



MEMBERS' MEETING 4 MARCH 2020

- Date: Wednesday 4 March 2020
- Time: 11.30 to 13.30
- Venue: [Monmouth Golf Club](#)

About 50 members booked to attend our first meeting of 2020 at Monmouth Golf Club, including some who have recently joined as new a member. As it turned out there were a lot more than 50 present, possibly 70, which was good to see.

Our Executive Director, Kelly Ballard welcomed everyone and introduced the busy programme. We started with Alan Cairns from the golf club who welcomed members to the club dubbed “possibly the prettiest golf course in Wales”. Alan explained that they wanted to expand the club so that the local community used it more for events, weddings and associate membership. Kelly gave a comprehensive presentation covering:

- A discussion on coronavirus and latest guidance.
- The latest thinking about photos, video and social media.
- The results from the members survey that we held recently covering business during 2019. A summary of these results will be sent out separately to members.
- Our marketing plan for 2020 and introduced our new strapline Find Your Freedom which we will now start to use on all our social media and marketing.

We next had brief presentations from the following members about their business news:

- Sarah Sawyer from the [Wye Valley AONB](#) gave an update on the Wye Valley River Festival taking place in May 2020.



- Nick Penny, mayor of Coleford, seeking sponsorship for being “locked in a box for a day” raising money for charity.
- Jamie Houghton from newly joined Coldcroft Farm, near May Hill, where they keep shire horses, farm in a traditional way and run courses on dry-stone walling and wood carving.
- Charlotte Keating from [Forest and Rivers Open Studios](#) about the July art trail inviting members (cafes pubs etc) to be included on their trail map.

Claire from Travel Tonic PR gave a summary of recent press coverage and an outline of what is coming up, including our spring campaign. As ever, Claire reminded us to keep them and others informed of news, changes, plans, events etc – basically anything that will raise your profile.

The final presentation was from Alex Sore of [ALS Marketing](#). Alex covered some of the recent highlights from our social media accounts and marketing campaigns, plans for the *Find Your Spring Freedom* campaign and reminded us to keep sending in information and events.

Kelly then explained that we also currently doing work to improve the website including improving the navigation, making the site secure and making the site better when viewed on mobiles and tablets. Our visitor guide for 2020 will be out shortly also.

[The presentations from the meeting can be downloaded.](#)