

Mortimer Country Ltd

Committee Meeting 20 March 2013 held at the Buzzards

Present: Elaine Povey, Paul Murray, Kay Dartnell, Rick Noordegraf, Kim Smith and Val Morgan

Apologies: Cynthia Prior

Agenda Item	Minute	Action by	Actioned
Minutes from previous meeting	Brief report VH Spring Forum Agreed that in future committee meeting minutes to be posted on the website. Minutes from Board meetings are confidential.	Jenny	
Accounts	The Profit and Loss Account and Balance Sheet for 2011/12 were approved by the Board ready for submission to HTMC. With Paul's resignation as Treasurer Rick agreed to take over the duties and was co-opted onto the Board of Directors. Paul will initiate changes with the bank and Rick to notify changes to Companies House. Once the website is completely paid for we need to raise further funds.	Paul Rick and Paul	√ √
AGM review	Well attended, excellent atmosphere, convivial, wonderful hospitality from Aardvark and delicious refreshments provided by the committee. Information re walking with Offa, Shuttle Buses and Slow Travel to be posted on the website. Question raised at AGM re Mortimer Country Ltd policy of requiring accommodation members to be quality inspected as inspection was becoming increasingly expensive. The committee discussed this fully, understanding the issues, the impact of Trip Advisor and other peer assessment		

	schemes. Jenny suggested that member's views are sought in a How's Business Questionnaire. To be noted - any changes to the Articles of Association can only be made at a General Meeting with a majority vote.		
Website	<p>Now live but still work to be done. EVERYONE asked to look at text and let Kay know of any 'glitches'.</p> <p>Website to be a standard committee agenda item.</p> <p>Kim, Kay and Sarah Swinson have been trained in content management.</p> <p>Text information - Kay, Festivals and Events – Sarah and Images – Kim.</p> <p>Additional Google stats were discussed at an additional cost. These would show click through to individual member sites and emails and would monitor potential business opportunities. Kay to check if these were included in the original quote.</p> <p>Jon Tromans had been asked not to renew domain names for MC Ltd. These had now been transferred to Shropshire Tourism.</p> <p>Press release to promote new website.</p> <p>Kay thanked for her commitment and hard work in steering the new website development.</p>	<p>ALL</p> <p>Jenny</p> <p>Kay</p> <p>Jenny</p>	<p>√</p>
SHAOB Working Group	Sarah Swinson has volunteered to be the Mortimer Country representative.		

Membership	With the launch of the new website the committee agreed that the time was right to encourage new members to join. A target list and additions actioned for committee to target. As new members can only be promoted on the website it was agreed that there should be a reducing level of fees: April to December - £45.00 Decreasing £15.00 per quarter	All	
News Letter	Linked to the website in PDF format. Jenny to discuss with Cynthia. Kay mentioned that Mailchimp is a very useful programme for letters	Jenny	
2013 Plans	Wine and Cheese – with Jenny		
Dates of meetings All at 1.30 at The Buzzards	15 May 10 July 11 September 23 October 20 November		