

Mortimer Country Limited

Committee Meeting 14 October held at The Gallery, Leintwardine

Present: Elaine Povey, Kim Smith, Kay Dartnell, Paul Murray, Jenny Beard

Apologies: Rick Noordegraff, Cynthia Prior

Agenda Item	Minute	Action By	Actioned
Notes from previous meeting not on agenda	Copy not available.	Rick	
ORGANISATIONAL MATTERS			
Financial Report	Assumed status quo	Rick	
Membership	Critical for sustainability of group. Long term and loyal members retiring. Discussed widening the catchment area. Paul advised that the Directors have the power to change the constitution and thus 'invite' membership from a wider cohort of businesses. Suggestions included – Ludlow Food Centre, Broadheath House, and The Bringewood.	Refresh membership letter - Jenny	
Social Media Training	Excellent with report from Kay of first bookings via Facebook. Many thanks to Sarah and team. A further session post-Christmas.		

<p>MCC Green Network and LEADER update</p>	<p>Initial meeting with Les Lumsden, 11 November, 10.00am at Wheely Wonderful.</p> <p>Jenny reported that the Herefordshire Leader submission to DEFRA had been approved; however the funding is delayed until April 2015 (originally January). On behalf of MCC note had been made in the project applications that MCC would be applying for funding towards MCC Green Network.</p>	<p>Kay liaise with Les</p>	
<p>PROMOTIONAL MATTERS</p>			
<p>Website</p>	<p>Visits greatly improving and being driven by events. The Bounce rate also improving. Need to focus on a year round calendar of events. More landing pages will improve site visits agreed: Venerable Trees Arts in the Area? Arts Alive Page Need to remind members to give feedback and to look at their Google Analytics.</p>	<p>All research events Jenny – Sun Inn</p> <p>Jenny Elaine Kim</p>	<p>To be added: Ciderfects Apple Pressing Saturday 1 Nov, 10.00, Leintwardine Community Centre</p> <p>Ludlow Christmas Events</p> <p>National Trust Autumn Events</p>

Social Events	Both Old Downton Lodge (£4) and The Riverside (£6) could accommodate a social event on 11 or 18 Nov. It was felt that as MCC had no funds the idea was knocked on the head. The excellent newsletter produced by Cynthia is our networking tool.	Kim	
Brochure and Walking Festival	Agreed need to rethink the purpose of the brochure in terms of budget and distribution and consider a 'refreshed' image. Include the walking festival in the brochure. Sponsorship potential: King Span Radnor Hills Mineral Water Gatley Estates Medlicot - Solicitors	Jenny – contact sponsors	
Mortimer History Link	The project is still 'live' with John Grove having written to all the PCC's involved in the Trail asking them for support and volunteers.	Keep a watching brief.	
ACTIVITIES			
AOB			
Country File Article	We forgot to feedback on this!		

Fastershire Broadband	<p>Jenny reported back briefly on the challenges of Herefordshire Council's Fastershire Broadband project. There were considerable business concerns that the project (based on an urban model) would not deliver fit for purpose super speed broadband to large areas of rural Herefordshire. The current focus is on Hereford and Ross. Other market towns to follow. Due for completion 2015/16. The second stage of getting fast broadband to the hinterland by 2018 depends on the Council successfully bidding for further funding. This will have considerable impact on the food, tourism and farming sectors. In response the Food and Tourism Development partnership commissioned a report highlighting their concerns and proposals for solution.</p>		
NEXT			
Dates for Diaries	18 November, 2.00 Leintwardine House, Jenny to chair.		