



BENTHAM TOWN COUNCIL

MINUTES of the Marketing Committee Meeting held on Monday 15th March 2021 at 7.30 pm. - Conducted remotely

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

- M25 Apologies from members unable to attend: -
- 25.1 To Note Apologies for absence given in advance of the meeting.
Cllr Hill.
- 25.2 To consider acceptance of reasons for absence.
None.
- M26 Declaration of Interest: -
- 26.1 To Note Declarations of Interest not already declared under members Code of Conduct or members register of Disclosable Pecuniary Interests.
None.
- 26.2 To Approve Dispensation Requests.
None.
- M27 To agree the Minutes of the previous meeting of 16th November 2020. (Paper M2021/01)
RESOLVED: That the minutes of the meeting on 16th November 2020 be agreed and signed.
- M28 To discuss Calendar matters: -
- 28.1 To receive an update regarding the 2021 Calendar. (Paper M2021/02)
It was reported that 30 calendars were returned to Cllr Adams from Settle Pool, of which 5 have been sold, and 25 are left. A further 10 were left at the pool to carry on trying to sell, and a further 10 were delivered to the Post Office in Bentham. The Clerk is making arrangements to collect the money for those sold by Settle Pool and the final amount from Bentham Post Office, and will update the summary for 2021 as soon as possible.
Received.
- 28.2 To discuss the draft calendar policy and agree a final version. (Paper M2021/03)
RESOLVED: To add as item 3 a xi "Prepare an article advertising for suitable photographs, for publication around April or May each year".
RESOLVED: Remove "The clerk will submit an article requesting suitable photographs to the Bentham News, for publication in the April or May edition".
- 28.3 To consider 2022 calendar.
RESOLVED: To increase the cost of the 2022 calendar to £8.50 for calendar alone, and £9.00 for calendar with the strong envelope.
RESOLVED: To confirm the sponsors and their adverts.
RESOLVED: Clerk to circulate the last article/advert requesting photographs, from which a suitable advert for the 2022 calendar photographs will be agreed and used.
- M29 To discuss the Tourist Information season and agree a way forward.
RESOLVED: Await developments regarding the re-opening of the Town Hall.
- M30 To discuss potential Coffee Morning for TIP on 24th July 2021 and agree a way forward.
RESOLVED: Await developments regarding the re-opening of the Town Hall



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- M31 To discuss Web presence and social media arrangements and to agree a way forward
RESOLVED: That the correct response to many straightforward questions continues to be “please refer to the Town Clerk at” and provide email and/or phone number for clerk.
RESOLVED: To consider the preparation of some pre-prepared statements for future use in the event of a post being aggressive or abusive.
RESOLVED: That it is acceptable to point out that “All council meetings are open to the public and you are welcome to attend at any time should you wish to hear the discussion and comments, or to comment yourself in the public participation section of the meeting”.
RESOLVED: That it is permissible to block individuals and/or remove their posts on the rare occasion that a post is abusive, aggressive and/or inappropriate.
RESOLVED: Clerk to keep a secure record of user names and passwords for the website, social media accounts, and email accounts. Either in a file for this purpose kept locked up in the office, or using the sealed envelope method.
RESOLVED: Cllr Stannard to forward user names and password details to the clerk for safekeeping.
RESOLVED: Clerk and Cllr Adams to review the position regarding the sealed envelope for passwords and log in details in relation to website and social media account access details, and email accounts details, and update the record as necessary. See financial regulation 6.11.
RESOLVED: Members of the Marketing committee to consider becoming involved in editing the website and assisting Cllr Stannard with this.
- M32 Items for the next meeting and minor items for information only.
Cllr Adams has corrected the address of the Town Hall on Google.
- M33 Date of next meeting: -14th June 2021.
- There being no further business, the meeting closed at 20.10.