

**Minutes of the CGLMC Ltd PR Sub-Committee Meeting held in the Committee Room at 20 Links Parade on Monday 31<sup>st</sup> October 2016**

**Present:** L Gordon (PR Convener), P Sawers, C Yule, J Gilbert, I Frier, I Gaul

**In Attendance:** G Duncan (General Manager)

Meeting began at 1830 hours.

**1. Apologies**

A McColgan

**2. Declaration of Interest**

There was none.

**3. Coastguard Association**

L Gordon advised the committee of the Community Benefits payment to the Coastguard, which was to pay for their Public Liability Insurance for the fireworks display should this be approved by the Full Board. This was to be regarded as an automatic yearly payment. I Gaul said it was very important that this committee worked closely with the Community Benefits Committee particularly in relation to providing information to the public.

**4. PR Suggestions/Initiatives for the 2018 Open**

L Gordon explained the meeting that had taken place with the new R&A Marketing team and P Craghill of GMS. The Committee agreed to recommend the following:-

i) No surcharge should be added to the monthly direct debit of season ticket holders to provide them a ticket for the Open.

J Gilbert said that a lot of season ticket holders will be working at the event so an Open Championship ticket would be of no value to them.

ii) It was agreed that presence on a stand at Birkdale, working in conjunction with Angus Council, was something that the committee wished to support.

G Duncan said he would liaise with M Dunn of Angus Council with regard to stand lay out, staffing and other matters.

iii) It was agreed that the proposal to allocate some of the R&A facility fee to purchase tickets, which Carnoustie Golf Links would work to sell on, had merit and should be investigated further.

J Gilbert said he supported this proposal and Carnoustie Golf Links should contact Scottish Golf Clubs via Scottish Golf in order to sell these tickets on.

I Gaul said he could speak to the Transport Minister to initiate discussions with Scotrail in order to provide an improved train service during the Championship.

I Gaul advised that if Carnoustie Golf Links were considering writing to the First Minister, that should be done as soon as possible, as diaries fill up quickly.

## **5. Response to Season Ticket Holders Re Golf Centre Development**

L Gordon said she had prepared a standard response to any enquiries regarding the Golf Centre development until such time as decisions were made by the Trustees.

## **6. Any Other Competent Business**

### **PR/Marketing Employee**

L Gordon said she felt that Carnoustie Golf Links were entering a very significant period with the construction of the Golf Centre and the Open Championship in 2018. She said that the standard of our PR did not meet the requirements of a modern organisation dealing with these complex matters.

I Gaul agreed and said that the majority of Carnoustie Golf Links PR was done in a reactive way which always left the organisation on the back foot. L Gordon said she had looked at the various social media options as well as maintaining the website up to date. I Gaul cautioned that keeping social media up to date was a significant task and required full time attention. L Gordon agreed and this was the basis for her raising this issue as she felt the only solution was to recruit a new employee for the specific purpose of dealing with PR. She suggested that a media/marketing graduate could be recruited on a 2 year fixed term contract. She further suggested that the employee would fall under the supervision of GMS although Carnoustie Golf Links would be paying the salary and other costs.

It was agreed to recommend the recruitment of a PR employee to the full board of Trustees.

There being no other business the meeting closed at 1930 hours.