



MEMBERS' MEETING 5 DECEMBER 2019

- Date: Thursday 5 December 2019
- Time: 11.00 to 13.15
- Venue: [Forest Hills Golf Club](#), Coleford

We held our last Members' Meeting of 2019 kindly hosted by Forest Hills Golf Club in Coleford on 5th December 2019.

It was great to see more than 70 members join us to hear our exciting vision and plans for 2020.

The meeting was also an excellent opportunity to meet some new members, catch up with your fellow members, and hear updates on our recent marketing activity.

Our co-chair Yvette Farrell welcomed everyone to the meeting and introduced the agenda for the meeting.

Yvette then introduced Kelly Ballard, a freelance Destination Marketing specialist, who has been working with the Board on refreshing our Destination Management Plan and creating a 3 year action plan and marketing strategy for us. Kelly has been offered and accepted appointment as our new Executive Director to oversee delivery of the new strategy. Kelly then talked the attendees through the vision and plan for the next 3 years and what this means in terms of marketing priorities, the introduction of a new Premium Partner membership level, and our membership structure going forward. [Download the presentation](#). At the end of the meeting Kelly handed out details of the membership benefits and fees for 2020 which has some changes including the Premium Partner membership.

Sarah Orchard, our Director who heads up our marketing team, presented the impressive results from our recent PR and digital campaign *Leaf Peepers*



Welcome which launched in mid-September to promote our autumn colours. [Download the Presentation.](#)

Lisa Orford-Morgan from Morf Designs then gave everyone an update on the 2020 Visitor Guide which is changing format to be a handier A5 landscape format. Lisa ran through the marketing opportunities for members. [Download the Presentation.](#) If you would like more details of advertising in the 2020 guide please contact: info@morfdesigns.co.uk.

Next up, Ruth Waycott from the [Wye Valley AONB](#), took us through their Gilpin 2020 plans to celebrate the 250 year anniversary of the *The Wye Tour* and outlined ideas for how members can get involved. [Download the Presentation.](#)

An exciting new feature at our Members' meetings is a 'Member Spotlight' where members get the chance to introduce their business to the attendees, share what they have been up to and how it might benefit other members. We had two members give a 2 minute talk on their businesses, Lorraine Robinson kicked it off with details of her new business venture, [The Roost Glamping](#) and then Katherine Nelson-Brown from [Perrygrove Railway](#) gave her intro and mentioned their new festive Twilight Trains feature which starts tonight and has some spaces left. Thank you to Lorraine and Cat to brave taking to the 'stage' and sharing a little about what you do with your fellow members. If you would like to feature in the next Members' Meeting spotlight slots, please contact us.

Then Helen O'Kane made a presentation of some flowers to Paula Massey of Forest of Dean District Council who was attending her last FDWVT Members' meeting. Paula was thanked for her contribution and support over a very long period and for being instrumental in securing our SLA funding to continue our work to promote the area and your businesses.

The formal bit of the meeting then closed.

Finally, to get us all into the festive spirit, members enjoyed a little more networking along with a mulled wine and mince pies.