

**Minutes of the CGLMC Ltd PR Sub-Committee Meeting held in the Committee Room at
20 Links Parade on Monday 8th August 2016**

Present: L Gordon (PR Convener), J Gilbert, P Sawers, I Frier

In Attendance: G Duncan (General Manager)

Meeting began at 2005 hours.

1. Apologies

C Yule, A MacKenzie, A McColgan

2. Declaration of Interest

There was none.

3. Follow On/Strategies

L Gordon said she requested this meeting to discuss what the correct way to proceed now that planning permission has been granted for the Golf Centre Development. There has been negative comments made on the local Facebook page, OurCarnoustie, and in the local press. She said we have remained silent and dignified but the levels of criticism were unfair. She asked whether we should respond.

P Sawers said that by responding it gives people the chance to come back again.

L Gordon said there were a few issues to consider now with regards to letting people know further information. She felt we should identify our main stakeholders and asked how the board felt we should communicate with them with regards to tenders, what's happening when, discounts for ticket holders and suggested a timeline regarding different aspects of the build.

She said that firstly Trustees should be informed then clubs, website, local library, tour operators and visiting golfers.

G Duncan agreed and said we need to decide on the medium to be used as the website is mainly used for accessing the ballot.

P Sawers asked if we should open a Facebook page, but J Gilbert said he felt that would open up an opportunity for negative feedback. I Frier agreed that a Facebook forum is self-destructive and serves no useful purpose.

G Duncan said letting Tour Operators know is not a problem, mainly for next season, regarding facilities, drop offs, changing rooms etc. The problem is letting ticket holders know the same information.

P Sawers asked how we communicate with the local Clubs at present. She suggested a .pdf on the website.

L Gordon asked if season ticket holders would see it. P Sawers suggested sending information with renewals for season tickets holders and perhaps an information leaflet via M Francké.

I Frier said it is the season ticket holders firstly and foremost who need to be informed with a timeline, then a further update with renewals.

P Sawers suggested that in the first communication it can be stated that updates will be going on website.

G Duncan said that a proposal can go forward to the September board meeting and if approval is granted the leaflet can be distributed. L Gordon agreed and proposed a meeting with P Sawers to discuss and bring something to the September meeting.

P Sawers asked if the plans would be distributed to the Trustees. G Duncan assured her they would be.

J Gilbert said he thought it had been an expensive exercise gifting golf balls to visiting golfers as a gesture for having to play when course protection was in place. He said he would not like to see similar gifts being issued prior to the Open.

4. Any Other Competent Business

There being no other business the meeting closed at 2020 hours.