

**Minutes of the CGLMC Ltd Public Relations Sub-Committee Meeting
held in the CGLMC Ltd Office on Monday 11th November 2013**

Present: L Gordon (PR Convenor), K Sampson, A McArtney, G Wilson, J Gilbert, P Sawers.

In Attendance: G Duncan (General Manager).

Meeting began 1930 hours.

1. Apologies

C Yule.

2. GMS Background

L Gordon enquired to whether C McLeod had forwarded the GMS background document to K Sampson. K Sampson advised that he had not received it.

L Gordon gave a brief overview of GMS and what they do for CGLMC Ltd.

L Gordon advised that following on from the PR meeting earlier in the year, there has not been much to report to the local news.

3. Annual Press Day Update

L Gordon advised that C McLeod and GMS have proposed a Media representatives competition which was approved by the directors at the last meeting (currently named the 'Media Cup'). The following magazines have agreed to send representatives:

- Golf Monthly
- Today's Golfer
- National Club Golfer
- Bunkered
- Lady Golfer

This will be a small 'tournament' between around 12 players over 3 tee times. This should hopefully provide excellent coverage for only a small cost to CGLMC Ltd. The cup will cost around £70, and the Carnoustie hotel will provide complimentary rooms. The event will take place in April, when we have tee times available. This event will lead into the opening of the Buddon Links new holes.

A McArtney enquired to whether CGLMC Ltd staff / Directors would take part in the tournament. L Gordon advised that C McLeod and Phil Craghill of GMS will take part in the competition, but no other staff / Directors will take part, Directors though will be available on the day. This is only the first year and can be developed should it be made an annual event. K Sampson enquired to whether CGLMC Ltd will be allowed to view draft reports by the magazine journalists before they are published. G Duncan advised that CGLMC Ltd will be allowed to view the reports, but will have no allowance to amend them.

The hotel will be advised of the importance of these guests.

4. Local Media Contacts / Updating

L Gordon advised that she occasionally submits articles via Jennifer Newton at the Guide and Gazette. L Gordon advised that there is not always much news to give to the G&G. Currently there is the proposed new practice area for the Juniors and Carnoustie Canine Capers which can be made available to the newspaper once approved by the directors. L Gordon advised that any committee member is welcome to put forward ideas.

5. New Holes on Buddon

The opening of the 2 new holes will be a big event and should be publicised locally. G Wilson suggested that the committee might want to consider having someone drive them in. G Wilson then suggested that the opening of the new holes could be done in conjunction with the Media Cup. J Gilbert advised that he would not be keen to promote the Buddon Links course to non local golfers as the Buddon Links and Burnside courses are predominantly played by locals and it would be unfair if they could not play due to a high number of visitors taking the times. J Gilbert advised that he would be happy that the 2 new holes be publicised and celebrated, but not promoted by any deals. The committee agreed with J Gilbert. K Sampson advised that CGLMC Ltd have to consider what they want out of any promotion of the courses. If they do not want to bring in lots of new golfers to the Buddon Links and Burnside courses then the reason to publicise is to celebrate the hard work that has been put in, and also the ecological benefits. GMS will be asked their advice on how to promote the new holes.

L Gordon advised that C McLeod is currently at the marketing event in Spain. He is, this year, going to give out pen drives with CGLMC Ltd information uploaded to it as opposed to brochures.

6. The Way Forward

It was advised that CGLMC Ltd currently have a Twitter account for general information, and a Facebook account run by C Boath which is more specialised to Greenkeeping. L Gordon advised that the Twitter following is rising daily with around 1800 followers to date. Positive comments from local players, visitors and professionals are re-tweeted. The account has a few high profile followers.

G Duncan advised the committee that they can decide whether to progress forward with a Facebook account but this would require a large amount of time to be spent on it. P Sawers suggested that if the Facebook account was expanded to cover the whole of CGLMC Ltd, then the website would also have to be improved. L Gordon advised that GMS would encourage CGLMC Ltd to have a Facebook page. The committee agreed to leave the social media as it is currently.

G Wilson advised that he has come across an app which uses the CGLMC Ltd logo as it's avatar. No permission had been given for the logo to be used. G Wilson asked that the committee take time to look at this app and discuss at the next full meeting. It was advised that the app is very complementary towards CGLMC Ltd. J Gilbert suggested that the producer of the app be asked to apply retrospectively to use the logo. P Sawers advised that for CGLMC Ltd to purchase the logo agreement from the hotel cost a substantial amount of money, and nobody should be allowed to use the logo without permission. After discussions, the committee agreed that they would review this app and discuss at the next full meeting.

7. Any Other Competent Business

There was no other business.

There being no other competent business, the meeting was then closed at 2010 hours.

KS