

REPORT on a MEETING of the "YEAR BOOK" sub-COMMITTEE of the SCOTTISH POTATO TRADE ASSOCIATION in 25 South Methven Street, PERTH at 2.30 p.m. on Monday, 22nd February, 1993.

PRESENT:

Messrs. R. Doig (ex officio), J.R. McArthur, J.M. Marshall and J. Logan Milne, with R.D. Hunter (Secretary) and D. Blackmore (Assistant) in attendance.

On the occasion of this first meeting of the sub-Committee, Mr. J.R. McArthur was appointed to the Office of Convenor.

APOLOGY:

Mr. Hunter intimated an apology for absence on behalf of Mr. D.Y. Stewart, Jnr.

YEAR BOOK DISCUSSION:

Opening discussion on the proposal that the Association prepare and produce a Year Book, Mr. McArthur first addressed the question of format. It was recognised that a loose leaf binder style would be initially much more expensive, but easier and more economical to update and thus less costly overall in the longer term. A stapled booklet style, on the other hand, while initially cheaper to produce, necessitated a total annual reprint. It was also felt that a booklet style would attract advertising more readily, thus reducing the cost per copy.

Mr. Hunter pointed out that in either case a fair amount of additional work of a somewhat specialised nature would be involved. He wondered if professional editing assistance might be considered, despite the extra cost involved, but the Committee decided against this course. He also felt regard should be given to what benefit would accrue to the Association and how this could be affected in the event of the demise of the PMB.

As a first step to costings, proposed content was considered in some detail. This envisaged a calendar, index, past Presidents, Council, Committees membership, President's message (no photographs), list of Members with phone numbers. Constitution and Rules, Conditions of Purchase and Conditions of Sale, Notes on Arbitration, current Seed Regulations, current Ware Standards (if applicable) and with highlighting of changes throughout. This indicated an A5 size stapled booklet of between 50-60 pages, including (say) 12-15 pages of advertising. It was agreed printing should be black on white glossy paper, with a glossy coloured card cover.

During further discussion it was agreed a print run of 150-250 copies would be required. No decision was taken at this time on whether Members' copies would be charged for or on the extent of external distribution of complimentary copies. It was agreed advertisers should submit their copy material direct to the printer and it was decided to ascertain whether the printer is able to accept text copy on computer disc and the cost advantage of so doing. It was also decided that if the proposed Year Book proves viable, to adopt a target of issuing a 1994 Year Book in early December, 1993.

The/

The Committee further agreed that in time for Council's next meeting on 5th March, 1993, Mr. McArthur would try to ascertain the level of interest among potential advertisers and Mr. Hunter would obtain a quotation from Messrs. John McKinlay, Printers, Perth.

The meeting thereupon concluded.