



EXPERIENCE
PEOPLE AND CULTURE.

**Culttrips 2.0 European Slow Travel Experiences /
European Agricultural Fund for Rural Development (EAFRD) /
LEADER 2014 – 2020**

meeting minutes

ZOOM meeting n°2

Wednesday, April 01, 2020, 2 – 3:30 p.m.



host: LAG Zeitkultur Oststeirisches Kernland – Barbara Stumpf

participants:

LAG Zeitkultur et al (Barbara Stumpf, Melanie Koch), LAG Urfahr West (Sigrd Gillmayr), Office Régional de Tourisme Centre-Ouest asbl (Nadine Schanck and Julia Schrell), LAG Valle Umbra (Marco Parroni, Luciano Posti and Manuela Ciri), LAG Cittadella del Sapere (Maria Cristina Porfidio), LAG Märkische Seen (Grit Körner and Katrin Riegel), LAG Nedre Dalälven 3 (Henrik Thomke and Charlotta Heimersson), LAG Alytus District (Henrieta Miliauskienė) & LAG Start 2020 (Gianluca Gariuolo and Giuseppe Melillo)



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MEETING AGENDA

0) WELCOME TO ZOOM! ☺ (5 minutes)

- address of welcome by the lead partner
- short introduction by all participants (checking tone and video)

1) Placement and Distribution (implementation) (45 minutes)

- status quo website and texts
- which topics shall be integrated on our website?
 - talking about greeters and others
- which topics can be interesting because of our Slow Trips Experiences?

2) Management (5 minutes)

- meeting minutes ok? Any remarks?

6) FEEDBACK and CONCLUSION (5 minutes)

- open questions? feedback?
- scheduling next ZOOM meeting?



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0) WELCOME TO ZOOM! 😊 (5 minutes)

input host:

After the sound and video were tested by all participants, Barbara addressed her welcome to the 2nd ZOOM-Meeting with a short movie song on Youtube, La Quarantena:

<https://youtu.be/N1BQFyCSXas>

2) Placement and Distribution (website implementation) (45 minutes)

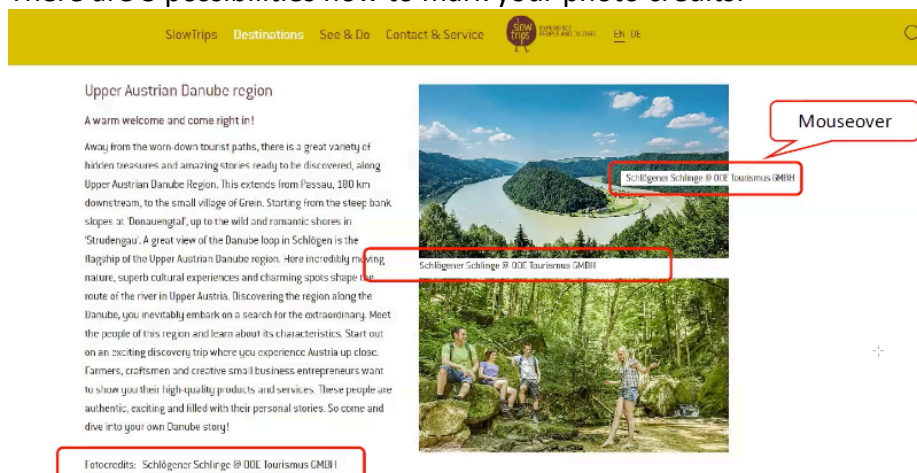
input:

Barbara thanked Evelyn Götz (crosseye Marketing) that she can participate again and handed over to her to start with the status quo of our Slow Trips website. Evelyn explained that there are still some destination texts are missing. We checked all together open questions and missing parts.

discussion:

Which possibilities do we have to show photo credits on our website?

There are 3 possibilities how to mark your photo credits:



- 1) Mouseover photo credit (this version doesn't work on mobile devices),
- 2) text subheadline under the picture directly,
- 3) or we will have the fotocredits on the ending of the destination site

Is it possible to integrate the Greeter network on our Slow Trips website?

Barbara was asked to explain the Greeter's network. That's why she prepared a brief presentation about it. The philosophy and the core values of the Greeters totally fit to our Slow Trips brand. But not every destination is currently working with the Greeters. It is not obligatory to integrate them. But for all destinations who are currently working with Greeters, it is possible to integrate them on their destination site. In this case, it is important that we don't mix it up with our bookable Slow Trips offers. Greeters are volunteers, but our Slow Trips experiences shall be bookable on our website and tourists



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shall pay for it. So if destinations want to work together with Greeters, it is important to communicate that all Slow Trips tours or experiences are not „Greets“, but bookable Slow Trips offers! There were many good remarks from several destinations. We agreed that it will be necessary to establish clear rules in the cooperation with Greeters in our Steering Committee. For now, LAG Start 2020 can work with its Greeters (Rotondella) to develop further Slow Trips offers, when it is clear, that those people get money for it and the bookable experiences are Slow Trips offers and not voluntary „Greets“.

Which topics shall be integrated on our destination website?

Every region shall decide which kind of topics are interesting to describe on every destination site and afterwards we will decide with which topics we can make main topics for our Slow Trips website. Examples for those topics which you can also find in our Brand Book and application form:

- unusual accommodations
- hidden treasures
- Lost Places
- What is your everyday culture in your destination? What is special to say about it?
- Greeter Network
- Geocaching
- ...

decisions:

- For all those destinations which already delivered their texts and photos, Evelyn will start to integrate them on our website until Tuesday (April 7, 2020). If there are open questions, remarks or comments, Evelyn will contact the responsible persons of each destination right away. So every destination should get a link to their destination website as a preversion for our website before Go-Live.
- For all those destinations which are not ready now, please enter your text and deliver your photos not later than Wednesday (April 8, 2020).
- Please make sure that you have all licences and rights to use this material for our website. Especially when it comes to photos, please make an agreement with your photographer in your region and talk with him about the exact fotocredit. Please also notice that the fotocredit for the header picture will be displayed at the ending of the website. It is not possible to integrate this photo credit directly under the picture there.

#	what	who	until when
1	destination website texts	all destinations, first feedback from Evelyn about your texts and photos	Wednesday, April 8, 2020



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2) Management (30 minutes)

input host:

Please let us briefly reflect on and remember again the decisions from the last meeting.

- We had the discussion about the **project prolongation** because in the actual situation it is not possible to make further developments with our Slow Trips suppliers. And it is necessary to start with at least 5 ready Slow Trips Offers on our website. We all try our best to collect information from our suppliers now and to put them online, so that we can see the actual status quo. It was therefore expressed the wish to extend the project duration until the end of June 2022. And we decided that every region shall check this with each leader authority.
- Until today, every project partner should have uploaded your **contact list details on G-Drive**. We need to know your press contact, your available facebook sites and instagram accounts.
- **Cancellations Costs of the Train the Trainer** in Germany (12 € per destination) don't have to be paid because Luxembourg decided to take over the costs for all partner regions.
- **Social Media Videos and Postings:** Please check the guidelines from our last meeting minutes and start with you social media videos AFTER your destination website texts are finished. You can upload your files on G-Drive then, work package D promotion and communication:
https://drive.google.com/drive/folders/1UJDu12SBj8p_54ESyc_yGw_xiEXUELcx?usp=sharing

decisions:

#	what	who	until when
1	Project prolongation until end of June 2022: send the official ok to Barbara (barbara.stumpf@zeitkultur.at)	all destinations	as soon as possible, no later than end of April 2020
2	Update your contact list on G-Drive	all destinations	as soon as possible

3) FEEDBACK and CONCLUSION (15 minutes)

discussions:

- next ZOOM meeting will be scheduled for April 22 (2 p.m – 3 p.m.)
- Barbara will prepare a more detailed agenda which will be forwarded to all participants no later than Friday, April 17, 2020.



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Take care, stay healthy AND THANK YOU AGAIN FOR YOUR GREAT CONTRIBUTION AND DEDICATED WORK!!! ☺

#	what	who	when
1	next ZOOM meeting	All destinations	April 22, 2020, 2 p.m.

