

**Minutes of extraordinary Town Team meeting Monday 3<sup>rd</sup> August 2015**  
**7pm at Malmesbury Town Hall**

**Present:** Gordon MacPherson, Sarah Wilde, Ashton Scott, Gavin Grant, Richard Fillis, Katherine Gore & Rob Green

**Also present:** Lisa Gore

**Apologies:** Franchesca Caton, Fiona Orwin, Paul Chivers, Simon Killane, Angela Gilchrist-Roberts & Kim Power

**1. Matters arising.**

None

**2. Election of Chair..proposed Sarah Wilde.**

Sarah Wilde was unanimously voted as Chair.

**3. Election of Vice Chair..proposed Paul Chivers.**

Paul Chivers was unanimously voted as Vice Chair.

**4. Election of Treasurer..proposed Richard Fillis.**

Richard Fillis was unanimously voted as Treasurer.

**5. To receive an informal update on sub-group activity.**

Market Launch 31<sup>st</sup> July; Ash stated that the Market had been well received and thanked the Town Team members for their support. Feedback has indicated that the Market had a very professional appearance and that possibly at some point in the future, "Malmesbury Market" covers could be bought to ensure constancy. Ash extended grateful thanks to Malmesbury Town Council for the use of their cones. It has been decided that cones will go out on a Thursday lunchtime in future. It was **agreed** that signs need to be made professionally to go on the cones and that Front Room marketing will quote to set up a marketing campaign. Gordon has written to the Mayor to thank him on behalf of the Town Team for opening the Market. The purchase of a further 12 signs for the Market was agreed.

Town Guide; Rob stated that work on the Town Guide is ongoing and that 3 quotes are being sought to have the guide printed and folded from A2 to A6. Distribution of the guide is being given careful consideration and it will be freely available in the Tourist Information Centre and other large businesses. The Town Guide will be updated every September and consideration was given to approaching the Community & Town Promotion Committee of Malmesbury Town Council to work jointly on the initiative including cost, Gavin will take this to the Committee at the next opportunity. The Town Team will be the main sponsor of the first print run, which is being costed for 5,000 10,000 and 20,000 copies. It may be that a sponsor is sought for future print runs.

Website & IP Logo; The holding page is ready to 'go live' awaiting confirmation of use of the full Malmesbury Crest by the 4<sup>th</sup> August, Gavin will pursue this with the Town Clerk. It will be necessary to trademark/register the full Malmesbury logo when it comes into use. Front Room will prepare brand guidelines as an aid for use of logo for organisations wishing to use it. The holding page will go live by the end of the week. *(Post meeting note, permission received on the use of the full colour shield 4<sup>th</sup> August)*

Meeting with CEO of Visit Wiltshire; Gordon & Kim met with David Andrews to discuss the possibility of becoming a partner of Visit Wiltshire and the benefits available through such activity, again there is scope for a joint venture with MTC and extending MTC's current membership of the organisation. Potentially another joint venture.

## **AOB**

- Ash has engaged with WOMAD organisers and gained valuable ground with future promotion opportunities of Malmesbury through the festival.
- Gordon stated that the partnership with the C&TP Committee is extremely positive and thanked Gavin for his work between the two groups.
- The resignation of Richard Walker was noted with thanks to Richard for his support in general over the last few months.

*Sarah Wilde expressed a vote of thanks to Gordon as outgoing Chair for progressing the town Team activities over the last year.*

**Dates of next meetings Monday 17<sup>th</sup> August & 21<sup>st</sup> September 7pm (Malmesbury Town Hall)**

**Meeting closed at 8.10pm**