



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Meeting held on Monday 13 May 2019 at 7.30 pm in Lower Hall

Present: Cllrs Stannard (Chairman), Adams, Burton, Hill and Wills, and the clerk Christine Downey.

- M1 To elect a chairman for 2019/2020
Resolved: That Cllr Adams be elected as Chairman of the Marketing Committee for the year 2019/2020
- M2 To Receive Apologies from members unable to attend
none
- M3 To Receive and Record any member's Disclosable Pecuniary Interest in relation to any items on the agenda and to receive and decide members requests for DPI dispensations -
none
- M4 To agree the minutes of the previous meeting of 18th March 2019
RESOLVED: That the minutes of the meeting on 18th March be agreed and signed.
- M5 To discuss the Tourist Information Point
- 5.1 To receive an update on the volunteer rota
RESOLVED: To establish at end of the 2019 season who will volunteer again in 2020 and to advertise in early 2020 to fill any gaps in next year's rota before the start of the season.
- 5.2 To consider where the literature stands should be moved to from the foyer and how the public may access tourist information literature when the TIP office is closed.
Most commonly requested items are bus and train timetables. The train times are available at the railway station and the bus times are available at the bus stop.
RESOLVED: That the current opening hours of 10am to 2pm six days a week provide adequate opportunity for the public to obtain tourist information literature.
RESOLVED: To consider a rolling display which could run outside TIP office hours.
RESOLVED: To investigate the cost of a bespoke waterproof external display.
RESOLVED: To consider budgeting for a bespoke external display as a special project next year.
- M6 To receive a report on Calendar 2019 monies
All the sponsorship money has been received and the overall profit was £1,409.25.
RESOLVED: To present the cheque to Age Concern at the next full council meeting.
- M7 To discuss 2020 calendar
- 7.1 To consider the beneficiary
RESOLVED: To be offered to Goodenber Play Area.
RESOLVED: Cllr Adams to consult Charlotte Mouncey on whether they would accept.
- 7.2 To receive update on sponsorship
Sponsors not contacted yet.



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- M8 To discuss Town Hall marketing
It was agreed that it would be helpful to identify different user groups but that first it's necessary to get the website fully updated.
- 8.1 Hiring information on town hall website
RESOLVED: Cllr Stannard to reinstate the information regarding hiring the town hall on the website.
RESOLVED: Cllr Stannard to include some typical prices on the website, with an instruction to contact the clerk to discuss in more detail.
RESOLVED: Cllr Stannard to provide Cllr Hill and the clerk with usernames and passwords for the town hall website.
RESOLVED: To put up an A3 size notice of hiring charges on the notice board in the town hall foyer.
RESOLVED: To find the A4 folder detailing suppliers for functions.
- 8.2 Review of marketing leaflet
RESOLVED: Cllr Stannard to review the marketing leaflet.
- M9 To discuss Social Media
The Council has two twitter accounts. One for Bentham Town Council. And one for About Bentham.
RESOLVED: Cllr Stannard to pass usernames and passwords to the marketing committee members.
RESOLVED: Cllr Adams to launch a Facebook page.
- M10 To receive and consider Minor items / items for the next agenda
Photographs for the 2020 calendar. The advert will run in the Bentham News in June and July 2019.
RESOLVED: Cllr Hill to contact Janet Greenwood to explore the possibility of making contact with previous entrants in the Bentham show photograph competition, with a view to making use of their photographs in the 2020 Calendar.
- M11 Date of next meeting
Monday 11th November 2019.

There being no further business, the meeting closed at 20.27.