



EUROPEAN
a s s o c i a t i o n
Historic Towns & Regions

Bureau Meeting – 18th September 2009 Bydgoszcz, Poland

Report

Present:

Louis Roppe, President EAHTR
Brian Smith, Secretary General EAHTR
Fikret Üçcan, Representative UHT Turkey
Alexander Bartling, Council of Europe
Paul Newell, EAHTR

Apologies:

1. Sustainable Tourism Guidelines

- 1.1 Following the presentation by the Secretary General to the Council of Europe Committee of Education and Culture he reported that it was now proposed to produce a summary of the guidelines. It was suggested that this could be done in leaflet format A4 x 4sides.
- 1.2 The committee had been supportive of the guidelines Alexander Bartling asked that this should also be produced in French. He proposed that the summary should form the basis of the report to the Spring Session when the Guidelines could be formally adopted.
- 1.3 Pilot Towns / Cities – It was agreed that a pilot group of cities/towns should be identified to apply these guidelines in practice. The question arose of finding suitable cities/towns to give a range of experience, as there will be a need to tailor the guidelines to fit the size of the city/town – Large , medium , small , complex etc. The issue of funding the work will need to be addressed either by cities paying for this or through an EU funding bid.

1.4 Fikret Üçcan suggested that a pilot group of say 4 towns /cities might be drawn from the Turkish association to put the guidelines into practice then disseminate the experiences amongst the wider membership.

1.5 Guidelines / Dissemination – It was proposed that an electronic version of Brian Smith’s presentation to the conference should be sent to all EAHTR members.

2 Marketing

2.1 Publicity Material – All had received a copy of the document “Marketing – Proposed Strategies” setting out a suggested plan of action going forward. Priority is to be given to the production of information / publicity material on EAHTR. This is to take the form initially of a pamphlet/leaflet in both paper and electronic versions. Information should be short and not over “wordy” in order to have greater impact – it was suggested that this should also be produced in French, Italian, and German versions –resources permitting.

2.2 EAHTR Services – As part of the marketing strategy it is important that there is a concerted campaign to promote the benefits of membership. Services offered to members and prospective members need to be on-going benefits – suggested examples were information on relevant funding opportunities (Brian Smith is investigating possibilities), and partnership creation.

3 Work programme 2010

3.1 The Secretary General outlined the proposed work programme for 2010 which would form the basis of the EAHTR submission to the Culture programme the deadline for which was 31st October 2009.

3.2 Proposals for Symposia in 2010 in Istanbul, Ribe and Amsterdam plus a study visit to Graz were all welcomed.

3.3 The main point raised for discussion was the proposed symposium in Istanbul Spring 2010 which was proposed to be joint with the Council of Europe’s Committee of Education and Culture. It was agreed to meet with Antonella-Maria Cagnolati the following day to discuss the possibilities further. See note below.

4 Accounts 2008

4.1 The draft audited accounts for 2008 were tabled and noted.

5 Date of Next Meeting

5.1 It was proposed that a further meeting of the Bureau would be held in Strasbourg in November 2009. Alexander Bartling agreed to look at possible dates /room availability.

Note: Informal Meeting 19th September to discuss Joint Symposium in Turkey.

Present:

**Antonella- Maria Cagnolati and Alexander Bartling – Council of Europe
Louis Roppe and Brian Smith – EAHTR
Fikret Üçcan –Turkish UHT**

Antonella was not opposed in principle to holding the spring session in Istanbul. She explained the procedures that would need to be followed and the budget constraints under which the Cof E now operated. This meant that the host city/organisation needed to meet the vast majority, if not all costs arising for a meeting of the committee to be held outside Strasbourg. Alexander agreed to send Brian Smith the financial criteria applied to assist EAHTR and the Turkish UHT to put a proposal together.

The meeting concluded that a case would need to be presented urgently for the Congress to arrange a joint meeting in Turkey for 2010. A letter of invitation would be needed setting out who would pay for what supported by a detailed budget. It would also be important for the Turkish UHT/ sponsor city mayor to ensure the Turkish delegates to the Council of Europe were informed of the proposal. Alexander agreed to supply EAHTR with a list of names.