

**MINUTES OF THE EVENTS, MARKETING AND COMMUNICATIONS SUB COMMITTEE MEETING HELD AT
BINGLEY METHODIST CHURCH ON MONDAY 14th AUGUST 2017**

**Start: 6:00pm
Finish: 7:40pm**

Councillors present:	Chapman, Dawson, Simpson and Varley
Councillors in attendance not a member of this committee:	
In attendance:	Laura Jowett, Administrative Officer
Non Councillor members of the sub-committee	Helen Owen
Members of the public:	None

1718/12 Apologies for absence

Mr Wood was not present.

1718/13 Disclosures of interest

- a) To receive declarations of interest from councillors on items on the agenda.
- b) To receive written requests for dispensations for disclosable pecuniary interest
- c) To grant any requests for dispensation as appropriate.

None received.

1718/14 Minutes

To approve the minutes of the meeting held on Tuesday 20th June 2017

Resolved that the minutes of the meeting held on 20th June be approved. Proposed Councillor Simpson, seconded Councillor Varley and agreed. All were in favour.

1718/15 Public Participation

Members of the public are reminded that this is their opportunity to speak to the meeting on any topic relevant to the work of the council. However, they may not speak during the rest of the meeting unless specifically invited to do so by the Chairman.

No members of the public, who are not members the sub committee, were in attendance.

1718/16 Annual Report

- a) To consider arrangements for the Annual Report
 - b) To consider any next steps
- a) A discussion was held regarding the distribution of the annual report. **Resolved** to email all councilors to find out who has had an annual report delivered. **Resolved** to request further information from the distributor regarding specific routes, what has been done and what is still to be done. **Resolved** that the clerk and the administrative officer would review the situation on Monday 21st August. Proposed Councillor Dawson, seconded Councillor Varley and agreed. All were in favour.

- b) Thanks were given to Helen Owens for all her hard work in pulling the annual report together and to Emma at Fullstop Studios for her brilliant effort. A discussion was held and possible improvements identified were to make future newsletters distinctive from each other, to make them seasonal and to include more pictures.

Resolved to give feedback to Fullstop Studios. Proposed Councillor Dawson, seconded Councillor Chapman and agreed, all were in favour.

1718/17 Newsletters

- a) **To consider arrangements for the October and January newsletters**
- b) **To consider any next steps**

- a) A discussion was held regarding content and timescales for the October newsletter.
- b) **Resolved** to send copy and photos to Helen Owen by 15th September with a view to go to print by 27th September. Proposed Councillor Dawson, seconded Councillor Varley, and agreed. All were in favour.

1718/18 Events

- 1) To consider arrangements for forthcoming Town Council events**

- a) Bingley Business Expo
- b) Christmas, including Christmas lights children's competition and Christmas lights event

- 2) To consider suggestions and feedback from previous events**

- a) A discussion was held regarding Bingley Business Expo and how the F&GP committee had agreed to publicise the expo on the Facebook page, on the events calendar on the website and in the monthly mailing. Councillors Simpson, Varley and Chapman will attend **Resolved** to email Bingley Business Expo to request further information about the format of the event, to investigate the cost of generic town council business cards and to produce a form which other local business can identify how they are prepared to support the town council. Proposed Councillor Dawson, seconded Councillor Chapman and agreed. 3 were in favour.

Councillor Varley left the meeting at 7:00pm

- b) An update was provided about the Christmas event. A discussion was held about arrangements for the Children's Christmas lights competition **Resolved** to recommend postponing the competition until next year due to insufficient time and to commence the process before the school summer holidays next year to encourage participation. Proposed Councillor Chapman, seconded Councillor Simpson and agreed. Three were in favour.

- 2) Suggestion and feedback postponed until future EMAC meeting as Councillor Varley had left the meeting.

1718/19 Promotional items

- a) **To consider any promotional items that the sub committee may wish to recommend the Finance and General Purposes committee purchases**

- a) **Resolved** to order business cards for the Town Council and a suggestion box. Proposed Councillor Dawson, seconded Councillor Simpson and agreed. Three were in favour.

1718/20 Website update

- a) To receive an update on the website**
- b) To consider any next steps**

An update was received about the website and the Services and Facilities and Community Organisations pages are now ready to go live.

Resolved to agree to go live with these pages, proposed Councillor Simpson, seconded Councillor Chapman and agreed, three were in favour.

1718/21 Social Media

- a) To consider and review Social Media for the Town Council**
- b) To consider next any steps**

Resolved to draft a new media and social media policy for the next meeting to recommend to the full council, to remind councillors to share the facebook page with their contacts and to give the Administrative Officer admin access. Proposed Councillor Dawson, seconded Councillor Simpson, and agreed. Three were in favour.

1718/22 EMAC Budget

To review the EMAC budget and receive an update

An update was received, of the £5,600 budget, £2854 has been spent leaving £2,746.

1718/23 Next Meeting of the EMAC Sub-Committee

The next meeting of the Events Marketing and Communications Sub-Committee will be held on **Monday 16th October 2017 at Bingley Methodist Church.**

As a non councillor, Helen Owen did not vote on any of the items above.