



## Local Tourism Association Agenda Template

Date: 10<sup>th</sup> November 2022

Location: Laurel Bank Hotel, Markinch 2-4pm

### Meeting Agenda

1. Chairs Welcome and Introduction
2. Apologies
3. Minutes from previous meeting agreed / amended if necessary
4. Presentation from Liam Barnes – Fife Golf
5. Z-fold and Brochure Re-design and re-print.
  - a. Brochures - out of stock. £7740 for 10,000
  - b. Z-fold with eco-cover. 250 remaining approx. £2,500 for 10,000
  - c. Tear off Heartland Maps - £4 per glued pad of 50 maps
  - d. Merchandise – t-shirt, hoodies .
6. 2023 marketing strategy for Heartlands Association (brought forward from September)
 

Footstep of Kings and more

  - a. Kinghorn activation after
  - b. Measuring marketing Footsteps
  - c. Heartlands Kirkcaldy promenade banners
  - d. Marketing campaign – How what?
7. Financial Report
8. Any Other Business
9. Date of Next Meeting

### Action Points from Previous Meeting

Description of Action Point	Anticipated Date of Completion	Task Owner
Sale and use of Love Fife Cards - Number	Nov 22	LW
Net Zero Funding Information	Nov 22	LW
Digital Boost Funding	Nov 22	LW
Heartlands Polo shirts hoodies - Increase brand awareness by giving to business's staff to wear at work. – Start Spring 2023		CS
Feasibility of On-Line banking	Nov 22	BG