

Tourism Committee meeting Wednesday June 23rd 1330 – 14.45

Note and Action Points

J Kibble (JK) C Weston (CW) L Weaver (LW) Haydn Andrew (HA) Sarah Gilder (SG - non-voting)

ACTIONS

- 1 No apologies
- 2 No declarations of interest
- 3 **To elect a Chair for 21/22** JK proposed by HA and seconded LW.
- 4 **Notes of last meeting (12/05/21):**
Agreed as a correct record.
- 5 **Matters:**
TI Hub at Institute no further update currently available
6. **Review of ToR:**
A number of changes were agreed as appropriate. Draft to be circulated to reflect JK discussion and taken to July MTC meeting for ratification.
7. **News-Events Team update (CW):**
Priority to recruit more support for News-Events Team. via Facebook etc. CW
LW proposed approaching Welshpool and BC High to ascertain if 6th Form student from Montgomery with interest in journalism may like to assist. JK / CW
DoE Rangers may be interested JK
SG and JK will assist with County Times over the summer.
Promote news-events contact e-mail again -business cards CW
SG needs to be back on news-events recipients list for summer CW
8. **Destination Montgomery update (SG):**
SG completed postcard audit; selling well at some venues. Requests for each business to carry more than one design. SG
Castle Kitchen need display stands for cards. JK can provide JK
Some changes in outdoor market stall holders. Parking remains an issue.
SG has a number of events in planning. CW proposed making dates public on website at an early stage.
Pop up shops doing well and likely to continue July/ August (tbc). Taste shops a loss to residents and visitors greatly reducing the town's retail capacity.
Current shortage of cafe spaces due to restrictions. LW noted Cottage provides tea and coffee. Add times to Open for Business list. JK
9. **Proposal from South West Shropshire Enterprise Centre** to develop a 'destination area' incorporating Montgomery and VMRC area, Presteigne and Knighton. Summary paper circulated. Potential value of the proposition to raise our visibility as an all-year round destination and an area for a longer stays. Grant bid in preparation. A Shropshire / Powys joint bid for Economic Regeneration fund could open up new benefits of cross-Border working. JK SG
Ideas put forward for suitable naming of the area.

10. **Walkers are Welcome (JK):**
MTC paper circulated for information on open RoW.
Bus Walks ready to print. Possible launch event late July.
11. **VMRC website (JK)**
To be completely revamped linking to all constituent websites / Facebook pages JK
for events, accommodation etc. Ensure all walk links are live.
12. **Geocaching:**
Rosa Stephenson (DoE volunteer) to undertake a review and maintenance of the
geocache sites in and around Montgomery ready for a re-launch.
13. **Tourism Report:**
Copies provided of 2014 Destination Montgomery preparatory research report.
Agreed to review what has been achieved and potential areas for further
development / projects to bring back to next meeting All
- 14 **Other Matters:**
TI area. Following request Pear Communications are now leaving Box for local
information. Notice Board needs updating but locked.
Tubs now planted. Resident has offered to trim grass area. High maintenance!
Possibility of community gardener support when work groups resume to be
explored.
Ownership needs clarifying. JK
14. **Date of next meeting: Wednesday July 14th at 1330**