

Minutes of the CGLMC Ltd PR Sub-Committee Meeting held in the CGLMC Ltd Office at 20 Links Parade on Monday 30th March 2015 at 7pm

Present: L Gordon (Convenor), P Sawers, W Thompson, J Gilbert,
W Bowles

In Attendance: G Duncan (General Manager)

The meeting began at 1900 hours.

1. Apologies

C Yule, A McColgan, I Frier.

2. Sub-Committee Remit Review

L Gordon explained that the sub-committee remit had not changed since last year but as W Bowles was a new committee member she asked that he read over the documents and return with any comments in due course.

W Thompson suggested that it would be helpful to have a check point at every third full meeting to review what had been achieved in line with the remit.

W Bowles asked about the overall marketing strategy and whether there were targets set each year. P Sawers explained the remit of Golf Marketing Services (GMS), who were responsible for promoting Carnoustie via the golfing media especially the popular golf magazines.

W Thompson said that he felt that W Bowles was talking about business development rather than marketing. He explained that financial targets were set but the overall strategy required that these targets be stretched. It was agreed that W Thompson and W Bowles should meet separately to discuss aspects of business development.

3. Recent Publicity

L Gordon said that an excellent relationship, via Johnston Ralston, had been established with the Guide and Gazette. She said that we had not been quite as successful with the Courier.

W Bowles suggested that a meeting could be set up with the Courier sports reporters. W Thompson suggested that the local journalists could be invited to

the next Media Cup as well as the representatives from the national golfing magazines.

L Gordon said that the newsletter for local golfers was being distributed once a month. She also mentioned that C Boath was visiting the local schools so she would feed back information from these visits. Also very good publicity was received after the opening of The Nestie. Further good publicity was received when the Golf World course ratings were announced. The Championship Course was in the top 10 and the Burnside was 87th.

4. Announcement of Charitable Status: Official Response

L Gordon said that there had been a Charitable Applications Sub-Committee meeting last week and that the application form was to be recommended for approval at the full meeting.

P Sawers said that robust policies and procedures must be in place before any announcement is made so that applications are handled in a proper and professional manner.

W Bowles asked if there was an annual ceiling amount available. G Duncan said that a minimum amount of £30,000 was to be recommended but there was no upper limit recommended at the moment.

L Gordon said that if approval was obtained at the full meeting she would open up a dialogue with the Guide and Gazette.

5. The British Amateur Championship: Raising Awareness

L Gordon said that an initial press release had been produced by GMS which had been sent to golf magazines and national press. L Gordon said that further work would take place with GMS to promote the event, and Carnoustie, as best as we could using our local contacts and the website.

G Duncan asked about communicating information to the local golfers and W Thompson said that this was an operational matter which should be handled by the Golf Services Manager in the normal manner.

W Thompson said that a number of elite teams would be arriving for the event and the coverage should be given about the top international players that would be competing.

W Bowles asked about the number of spectators for the event. G Duncan said that it would mainly be the competitors' families.

L Gordon asked about inviting previous winners of the Amateur Championship at Carnoustie. G Duncan said that the R&A were already planning to do this.

6. Any Other Competent Business

John Imlay

L Gordon expressed her sadness at the sudden death of Mr Imlay who had been a benefactor and friend to Carnoustie Golf Links. She said that a representative from CGLMC Ltd was attending Mr Imlay's funeral.

W Thompson said that it would be appropriate, at a suitable time, to write to Mr Imlay's family and suggest that a permanent memorial be established at Carnoustie.

Elite Girls' Tournament

L Gordon said that the annual elite girls' tournament had taken place over the weekend on the Burnside and Buddon Links and had been very successful despite difficult conditions.

Tom Watson

P Sawers commented that 2015 was the 40th anniversary of Tom Watson winning the Open at Carnoustie.

Discussions took place as to an appropriate way of recognising the milestone.

J Gilbert said that the 16th hole Championship was synonymous with Tom Watson as he played it 5 times in 1975 and did not make a par. He suggested that the hole could be renamed "Tom Watson" and Mr Watson invited to this event. J Gilbert said that the present name "Barry Burn" was not particularly suitable as the burn plays little part in the hole.

The committee agreed to recommend the renaming of the hole for approval at the full meeting.

W Thompson said that flags should be produced similar to the 50th anniversary Ben Hogan flags.

The Sub-Committee agreed that this should take place.

Facebook

G Duncan said that at the recent R&A conference, the Facebook page maintained by C Boath was commented on very favourably. He wondered if it was an appropriate time to extend the use of Facebook to cover wider areas of the Carnoustie Golf Links business.

P Sawers and W Thompson had concerns about the regular maintenance of a Facebook page and the difficulty of providing enough information to keep the pages up to date.

It was agreed not to develop this at the moment.

Golf Memories

P Sawers said that Lorraine Young was working to build up golf memory cards to help with Alzheimer's sufferers. She had been in touch with the Pro Shop staff who had been very helpful.

VC Memorial

W Bowles asked about the ceremony planned for the Samson VC Memorial on the 25th April. G Duncan said that arrangements would be the same as the Jarvis VC ceremony last year.

W Thompson said that the 25th April was the date of the Lindsay Shield match therefore the 1st tee would be very busy. G Duncan said that the Carnoustie Golf Club would be notified with the arrangements.

Carnoustie Story

W Bowles referred to the minutes of the recent Major Projects sub-committee meeting when J Gilbert commented on the BBC Radio Scotland programme about golfers leaving North Berwick for the USA. He agreed with J Gilbert's assessment that Carnoustie also has a great story to tell and he felt that this had been undersold over the years. He referred to the road sign that says "Carnoustie Famous Golf Town" and that he suggested that it be changed to read "Carnoustie Cradle of Golf". He suggested that this be part of a larger project with regards to promoting the golfing heritage of Carnoustie via a golf museum and other initiatives.

W Thompson agreed and said that he could access a huge amount of memorabilia and artefacts which would tell a wonderful story. W Bowles queried whether this was a major project. W Thompson said it was and they agreed to meet prior to the full meeting to discuss this further. W Thompson could raise the matter at the meeting as W Bowles would be an apology for the meeting.

QR Codes

W Bowles asked whether it would be useful to have QR codes available for each of the holes on the Championship course so that golfers could access information via their mobile phone.

P Sawers said that mobile phones were not supposed to be used on the golf courses, although this was generally agreed that this was no longer enforceable. W Thompson said that there were now Apps available which provided information automatically and therefore the QR code system had

46.

been superseded. W Thompson said that it was probably time for a Carnoustie App to be developed and it was agreed to look into this further.

Junior Programme

W Thompson said there would be a meeting soon regarding the launch of the Junior programme and they would get a programme formally written up.

The meeting closed at 2000 hours.