

Mortimer Country Ltd

Committee Meeting 23 October 2013 held at the Buzzards

Present: Elaine Povey, Paul Murray, Kay Dartnell, Rick Noordegraf, Val Morgan, Jenny Beard

Apologies: Kim Smith, Cynthia Prior, Sheridan Swinson

Agenda Item	Minute	Action by	Actioned
Notes from previous meeting not on agenda	New members drive. Val reported that there were several new businesses that had just opened or were shortly due to open. Many had been approached 'informally' Note was made of these to write and formally invite to join MCC. -	All to report new businesses	
Financial Report	Rick reported funds limited. Membership subscriptions will rebalance the accounts. No major expenditure planned for 2014 other than the brochure. Note taken that the cheque of £65.00 had not been cashed by C.Stone. The presentation date expired in July.		
Website	The unique site visits are still poor and need considerable improvement. The landing pages are important in terms of content, key words and links. There is a need to share the work of keeping these and other pages 'fresh' and informative. Important to keep events, press releases, news up to date. Keeping the site updated will 'attract' search engines. Kay has circulated instructions to all the committee how to achieve this and we ALL must get involved. Agreed that an agenda item to be 'what's new and going on'.	ALL Jenny	

	Check any new December events and church events.		
How's Business Questionnaire	Use Mailchimp to circulate to members. Short simple newsletter greatly appreciated. Thanks to Cynthia. Thought for next time let members know where the brochures get distributed to.	Jenny	
2014 Brochure	Rick would like to be involved in the production of this with Cynthia and Jenny. Agreed that the map was not fit for purpose. Check if Jon Tromans has archived the brochure from 2010 with the old map on. A derivation of Google maps might be an alternative. Suggestions for print were: Visual Works Orphans Press - Jenny Print Plus - Rick Whiteley Printing - Elaine ? in Presteigne - Paul As each offered to get a quote a brief is required.	Jenny I have pdf copy of the brochure including the map. But will still ask Jon.	
AGM	Suggested venue Baron of Beef or the Petchfield Room. Concern expressed that the venue needed to be close to a main road in February. Various topics and guest speakers suggested.	Jenny	

Visit Hereford Roadshow	4 attended from MCC. 3 Visit Herefordshire staff. An overview of their future financial status; discussion of membership expectations of their performance together with our ideas for alternative ways forward for Visit Herefordshire Ltd.		
AOB	Irresistible Offa Walking Conference, Kington, 7 November. Directors Planning Meeting – 11 November, 1.00, Leintwardine House.		
Dates of meetings All at 1.30 at The Buzzards	20 November		