

Minutes of P R Sub-Committee Meeting held the Committee Room at 20 Links Parade on Monday 20th August 2012

Present: D Valentine (Convener), G Wilson, P Sawers, J Gilbert, L Gordon,

In Attendance: C McLeod (Golf Services Manager).

Meeting began 18.00 hours.

1. Apologies

C Yule, S Brown, A McArtney.

2. Website

P Sawers suggested that the website could be kept more up to date with local news stories especially about local members' achievements playing in various tournaments and having success elsewhere. D Valentine advised that he had met with Colin McLeod and briefly reviewed the site. The conclusion was that it is generally meeting what it needs to do, however he suggested that he could ask an expert member of his marketing team to provide a brief overview of the site to see what improvements, if any could be suggested. The sub committee discussed the website and generally agreed that it was performing satisfactorily but that various operational duties should be remitted to appropriate staff so that it is part of their job remit to maintain the flow of content information while Colin McLeod would be given overarching responsibility for the site. G Wilson said that some job remits are currently being looked at and perhaps it would be more appropriate for a fuller discussion to take place once these changes have been discussed with staff at a later stage. D Valentine suggested that in the first instance the various tasks should be identified. The committee agreed to take these points on board.

3. St Andrews University Golf Research Dept

D Valentine advised the Committee on a new golf research centre about to be developed by the special collections department at St Andrews University. This will be established as a world centre for golf research and the committee heard that the CGLMC Ltd and our local clubs may assist by providing artefacts and books etc... as well as potentially benefit by having a relationship with such an organisation. It was agreed that it would be good to invite Tony Parker Head of golf collections to speak to the full Committee at a later stage.

4. World Hickory Open

C McLeod explained the background to this booking and the novelty factor of it. Having discussed it with GMS it was decided that there was little PR value prior to the tournament but if we got a couple of images then some post event interest might exist. D Valentine also said that Carnoustie Country had managed to get Scottish Television interest for their news show. C McLeod also said that with the event being just after

Dunhill Sky TV will film a little for broadcasting later. It was agreed that any media interest received in the tournament would be beneficial for the Links.

5. New Links Superintendent/New Buddon Holes

C McLeod advised that whilst there had been some factual reporting of Sandy Reid's appointment GMS had arranged for a follow up in a couple of magazines, one being a trade magazine to have an article written now that Sandy has settled into the role. We can add to the article by including the overseeing of the new holes project on the Buddon.

J Gilbert also suggested that because the new holes are so environmentally friendly that this aspect would provide a positive slant on the article too. The committee agreed.

6. Golf Centre/Cafe

D Valentine mentioned that he was thinking of doing some PR to encourage more use of the new golf centre. However, his initial findings were negative due to feedback that the café was not making the sales the Hotel expected which he felt may be because the café wasn't selling snacks that golfers ideally wanted. G Wilson explained that this may also be due to the fact that no overlap of produce being sold between the cafe and the pro shop was permitted but the rest of the issues must remain with the Hotel as it is their business to run the cafe. It was agreed to consider planning some suitable PR around the beginning of the 2013 season aimed at bringing more people in to look at the golfing memorabilia and trophies. It was agreed that once the Carnoustie timeline was being put into the Golf Centre then it may be appropriate to get some local coverage of the Centre and all the facilities within it including the café. This would highlight that the Centre is open for use by all the public and not just golfers. This in turn should encourage additional sales in the pro-shop etc.

7. AOCB

New Holes on the Buddon – it was agreed that when the time comes, J Gilbert suggested that a PR strategy be put in place to ensure lots of positive messages are made. This did not happen when the Buddon first became playable. Given the regular involvement of G Wilson and J Gilbert the latter suggested that they create a strategy by themselves for future consideration and publication. This was agreed.

There being no further business the meeting closed at 1840hours