the FTA, and also open to members. • JM will approach The Dinorben Arms at Bodfari to see if they could host such an event. A provisional date of 11th December was discussed but this needs to be flexible to see what can be arranged with the venue. 	JM JM

Next Board Meeting:

To precede the Christmas event if appropriate when the arrangements are finalised.