

## **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 3<sup>rd</sup> January at 5.30pm**

**PRESENT;** Councillors J Eaton (Chairman), C Bulman, P Farrell, S Moss, K Kingston, W Walmsley

Also present; Bare Bones Marketing

In attendance; Town Clerk J Williams & Events Manager D Thompson

**APOLOGIES;** Cllr Latham

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

**Minutes** That the Minutes of the meeting of the Committee held on Wednesday 6 Dec 2017 be approved as a correct record, except wording be amended as requested by Cllr Walmsley-  
`Cllr Walmsley suggested the Events Manager should be present at all events and therefore the Events Manager should make the decision

Cllr Walmsley also requested the letter from the mayor to FAB Volunteers

#### **2018 FAB Marketing**

Bare Bones presented results from last year and requested funds remain as last year to maintain the marketing strategy. They recommended SILK FM replace Signal Radio this year and repeat the success with Trinity Mirror for hard copy ads + online marketing

The town clerk and events manager stressed the need to work with headline artists to ensure they are fully supportive of the festivals brand/marketing strategy

**Resolved:** The committee voted unanimously to accept Bare Bones budget request

#### **2018 Whats On Guide;** to advise progress

The events manager advised he was still chasing voluntary groups for their information and is doing all he can to secure more advertising. No offers of help with the guide have materialised and the guide is running over schedule

**Resolved;** Cllr Eaton advised if no updated content is received by copy date, to use the same content as 2017 but with a change of date

#### **AOB**

**Cllr Walmsley requested copies of all 2018 event plans for the next meeting**

**Resolved;** copies will be supplied for the next meeting

**Over 70s Party 2018;** agree date for 2018

The town clerk advised 24 November was not possible due to the hall timetable. He also advised a similar event was booked by Claire Field

**Resolved:** The Town Clerk and Cllr Eaton to meet with Claire Field to discuss and confirm a date for the Over 70s Party

**FAB Business Support Scheme (BSS)**

The events manager presented details of how BSS funds can be used this year, to help with costs of staging a variety of concerts in Victoria Hall during the festival on 16-17 June

**Resolved;** the committee approved ideas for the `Celebrate Cheshire` Showcase on 17 June but not suggestions for 16 June due to costs/staffing

The events manager will provide other options for use of the hall on 16 June

**2017 Summary of Middlewich Town Council Events**

The events manager present brief details of the town council events staged last year

**Resolved;** the summary was received

**The meeting concluded at 7.05pm**

**Next meeting Wednesday 7<sup>th</sup> February 5.30pm. Room 3A, Victoria Building**

**Councillor J Eaton, Chair of the committee**

**Signed.....05/01/2018**