

Middlewich Town Council

Events and Communications Committee

Minutes of a Meeting of the Town Council's Events and Communications Committee, held in Victoria Building on Wednesday 1st November at 5.30pm

PRESENT; Councillors J Eaton (Chairman), C Bulman, P Farrell, DJ Latham, W Walmsley

In attendance; Events Manager D Thompson

APOLOGIES; none received

DECLARATIONS OF INTEREST

The Events Manager declared an interest with regards to issuing contracts for catering at any Town Council Event, as the partner of N Tufft, the owner of the business 'Just Thai Kitchen'

Cllr Eaton declared an interest with regards to the Wych Centre

Cllr P Farrell declared an interest with regards to Middlewich Community Trust/Victoria Hall

Minutes

Resolved:

That the Minutes of the Meeting of the Committee held on Wednesday 4th October 2017, be approved as a correct record- with the exception of the meeting with Bare Bones Marketing which did not take place

Roman Festival

The events manager presented the budget report which showed income of £8893 and expenditure of £10592

The events manager was requested to devise a cancellation policy for approval by the committee

Resolved:

- 1) the budget was received
- 2) a Cancellation Policy be drafted for approval at the next meeting

FAB28; to consider headline artists

The events manager presented a list of possible artists to headline the opening concert on Friday 15th June 2018. He explained the issues securing a suitable artist against new competition from 80s revival festivals taking place on the same weekend

Resolved;

The events manager works to secure options and advise the committee, so a decision can be made and marketing can begin before Christmas

Over 70s Party; event plan and budget forecast for approval

Resolved; that both documents be received and approved

Christmas Lights Switch-on; event plan and budget forecast for approval.

The Events manager advised timings for the event had been finalised and details/posters will be distributed. The road closure will be carried out by Blue Arrow Traffic Management Ltd

Resolved:

- 1) The event plan and budget forecast be accepted
- 2) The event manager with help from staff will send out details/posters

Event Manager`s report

- 1) A new FAB Team will help to plan/deliver the festival and with committee members create a `festival working group`, meeting on a regular basis and reporting back to the committee for agreement/approval
- 2) FAB Community Project will provide a variety of activities/workshops for schools and youth groups, using funds raised from grants/sponsorship.
Performances can take place at the festival to showcase the workshops and the project
- 3) Victoria Hall be used to its maximum during the festival. A programme (including costs) of activities/concerts is required for consideration/approval
- 4) The Wych Centre. Saturday/Sunday primary use of the venue will be for artists and volunteers only. On Friday night the lounge will be used to host Sponsors and guests
- 5) FAB Business Support Scheme. A more effective invoicing system be adopted and review how we host all sponsors at the festival
- 6) 2018 Marketing. To reduce the marketing budget by 20%, targeting 2 years of Pay-pal bookings, enquiry mailing lists, the new APP and spending less on radio/social media advertising

Resolved:

- 1-2-3) agreed- Events manager will report progress at the next meeting
- 4) Cllr Eaton and Cllr Farrel to oversee running of the venue and hosting FAB Sponsors with Bare Bones staff on Friday night
- 5) Cllr Eaton to meet with council staff to agree invoicing
- 6) Cllr Eaton and the Events manager to meet with Bare Bones to agree marketing strategy for 2018 based on the new budget

AOB

Cllr Walmsley asked if 27 June is booked to host the `FAB28 Volunteers Thank-you` event and if a letter of invitation has be written for same?

Resolved; the events manager will follow-up and advise what has been done

The Meeting concluded at 6.30pm

Next meeting 6th December 5.30pm. Room 3A, Victoria Building

Councillor J Eaton, Chair of the committee

Signed.....02/11/2017