



## Stamford Vision: Marketing

### Notes from the meeting on 20.4.04

1. Updates were given on
  - Publications: The two reprints have now been received. Martin suggests charging £2 for the 'Walks through Four Counties' and £1 for the Almshouses publication. This would recoup our expenditure to date and produce a slight surplus.
  - Survey of group facilities: This has been produced by Mary at the TIC, To be discussed at the next meeting.
  - Mapping: The map by GA Graffix is now available on disc in two formats – with and without faded edges. Martin will design the 'Hour in the town' publication but will review the text provided to see whether specific facts could be drawn out.
  - Market Towns Week: The full programme is attached. Volunteers are needed to act as stewards and SVB will be approached.
2. Coach parties and information distribution:
3. Future issues:  
These items will be considered at the next meeting.
4. AOB:  
The new logo from Placemarque were discussed. The design with the more complicated drawing of the window was the preferred style.

The next meeting will be on **Tuesday June 15th, 6pm** – at Burghley, in the Guide's room.

Action	Individual
Consider future focus for group	All