

WALES FEDERATION OF YOUNG FARMERS CLUBS



MARKETING AND EVENTS MEETING 9TH NOVEMBER 2021 7.30pm – ZOOM

MINUTES

CHAIRMAN: Aled Thomas

VICE CHAIRMAN: Elliw Griffith

PRESENT: Caryl Haf, Aled Thomas (Cad.) Elliw Griffith (Ynys Mon), Elen Gwen (DPJ/Clwyd), Elliw Dafydd

EM/13/2022 **APOLOGIES FOR ABSENCE**

Sam (Pembrokeshire), Anna, Mared Jones, Mared Evans, Angharad Ann, Elin Lewis

EM/14/2021 **TO CONFIRM THE NOTES FROM THE LAST MEETING**

Notes were confirmed by Elliw Griffith Jones and seconded by Elliw Dafydd.

EM/15/2021 **MATTERS ARISING FROM MINUTES**

Asked if anyone had ideas for any more specialists
Gwennan Davies from SYLW was previously suggested, ask Anna if she has been in touch.

2 members of each county can now be on the committee. Remind people on the Whatsapp group, and make sure that County staff also are reminded, as not everyone looks at their emails.

EM/16/2022 **CORRESPONDANCE**

None

EM/17+18/2022 **MARKETING UPDATE**

Update from Caryl. Apologies from Anna, and update on response to videos of support from celebrities went well. Asking the question of do we want to live-stream the Eisteddfod this year? Agreed that Anna is doing a good job. One note for the videos is that the music should be more upbeat. Also suggested to start a TikTok account, and potentially reach out to Mwydro Company to create some Gifs bespoke to YFC.

Is there something we can do in the Eisteddfod as a committee, e.g. Instagram pictures, Podcast? An unofficial "judge" who will be there all day? Suggested to ask Hansh if Gareth could broadcast from the Eisteddfod. Elliw Griffith confirms she has asked prior, but has had no response.

Agreed to organise a Social Media rota for the Eisteddfod Day, and schedule in the Homework Sections. Also come up with a Rota for the Winter Fair.

EM/16/2022 **SUPPORTING LOCAL CLUBS**

Share evenings with other clubs / counties. Remind counties and county officers to tag YFC Wales and counties on Social Media. Also, tag as much as

possible on other brands too, i.e. if there's anything to do with mental health, or a particular brand, tag John Deere for example too.

Make sure to get in to local newspapers and general newspapers. Put ourselves back on people's dining tables, Bro360. Radio Cymru, News, Troi'r Tir and Aled Rhys Jones' "Slot Amaeth" also. Work more alongside 5 nations for more coverage.

A letter outlining interest that we need slots for Young Farmers separately, e.g. NFYFC, YFC, Scotland etc.

EM/20/2022

AGM 2022

- Face to Face event would be great, in either:
 - 1- Llandudno / Conwy
 - a. Ffarms - Llystyn ISAF, The college farm (Abergwyngregyn)
 - b. Aber Falls Distillery
 - c. Penderyn Tour
 - 2 - Swansea

EM/21/2022

MEMBER WELLBEING

- Live Stream – Safe guarding

EM/22/2022

DATE OF NEXT MEETING

22nd January, in person, 10:30am. YFC building.

EM/23/2022

UNRHYW FATERION ERAILL / ANY OTHER MATTERS

Promote the Panto on S4C.

Audience and hype. Potential teasers, Tik Toks? Behind the Scenes, using the characters and maybe some celebrities can also come e.g. Dilwyn Pierce, Ffarmwr Ffowc etc.

As there was no other business the meeting was declared closed at 21.24 pm.

Signed: _____

Dated: _____



CYFARFOD PWYLLGOR DIGWYDDIADAU A MARCHNATA
9fed TACHWEDD 2021
7.30pm – ZOOM

COFNODION

CADEIRYDD: Aled Thomas

IS-GADEIRYDD: Elliw Griffith

PRESENNOL: Caryl Haf, Aled Thomas (Cad.) Elliw Griffith (Ynys Mon), Elen Gwen (DPJ/Clwyd), Elliw Dafydd

EM/13/2022 YMDDIHEURIADAU
Sam (Pembrokeshire), Anna, Mared Jones, Mared Evans, Angharad Ann, Elin Lewis

EM/14/2021 CADARNHAU NODIADAU O'R CYFARFOD DIWETHAF
Notes were confirmed by Elliw Griffith Jones and seconded by Elliw Dafydd.

EM/15/2021 PWYNTIAU GWEITHREDU A MATERION YN CODI O'R COFNODION
Trafod Arbenigwyr – Syniadau? Holi I Anna beth yw'r diweddariad gan Gwennan Davies – SYLW. 2 aelod o bob sir bellach yn cael bod ar y pwyllgor, atgoffa ar grwp Whatsapp. Staff sirol yn gwybod hefyd – atogoffa gan fod pawb ddim yn edrych ar e-byst.

EM/16/2022 GOHEBIAETH
Nid oedd yna unrhyw gohebbion i' aelodau'r pwyllgor drafod.

EM/17+18/2022 MARCHNATA CFFI CYMRU
Diweddariad gan Caryl. Ymddiheuriadau Anna. Oedd yna ymateb da i'r fideos enwogion a'r swyddogion ar y cyfryngau cymdeithasol. Angen syniadau cyd-weithio a trafod os ydyn ni eisiau live-streamio'r Eisteddfod. Cytunwyd bod Anna yn gwneud job dda. Ychydig o sylwadau – mae'r fideos angen cerddoriaeth mwy "up-beat". Edrych fewn i setio TikTok Cymru i fyny? Cystylltu efo cwmni Mwydro I ddylunio Gifs newydd ar gyfer CFFI.

Oes rhywbeth fel pwyllgor allen ni wneud yn yr Eisteddfod? Lluniau Instagram / Podlediad / Beiriniad answyddogol i fod yna trwy'r dydd? / Hansh a Gareth I ddod I ddarlledu o'r steddod? (Elliw Griffith wedi holi ond ddim ateb)

Angen cadarnhau'r rota cyfryngau cymdeithasol ar gyfer yr Eisteddfod a'r Ffair Aeaf hefyd.

EM/16/2022 CEFNOGI CYLBIAU LLEOL
Clybiau a siroedd rhannu nosweithiau gymaint a phosib. Atgoffa siroedd, swyddogion sirol i tagio CFFI Cymru + siroedd ar gyfryngau cymdeithasol.

Tagio cymaint a sydd bosib ar 'accounts' eraill – e.e. digwyddiad iechyd a dioglewch a defnyddio brand arbennig e.e. John Deree – tagio nhw etc.

Cysylltu efo gymaint o phapurau bro a phosib, Tir, FUW, NFU. Angen rhoi ein hunain yn ol yn nhai pobl, ar fwrdd y gegin. Bro 360. Ysgrifennu erthyglau ym mhapurau Prifysgolion?

Cadw cysylltiad hefyd efo Radio Cymru, Newyddion, Troi'r Tir, Aled Rhys Jones – Slot Amaeth. Farmers Weekly & Guardian hefyd.

Llythyr yn datgan diddordeb bod angen slot I'r Ffermwyr Ifanc ar wahan e.e. NFYFC un issue, CFFI Cymru un arall, Alban, Iwerddon etc.

EM/20/2022 AGM 2022

- Digwyddiad wyneb yn wyneb
- 1- Llandudno / Conwy
 - a. Ffermydd - Llystyn ISAF, Fferm y Coleg (Abergwyngregyn)
 - b. Aber Falls Distillery
 - c. Penderyn Tour
- 2 – Abertawe

EM/21/2022 LLES AELODAU

- Live Stream – Safe guarding

EM/22/2022 DYDDIAD Y CYFARFOD NESAF

22nd Ionawr, 10:30am. Adeilad CFFI.

EM/23/2022 UNRHYW FATERION ERAILL

Angen rhoi hwb i Panto CFFI S4C. Cynulleidfa + hype. Teasers? Tik Tok? Tu ol i'r llen – defnyddio cymeriadau e.e. Dilwyn Pierce, Ffarmwr Ffowc ayyb.

Gan nad oedd yna unrhyw fusnes pellach, diolchodd Aled i'r aelodau am fynychu'r cyfarfod, a chyhoeddwyd bod y cyfarfod ar gau am 9.24yh.

Arwyddwyd: _____ **Dyddiad:** _____