

Knaresborough Chamber of Trade and Commerce  
Committee Meeting @The Commercial Hotel (Borough Bailiff ) 8/6/2016 18.30

Attending - Steve Tegg (ST), Chris Richardson (CR), Tracey Kingston White(TKW), Alison Mathews(AM), Daniel Markie (DM), Gareth Chapman (GC), Phil Kilner,

Speakers -Tom Hesketh (Stray FM), Hannah Gostlow (Knaresborough (EAST)Town councillor.

Apologies - Ang Riggs(AR), Neil Leonard (NL),Charlotte Gale,Melissa Monsey. Jade Clarke.

Speakers -

Tom Hesketh talked about potential advertising campaign either for the whole town or smaller groups of retailers.

They have 90 thousand listeners,coverage includes Harrogate, Knaresborough, Ripon, Boroughbridge,

The ads are between music, 10-40secs in duration.

Group advert is payable by length of ad not number of businesses. Kings Rd and Westmorland St in Hgt have an example of this.

Ads can be used for a specific event or to increase footfall to a specific area.

Costs are less for extended contracts e.g.£1260 for 6 months of 105 ads or £1080 for 90 ads.

.....£1155 for 12 month .....£990 .....

.....£1365 for 3 months .....£1170.....

PK queried how to measure effectiveness of ads?

GC what is the difference between promotion and news item?

TH gave example of sponsorship e.g. Myrings sponsored the Bed Race ads and are named on each ad.

GC asked if Chamber could do similar -TH could find a suitable sponsor.

PK asked about business to business ads -TH about 20%

Business Hub - for business - business ads,

Hgt Chamber have a slot -used to drive membership.Scheduled for Monday evenings - local businesses encouraged to tune in.

Businesses give informative talks in their area of expertise ,no direct /overt advertising,pre recorded hosted by a presenter. Available online ,pod cast,DAB radio.

Stray fm run 10 promo trail for the hub.Cost £394 pm for 12 months contract.The business' logo and web link displayed on stray fm website with a click through.

ST thanked Tom for his presentation.

Hannah Gostlow -

She chairs the Xmas light up working group.

They want to do something different this year.Aim to increase trade for local businesses.

Live Local initiative has been set up.

'Bright Friday ' has been proposed as a positive alternative to 'Black Friday' on 25/11/16 (week before Xmas Market). This will promote local businesses,light the Xmas tree, and involve the local community.Also need to drive people to the High St.

It is hoped that local retailers will open late (til 19.00?), music, performances etc envisaged, the working group welcome ideas and help, marshals/stewards (Chamber support and volunteer group could help).

Tree switch on scheduled for 18.30 to encourage children and workers .

Town Crier, Library stories proposed.

Please contact Hannah at [hannahgostlow@gmail.com](mailto:hannahgostlow@gmail.com) with ideas etc

CR is already in contact with Hannah and will attend the meeting at Knaresborough House 15/6/16 17.00.

AM thought the 'Stray Birds ' singing group could perform , and Not Another Choir - as a mob flash type event (not staged).

Could local schools be involved?

CR proposed a world record attempt - 'longest lantern parade 'maybe?

Xmas light working group - Lions request a Chamber rep to attend meetings -CR is going.

1, Treasurers update -

NL left message -nothing to report. Hanging baskets now installed and invoices to go out.

2.Membership update- MM absent.

3.Committee update-

Pat has resigned as secretary due to family commitments -we need to find a replacement.

CR is going to attend Lions,Rotary,Council meetings (and seek help if required) and report back to Chamber.

Xmas trees - someone required to help arrange / erect the with ST and the window cleaner - CR proposed his father.

60 trees usually ,most single occupancy,need to start erecting earlier this year - mid November.

Last years profit to be used to subsidise members' tree costs this year- £15 members, £35 non members.

For next year we will look further at LED/solar powered artificial trees. We should order a trial tree now.

Xmas trees to be discussed further at future meeting.

4.IT and Logo update-

New Chamber logo shortlist drawn up by GC (to include present logo) ,proposed all members to vote on favourite via email - GC to facilitate this.

Chamber website almost ready to go live (couple of weeks) ,but will be an evolving site, site will include - What we do,what we are,events calendar, how to join,contact points, meetings agenda, meetings minutes.Members and open pages.Members contact details for other members .

3 pages at the moment.

Links through to social media,twitter,facebook etc.

PK-will do the 'back office 'stuff for the website, he needs to know more about Chamber (eg what are our IT needs and problems, need to be user friendly for membership ), and will tidy up the email list and tie in the support groups.

More info exchange on the web will reduce meeting duration! Nature of Chamber has now changed with more non retail members - how can we help/benefit these businesses/members?

PK requests a slot on next months agenda -

PK/CG suggest we set an advance yearly calendar of meetings (CG to do). first Weds of month @18.30 at Borough Bailiff.Also we need more immediate access to the agenda , easier to make last minute ammendments.

Consider all meetings to be open to members - proposed ST ,seconded by TKW.

5. Social Media - no member at meeting.

6.Socials - AM -

RSVP by email for numbers .

Next social is a quiz night with hot supperat The Cross Keys 29/06/2016. This may be free to members? with charge to cover food for non members.AM will contact businesses for raffle prizes.

AM and Ang will organise posters and circulate., Can we email members ? Need to know numbers for catering, usually around 30.

AOB-

AM not receiving Chamber emails - highlights need for email list update.

A big thank you proposed to Sue Mcqueen ,PK and GC for their fantastic effort on the new website .

Thanks to Charlotte Gale and Nikki Mitchell for photos.

ST attended a meeting at Cedar Court Hotel.

Last month's minutes proposed and seconded.

Councillor Goode to be informed of next meeting - he wants to give a short presentation/talk on the Local Development plan.ST will contact him.

PK- We need to update the Chamber constitution to reflect the change in membership (more non retail)'

Need a 'mutual aid' objective. Share skills,resources,expertise. Increase networking opportunities,non profit making advise etc. PK happy to work on this.

We need to grow membership - potential from non retail area.

PK will research and suggest improvements to present constitution - all committee members happy with this - proposed GC and second ST.

CR will be meeting with Bed Race committee. Jade Clarke will liase with CR in respect of Easter Fayre and Xmas market .Usually 4 meetings per year. CR will then decide how many more members will be required to help in these areas.

NB for next months agenda PK,councillor Goode,replacement secretary.

Next meeting 6th July 2016 .

Meeting closed.

Tracey Kingston White.