



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Meeting held on Monday 11th November 2019 in the Lower Town Hall at 7.30 pm

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

- M18 To Receive Apologies from members unable to attend:
Cllrs Adams and Burton.
- M19 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**
- M20 To agree the minutes of the previous meeting of 3rd September 2019
RESOLVED: That the minutes of the meeting on 3rd September be agreed and signed.
- M21 To receive an update re the 2020 Calendar
The Calendars were collected on 25th October 2019, which is ten days later than last year. There was an advert for them in the November edition of the Bentham News which is an improvement on last year when an advert was not placed in BN. The calendars are now available at the Post Office and the Town Hall. The calendar has been printed with the months in the wrong order, i.e. its necessary to turn whole calendar over to reveal the next month, instead of just being able to flip each month over to reveal the next. This is very disappointing in view of the fact that this was gone into at length with the printer last year. On the other hand, the council should probably have been able to pick this fault up when checking the proof document.
RESOLVED: To inform the printer that the months have been printed in the wrong order and that this is very disappointing after it was discussed at length last year.
RESOLVED: Town clerk to deliver a copy to each sponsor with the invoice for sponsorship.
- M22 To consider the use to be made of the unspent 2019/2020 budget of £2000 for website. The council are running two websites, Bentham Town Council, and About Bentham which is more concerned with what's on in the town. The council also host Bygone Bentham. There was a discussion regarding whether it might be possible to carry forward this year's budget of £2000 and use it on a larger website development project at a later date. The clerk is attending a financial training day later this week and will find out exactly what is permissible.
RESOLVED: To be included on agenda for next meeting for further discussion.
- M23
- 23.1 To look at visitor numbers for the current season
Visitor numbers between 01/04/2019 and 31/10/2019 were 821.
(This compares with 730 in 2018, and 1269 in 2017).
- 23.2 To discuss opening on Saturdays out of season.
Two volunteers wish to continue opening the TIP on Saturday mornings, i.e. from 10am to 2pm or when caretaker wishes to lock up if earlier. One of those also wishes to continue opening TIP from 10am to 12pm on Fridays.
There was a discussion regarding whether the basis of Friday and Saturday opening after the end of the normal season on 31/10/19 need formalising, so that these arrangements are not ad hoc. It was thought that any extra opening hours are a bonus, and should not present a problem if the signs regarding the opening hours are corrected as necessary.
RESOLVED: No objections to extra opening hours on Fridays and Saturdays.



BENTHAM TOWN COUNCIL

RESOLVED: Clerk to discuss duration of this arrangement with the volunteers concerned and correct opening hours signs as necessary.

23.3 To agree the venue and date for the TIP dinner

RESOLVED: Venue to be The Horse and Farriers.

RESOLVED: That the cost of £28 per volunteer for the three course Christmas dinner is acceptable.

RESOLVED: Clerk to liaise with Cllrs Adams in the first instance regarding suitable date(s).

RESOLVED: Date to be organised with the volunteers after consultation with Cllrs Adams and Stannard.

M24 To discuss Social Media

It was previously resolved that the Facebook page would be used as a noticeboard to promote town hall events such as coffee morning and the film group. And that on the Facebook page there will be no responses to none social comments, and no engaging in debate. There was a discussion regarding whether this prohibits responses to factual questions, such as “is the town hall open this afternoon” and it was agreed that it does not.

RESOLVED: Cllr Hill to respond to requests for information received on the Facebook page.

RESOLVED: Cllr Hill may respond to straightforward factual questions (such as is the town hall open this afternoon), with straightforward factual answer (e.g. yes or no).

RESOLVED: Any questions about council business and/or comments on council business to be directed to the town clerk for attention as appropriate.

RESOLVED: Cllr Hill to rephrase the opening paragraph in order to make it more welcoming.

M25 To discuss special projects

RESOLVED: no special projects to be pursued.

M26 To review the action points from previous minutes not already discussed

The list was reviewed and updated.

RESOLVED: Cllr Stannard to produce a PDF of the list of accommodation from the website, when that item on website is completed.

RESOLVED: Cllr Hill to review the marketing leaflet.

RESOLVED: Clerk to forward photographs of events in the town hall to Cllr Hill.

M27 To receive and consider minor items / items for next agenda

A request has been received from the Bentham News for the clerk to submit something about the marketing meeting to be put in the paper, in view of the fact that a BN reported does not attend this meeting.

RESOLVED: Clerk to point out to Bentham News that all council meetings are open to both the press and the public and that they are welcome to attend.

Item for inclusion on next agenda – website budget (see M22).

Item for inclusion on next agenda – Marketing leaflet suggestions from Cllr Hill (see M26).

Item for inclusion on next agenda – potentially develop the TIP.

M28 Date of next meeting: Monday 9th March 2020.

There being no further business the meeting closed at 21.08.