

ATTENDEES

Charlotte Whitaker
Basil Doha
Susan Doha
Peter Camp
Beccy Gunn
Liz Fuller
Kayleigh Arunasalon
Kathy Atherton
Jean Ward
Jen Dannel (Notetaker)

		ACTION
1.	Welcome and Introductions	
1.1	Charlotte opened the meeting.	INFO
2	Actions from Previous Meeting	
2.1	<p>CW provided everyone with a handout / quote she had received from the Mayflower 400 website partner package (Destination partner - £12.5k or Website package - £6k) – what they have on offer. It will obviously have to be decided at Board of Directors level, but she was keen to get the group’s thoughts on what you get for the monies involved.</p> <p>Destination partner (£12.5 k) you get absolutely everything they are offering to promote Mayflower 400 in 2019/2020. At present there are 11 destinations on their site, but only another 3 destinations are interested like us. The Mayflower funding only extends until the end of 2020 and then they will be looking for someone else to take over the website if they don’t get funding to carry on. Partners already on the website have seen an uplift in footfall/hits on website – but exact figures aren’t available yet. Most people thought that £12.5 k was a lot of money for 12-18 months. Do we have enough confirmed activities to warrant that much of a spend? CW thinks that we would get people on board once we started – it could be a carrot to get people involved. The Alden Society said that they have people interested in visiting Dorking not just for the Mayflower activities. What could the £12.5k bring if it was used for something else within Dorking? Surely we need everything in the town on board – for example the museum is only open 3 days a week and the Mayflower activities are not only about the Mullins coffee shop. We need to ‘meet or exceed the customers expectations’. We need to make Dorking a destination for more than one day.</p> <p>Could money be invested in manning the museum instead of spending on the Mayflower 400 website? Might be difficult to find the people. What about getting tour groups coming to visit Dorking? Need to be booked in the next 6 weeks as most tour groups book tours up to 12-18 mths in advance. Dorking is unlikely to be a stopping off point with existing tour operators. We have a lot to attract them, but we have a captive audience that we need to add value to. We need to pull together a package that gives a nod to Mayflower but we can give them added value – challenge our partners as to what they will deliver.</p> <p>CW then showed a mock-up of a Mayflower/Dorking promo booklet. She will email it to everyone so that people can see it. It will be A5 size and there will be several print runs. They will be distributed far and wide – first edition will be brought out soon. Comments included:</p> <ul style="list-style-type: none"> • Please can we include the museum Mayflower walk? And any other walks? 	INFO

	<ul style="list-style-type: none"> • Can it be shared with Tourism South East as they have over 4000 tour operators? • Bespoke Hotels will email it to their whole database and also put it in every room in the White Horse and most likely their London hotels. • Can we get pictures of the Mayflower ironwork that will soon be erected? • Mayflower Gin? • Sorrel Mayflower Menu – not confirmed • Youth 3A group? • Caves/walks/museum – bespoke visit? <p>As a group the feeling was that there was no major advantage in the £12.5k spend over the £6k spend. Can any feedback please be shared with Charlotte by the end of the week? Print budget is a slight concern.</p> <p>Basil and Susan gave a brief update from their visit to The Alden Society and the Mayflower Society in Massachusetts. They received a lovely welcome and are very keen to collaborate with Dorking in all celebrations. They want to stock the book in their museum. They aren't sure how they will use our promotional videos. They are disappointed that we aren't on the Mayflower 400 website – is it possible we could use money to promote with them instead of the Mayflower 400 website? CW booklet could be sent over there too. No-one was at the plantation for them to meet. Lee (Twinning?) happy to help too. Can we reference the plantation in CWs booklet?</p> <p>Mayflower book – more illustrations have been found and it has been updated slightly, just the cover to find. Hoping that it will be ready mid-August.</p> <p>Flowers – Liz is still researching how the town baskets will look for the Mayflower year – possibly red, white and blue. Perhaps get sponsorship from businesses around town? Could we approach Unum? The Youth 3A group are now having meetings – the museum can provide them with maps from the 1600s.</p> <p>Museum</p> <ul style="list-style-type: none"> • looking at getting some street art in the museum alleyway • thanksgiving theme meals in local restaurants or in children's schools? • Rod Shaws kids walk – children in pilgrim dress – awaiting a decision • 17th century shoes being borrowed from Horsham? • Can we get West St shop owners to advertise 17th century furniture in their shop windows? <p>Has anyone contacted the International School? Might they be interested in getting involved with our celebrations? Also – the American Women of Surrey Society?</p> <p>AOB – what are the council going to do to help Mayflower celebrations in Dorking? MVDC don't seem to be doing anything to help. Kayleigh will raise it with Rod and Candida and report back to us.</p>	
	<p>NEXT MEETING</p>	
	<p>The date of the next meeting will be on 14 August at 6 pm at Mullins.</p>	<p>INFO</p>