

Annual General Meeting Minutes

Meeting held on 30th April at Hillside Brewery commencing at 11am

1. Apologies:

10 members sent their apologies

Attendees:

73 members attended the AGM with 19 members exhibiting

2. Matters arising and Election of Board of Directors

There were no matters arising from the last year's AGM. Last year's minutes can be downloaded.

Yvette advised that 3 new board members had been elected to the board:

Leanne Pogson of Leap HR

Lorraine Lawrence of Dean Valley Manor

Anna Todman of Wanderlust Camper Co

They will join:

Yvette Farrell and Helen O'Kane as Co-Chairs

Gill Hands – Vice Chair and Business Development

Liz Marshall – Treasurer

Sarah Orchard – Marketing

Lynda Searnacke and Francesca Newell – Membership

Mark Terry Lush

If anyone would like to join the board please let either Yvette or Helen know.

Yvette also introduced John Bosley and Cerys Watts - from the Membership Team and Accounts, Alex Soar from ALS Marketing in charge of Social Media and Fiona Reece and Claire Southern from Travel Tonic.

4. Treasurer's report – Liz Marshall

The year end accounts for 2018 are on the website.

The accounts for year ending 2018 are very similar to the previous year's with membership income more or less the same.

Capital Reserves seem to be high but this is because we received the Toll Campaign funding at the end of the financial year but the money was not spent until the new financial year, there is marketing budget that has been allocated in 2018 and will actually be invoiced in 2019, and we always keep a reserve of £20,000.

Looking forward with the SLA guaranteed for the next 3 – 4 years the accounts are looking very healthy.

Liz advised that the accounts need to be formally approved and the accounts were approved.

Liz also advised that Cerys Watts is in charge of bookkeeping so any questions / queries regarding invoices etc., should be directed to Cerys

5. Chairman's Report – Yvette Farrell

Yvette welcomed everyone to the meeting and thanked everyone for attending. Special thanks were given to Hillside Brewery for hosting the event. The co-chairs' report can be downloaded. If anyone has any questions regarding the report please contact Yvette or Helen.

6. Toll Campaign Presentation by Fiona Reece, Claire Southern and Sarah Orchard

The Toll Campaign was funded by the Forest of Dean District Council to market the Forest of Dean. The campaign was aimed at the Bristol market with a view to changing its perception of the Forest of Dean. The target audience was identified mainly as millennials and families but the bloggers and influencers used covered a variety of ages and markets.

Sarah updated the meeting on the use of the videos in the digital campaign. The focus going forward is how to continue the momentum generated by the campaign. Travel Tonics' presentation can be downloaded.

7. Jo Butler, Tourist Consultant

Jo spoke about Visit England's new emphasis on "bookable products" as opposed to purely focusing on accommodation as they have in the past. It is now recognised that visitors also want to book activities when they visit an area and that this is a growing market.

Jo encouraged members to engage with their local Tourist Information Centre to ensure that they are promoting them and also advised that activity providers should, like accommodation providers, have their products / experiences / activities bookable on line.

Closing the formal part of the meeting Yvette Farrell once again thanked everyone for attending and invited members to network and visit the exhibition