



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Meeting held on Monday 18 March 2019 at 7.30 pm in the Wenningdale Room

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

- M8 To Receive Apologies from members unable to attend
Cllrs Hill.
- M9 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
- M10 To agree the minutes of the previous meeting of 11th June 2018
RESOLVED: That the minutes of the meeting on 11th June 2018 be agreed and signed.
- M11 To discuss the Tourist Information season
- 11.1 Office opening dates
RESOLVED: That the TIP season will start on 1st April 2019
- 11.2 Coffee morning 6th April 2019
We need raffle prizes, baking and volunteers to assist.
RESOLVED: Cllr Stannard and the clerk to ring round the TIP volunteers and enlist their help (with the exception of Mrs Adams, who Cllr Adams will ask)
- 11.3 Maps and literature for sale
RESOLVED: Cllrs Stannard and Adams to check what stock we already have.
- 11.4 TIP volunteer coordination
The coordinator is now the town clerk.
RESOLVED: Cllr Stannard to pass the contact details for the volunteers to the clerk.
RESOLVED: To advertise in the Bentham News next month for volunteers to fill the three vacant slots.
RESOLVED: To put up a notice advertising the vacant slots for now.
- 11.5 Volunteers
Dealt with under 11.4
- M12 To receive a report on Calendar 2019 monies
When all the sponsorship money has been received there should be an overall profit of £1,409.25.
RESOLVED: Cllr Burton to speak to S&W Fabrication Ltd regarding outstanding sponsorship money.
RESOLVED: Cllr Stannard to speak to Grove Hill Garage and Emma's regarding outstanding sponsorship monies.
RESOLVED: To present the cheque for the profit to Age Concern at the Annual Parish Meeting.
RESOLVED: To find the ceremonial cheque.
RESOLVED: Cllr Stannard will dispose of the remaining calendars at Settle.
- M13 To consider 2020 calendar
The 2019 layout was good, and the calendars produced a good profit for this year's charity.
RESOLVED: To produce a 2020 calendar.
RESOLVED: To print 300 instead of 400.



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RESOLVED: That the beneficiary is to be considered. To wait until after the Annual Parish Meeting to do so.

RESOLVED: To obtain sponsorship. Clerk to begin by approaching last years sponsors and asking if they will participate again.

RESOLVED: To request the submission of photographs by placing an advert in the Bentham News. Clerk to organise. Submission to be by July.

RESOLVED: To decide on the photographs by the beginning of August.

RESOLVED: To aim to have the calendar produced by the date of the Bentham show, which is Saturday September 7th.

RESOLVED: To consider having a stall at the Bentham show selling calendars.

- M14 To discuss the accommodation guide
Because of alternative and online methods of finding accommodation it was thought that the guide has now run its course.
RESOLVED: To replace the guide with a straightforward, none-chargeable list of accommodation.
RESOLVED: Cllr Stannard to draft a list of accommodation.
- M15 To discuss Town Hall marketing
Bookings often used to come in via the website, but the information has now been removed from the website.
There is a leaflet marketing the town hall on display in the foyer and TIP.
RESOLVED: Cllr Stannard to reinstate the information regarding hiring the town hall on the website.
RESOLVED: Cllr Stannard to review the marketing leaflet.
- M16 To discuss Town Hall hiring rates
RESOLVED: Not to change.
RESOLVED: Cllr Stannard to include some typical prices on the website, with an instruction to contact the clerk to discuss in more detail.
- M17 To discuss Social Media
The Council has a twitter account. The items that are included are council related and not social. It has previously been agreed to produce a Facebook page but so far it has not been produced.
RESOLVED: To launch a Facebook page.
RESOLVED: That the Facebook page is to be used as a noticeboard to broadcast upcoming events and to promote town hall events, such as coffee mornings and the film group.
RESOLVED: There will be no responses to none social comments, and no engaging in debate.
RESOLVED: To consider entering the details of the town hall coffee mornings for the year, or on a monthly basis. **RESOLVED:** Cllr Adams to get it off the ground.
- M18 To receive and consider Minor items / items for the next agenda
none
- M19 Date of next meeting
Provisionally Monday 13th May 2019.
- There being no further business, the meeting closed at 20.30.