

**SUB BOARD MEETING MINUTES  
 MELTON BLUEPRINT**

**DATE:** WEDNESDAY 13<sup>TH</sup> APRIL 2011  
**TIME:** 11.30 AM  
**VENUE:** BELVOIR BREWERY, OLD DALBY

**Invitees:**

Andrew Cooper (Chair)	Stephen Hallam, Dickinson & Morris
Lisa Hammond, MBC	Janine Williams, LPL
Martin Peters, LPL	Rebecca Collins, Stapleford Park
Di Login, Belvoir Brewery	

**1. Melton Blueprint**

LPL to prepare a short break package and test market it for the next Board meeting on 6<sup>th</sup> June.

It was agreed that LPL would focus on Overnight stays and Melton Promotions on Day Visits.

LPL to look to launch short break campaigns in Autumn for the Food & Drink festival.

Melton Promotions (MP) needed to agree £3k - £5K for advertising & promoting the campaign.

Estimated expenditure for Group Travel for Melton is approximately £5K which includes the stands, a familiarisation visit, supporting literature, database, PR and annual evaluation reports.

MP could have a specific page on Melton slotted into the Leicestershire Group Travel Guide.

It was agreed to look at amalgamating all existing print into one leaflet including the Rural Guide, Heritage Trail, experiences & including the broader area. Approximate cost for 25,000 copies would be £5K

**Budget Breakdown**

	<b>Expenditure</b>	<b>Budget</b>
Group Travel	£5000	£20000
Shortbreak Campaign	£3000	
Melton Guide	£5000	
Salaries	£5000	
<b>Total:</b>	<b>£18,000</b>	<b>£2000</b>

The remaining £ 2K would be allocated to additional expenditure needed in relation to Group Travel and Promotion (pop up banners, advertising, expenses at Group Travel Shows and Ancillary cost for Meet & Greet)

**2. AOB**

Museum – AC to draft a letter to LCC in support of the Museum NOT reducing its opening hours as recommended by LCC. Letter from TB needed from MTCP as well.

SH requested £5000 funding from MP for the EMFD Festival. This was declined as funding for events was not now possible with the reduced budget.