



ERYLINK

MARKETING AND MEMBERSHIP SUB GROUP MEETING

Wednesday 21 April 2010
Hessle Town Hall, Hessle

- | | | Action |
|---|---|--------------------------------------|
| 1. Apologies: | Ortrud Nield | |
| Present: | Pat Perkins, Jean Turner, Win Hough, Susan Oliver, Joanne Greenfield, Julia Bugg. | |
| 2. Minutes of previous meeting | The minutes from the meeting held on 08/04/2010 were accepted as a true record. | |
| 3. Matters Arising: | 4. Forum Report – minor alterations. | JB |
| | 5. Media List on-going. | JB |
| | 6. Newsletter and website updating as well as welcome pack creation and bus tour – continuing. | SO/JG/JB
Actions on-going. |
| | Adrianna Pexton to be invited to the next meeting. | SO |
| 4. ERYLINK Forum June 2010 - Planning: | Dates of Forums: | |
| | June – Bridlington, 22/06/2010 at the Bridlington North Library, Marton Road. | JB
Book venues. |
| | September – Goole, 24/09/2010 at the Courtyard. | |
| | December – Beverley Leisure Centre, . | |
| | June format to change. Suggested 1.30 to 6.30 pm, to be themed and perhaps include surgeries. Location to be library, Town Hall or similar. Suggestions for location to JB by 16/4/2010 as booking needs to be made. | |
| 5. AOB: | Newsletters | SO/JG |
| | New format newsletter in the process of being created. Need to make more specific to members, have a page focus for each areas. New name to be used, be more 'edgy' with more impact. JG presented Humbrella newsletter as an example. Next issue to have Profile of a Member, with Pat | Discuss new format and action. |

Perkins.

Website

JG/JB

To get re-branding and be updated.

Discuss and action.

Awareness Raising

SO

Go to organisations who are members of LINK, such as PAGER and ask them to publicise us.

Create publicity piece to put into other organisations newsletters.

'Advertise' in the newsletters of other organisations such as Humber Foundation Trust, NHS Trusts etc.

List of non-members to JB so she can contact them.

Attend events – Community Plus Road Show, Goole 16th April, Goole Leisure Centre 15th April, Over 50s event Friday 23rd April and events being held by HWRCC and other Community organisations. Arrange a professional photographer to take pictures we can use as marketing material.

JG

Professional photographer.

Contact non-members and get them to join.

Welcome Pack

JB

Proposed booklet format presented by SO, agreed to use but to brand for ERYLINK and use our photographs.

Create text to send to JG for booklet creation.

SO submitted welcome letter to the group, feedback at next meeting please.

ALL

Read and feedback.

How to Engage Other Groups

SO

Adrianna Pexton to be invited to the next meeting to give us some tips.

Invite to next meeting.

Bus Tour

ALL

Bus is booked for 21st July for the Driffield Show. Seven other days are available to us. Group to feedback on experience gained last year as to good venues.

Bus venues – when, where etc.

Details of Next Meeting:

Wednesday 21st April, Hessle Town Hall, 12 to 2 pm.

JB

Arrange venue.

Meeting Closed: 3.45 pm