



# PEMBROKE CHAMBER OF TRADE

<b>NOTES OF MEETING:</b>	Chamber of Trade
<b>DATE:</b>	Monday 3rd October 2016
<b>Attendees</b>	Stephen Thornton (Chairman), David Halstead (Vice Chairman), Sara Alderman (Treasurer), Claire Short (Secretary), Kelly Smith & Sue Dunn( The Ribbon Ladies), Andy Evans (Monddi), Trudi & Dennis Insle ( Dragon Alley), Michael Lisle (Aether Forge Studios), Jan Whitland (Pembroke Castle), Janette Halstead( Halstead D.I.Y), Elizabeth Durexu (Food at Williams), Phillip and Julie Ings (Jays), Paul & Christine Southwick( Main Street Music), Adrian Hooper (Co op), Linda Brown ( Wanton wax & wicked wicks), Mark & Linda Wilson ( Pembroke Post Office), Dean Jones, Gail Jones ( Monkton Swift Social Club), Jon Ryan (Wisebuys), Chris Scourfield, Pat Scourfield (Castle Inn/Paddles), Rob & Chris Fairclough (Drifters Cafe), Adam Cimine ( Greenlinks cc), Andrew Mcdonald (Bevan and Buckland)
<b>Apologies</b>	Pettina Sokell (Thats Nice), Simon NDToy, Elizabeth Gossage (Foundry House), Joanne Owen(Owen & Owen), Susan(Castle Gifts) K & K Insurance (Keith & Karen), Adrian James( Watercolours in Wales)

	Item Discussed		Action Points
1.	Welcome and apologies for absence	Stephen welcomed everyone to the meeting.	
2.	Agreement of minutes from previous meeting	Minutes from the previous meeting agreed	
3.	Treasurers Report	<p>01.10.15 Opening Balance - <b>£858.59</b>            Income from Membership - £120.00            Expenditure - Web Page - £162.00            Bank Charges £ 0.35p            Total Expenditure £162.35            30.09.16 Closing Balance <b>£816.24</b></p> <p>There are currently 6 chamber members that pay their subscriptions by Standing Order.            The cost for the new year will be £20 for the year.            Sara advised that there is also an account with Santander that has around £2500 in but the signatories for this account are no longer with us.            All agreed that Stephen Thornton, David Halstead, Sara Alderman, Keith Nicolas will become signatories for the bank accounts.</p>	Sara to contact Santander to see how this can be resolved.
4.	Constitution	<p>Stephen highlighted point 2 (f) of the constitution as an objective for the chamber.            To create and foster a spirit of good will, friendship and unity among the traders of the town and by meetings and other functions to provide facilities for social intercourse on a friendly basis between all members of the chamber.</p>	

5.	Agreed purpose and vision	<p>Members said that they would like to see working together more and a bigger footfall through the town and work how to get people to use the town to its full potential.</p> <p>The Co op is moving to the top of town and will be opening around March 2017. There were concerns over the moving of the coop due to the empty site it will leave. Linda said The Town council have been in contact with peter dean at the coop and have said that they will not just board up it will either be sold or leased. They will not allow a food store a retail outlet possibly pound type shop. A joint delegation with council and chamber and coop to be set up to discuss.</p> <p>David Halstead suggested a meeting and greeting service at the car park to guide people into the town. Suggestion that Rose Blackburn could be used for meeting and greeting as part of her remit.</p> <p>Jon from the castle advised that buses mainly visit on Tuesday's and Thursday's. He said that the bus companies don't always advise the castle of visits around 30% -40% per cent are notified visits. Jon agreed to send through details of any notified bus trips and also other events coming up in the castle. Suggestion for shops to consider discount for shoppers on the coach trips to encourage spending whilst they are there.</p> <p>Suggestion that the Chamber of trade is set up as a facebook group.</p>	Event information to be provided to the chamber by Jon
6.	Narbeth Chamber	Narbeth Chamber of trade were unable to attend item moved to next meeting agenda.	

7.	Brand identity and key messages	<p>Members felt that Pembroke is an underused facility that should be used by both tourists and locals to its full potential.</p> <p>Key messages -</p> <ul style="list-style-type: none"> <li>• To promote Pembroke's independence every shop is different and brings something special to the town.</li> <li>• To attempt to fill the empty units in the high street. Most of the empty properties are privately owned. Try to find out information on the empty units. Lloyds bank is owned by them and is currently on the market.</li> <li>• To utilize the town trail leaflets and shops to have the opportunity to have them in the shops to give out.</li> <li>• Stephen said that lottery funding is being applied for a Heritage Centre in Pembroke</li> <li>• Need to promote the town for the locals and for tourists</li> <li>• Opening hours was discussed but to be moved to another meeting</li> <li>• Setting up a chamber that works together with the town council in unity. Linda to raise matters on behalf of the chamber at the town council meetings.</li> <li>• Linking in with the town walls trust</li> </ul>	
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9.	A.O.B	<p>Stephen advised that the Web page was set up by Pembs PC and that the chamber pay a £18 per month maintenance fee and an initial set up fee of £764.90. To invite Pembs PC to the next meeting to find out about the website works and to propose questions before meeting.</p> <p>Membership £20 a year</p> <p>Small Business Saturday 3rd December - promoting independent businesses to increase footfall into the town this a national organisation that businesses can sign up to.</p> <p>Foundry House advised that an event by Town Walls Trust will be taking place on the 19th November and will involve the linking of hands around the walls at 12 noon this will require the road to be closed for around 5 minutes at 12 noon and should bring around 1500 people into Pembroke.</p> <p>Next meeting Monday 7th November 2016 6.00pm Power Station Club</p>	
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