



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Committee Meeting held on Monday 21st June 2021 at 7.30 pm – in the Ballroom at Bentham Town Hall.

Present: Cllrs Adams (Chair), Burton and Stannard. And the Clerk Christine Downey.

- M1 To elect a chairman for 2021/2022.
RESOLVED: Cllr Adams to chair this meeting.
RESOLVED: To elect a chairman for the rest of the year at the next Marketing committee meeting.
- M2 Apologies from members unable to attend: -
2.1 To Note Apologies for absence given in advance of the meeting.
Cllrs Bridgeman and Hill.
2.2 To consider acceptance of reasons for absence.
None.
- M3 Declaration of Interest: -
3.1 To Note Declarations of Interest not already declared under members Code of Conduct or members register of Disclosable Pecuniary Interests.
None.
3.2 To Approve Dispensation Requests.
None.
- M4 To receive Comments & Concerns: Public participation – to hear matters raised by members of the public or Cllrs with an interest (that are allowed to speak) either on the agenda items or for future consultation.
(NB: for non-agenda items Members of the Council are not permitted to respond, except to ask questions for the purposes of clarification)
None.
- M5 To agree the Minutes of the previous meeting of 15th March 2021. (Paper M2021/04)
RESOLVED: That the minutes of the meeting on 15th March 2021 be agreed and signed.
- M6 To receive an update regarding the 2021 Calendar and to agree a way forward. (Paper M2021/05)
Update on profit received.
RESOLVED: Clerk to make arrangements to make a presentation of the 2021 Calendar profits to Settle Area Swimming Pool.
- M7 To discuss 2022 Calendar matters and agree a way forward: -
7.1 To discuss the inclusion of: -
7.1.1 Coffee morning dates.
RESOLVED: That the 2022 Calendar will include a tear-out sheet of important dates. It will be standard paper, A4 sized, and will include the coffee morning dates, Town Council meeting dates, and other significant local events such as The Bentham Show, and the Bentham Bonfire.
7.1.2 Town Council meeting dates.



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Dealt with at item 7.1.1.

7.1.3 Moon phase symbols.

RESOLVED: Yes, to be included in date boxes.

RESOLVED: Also include equinox symbols, solstices and bank holiday details.

7.2 To consider sponsors, and their advertisements.

RESOLVED: Clerk to forward a list of 2021 sponsors to Cllr Burton.

RESOLVED: Cllr Burton to contact the 2021 sponsors and establish if they will also sponsor the 2022 Calendar.

RESOLVED: Cllr Burton to confirm with each sponsor that they are happy to use the same banner advertisement as last year, or else to obtain any revised advertisements asap.

7.3 To consider and agree a beneficiary to be recommended to full council in accordance with the Calendar Policy. (PaperM2021/06)

In view of the fact that the Bentham News overlooked the advertisement for photographs and for potential beneficiaries to apply, it will run in the July edition.

RESOLVED: Cllr Adams will post a message on social media asking for applicants.

RESOLVED: To establish how potential beneficiaries plan to sell calendars.

7.4 To consider the arrangements for selling the 2022 Calendar.

RESOLVED: Pam at the Post Office to be asked if she is happy to sell the 2022 Calendars.

RESOLVED: Cllr Adams will continue to deal with online sales.

RSOLVED: Clerk to obtain slightly smaller envelopes.

M8 Items for the next meeting and minor items for information only.
None.

M9 Date of next meeting: - **To be agreed.**

There being no further business, the meeting closed at 7.50 pm.