

Middlewich Town Council

Events and Communications Committee

Minutes of a Meeting of the Town Council's Events and Communications Committee, held in the Victoria Building, Middlewich

Wednesday 10 January 2019 commencing at 6pm

PRESENT

Councillors J Eaton, PJ Farrell, K Kingston, R Pendleton, C Bulman, D Latham, W Walmsley

Officers in attendance: JPA Williams, D Thompson

- 1. APOLOGIES FOR ABSENCE;** Councillor S Moss
- 2. Declaration of interest;** the Event Manager declared an interest regarding catering
- 3. MINUTES**

The Minutes of the meeting held on 5th December 2018 were confirmed as a correct record.

4. 2019 Event Plans

The Event manager presented all plans except for the Mayors Ball and Mexon Market. He apologised and said these will be updated ready for the next meeting.

Each plan was reviewed with the Oscars most relevant as it takes place on 1st March. The Event manager was asked to source entertainment and a photographer for this event. Budget for this event is £400. Catering would be as previously provided.

Mayors Ball; the Mayor requested help from the Event manager to plan/deliver his event on 6 April. The Event Manager suggested they meet asap to advise what is required. He was also asked to book Nigel Player Photography for the event.

Mexon Markets; the Town Clerk proposed 3 markets are this year on 18 May. 20 July. 22 Nov. Cllr. Latham expressed concern that only 3 markets would take place and requested the council does all possible to advise the public and retailers, the reason why this decision was taken and the dates. It was agreed to stage 3 markets on the proposed dates.

Over 70s Party; after discussion it was agreed this will take place on Sunday 1 December

5. FAB Festival

The Event Manager asked Cllr. Eaton for a list of stalls c/w contact details from last year. He advised the Floating Market was already busy with bookings and may need to expand moorings on previous years.

Councillor Latham advised he had requested a marketing pack from Bare Bones 3 months ago (for the business support scheme sponsorship) and was still waiting!

Festival contracts; following an enquiry made to Cllr. Latham the Event Manager will circulate a list of current contracts to the committee.

Headline artist; the Event Manager provided a breakdown of the proposed artist cost and comparisons for the committee to consider. This also showed a combined income reduction of 46% from the bar-box office-sponsorship (as provided at the Dec meeting where he advised caution when booking this year`s festival).

He expressed extreme concern that the proposed artist was over budget (up £5000 on last year`s headline artist) and suggested Bare Bones be asked to go back to the agent to negotiate a more realistic fee. He also asked for the previously proposed headline artist to give a reason why they turned down the committee`s offer.

Cllr Eaton stated there is little alternative but to accept the offer on the table. The Event Manager advised there is time for more realistic alternatives and requested 1 week to source 3-4 headline artists to consider. Cllr Eaton advised she was not confident the Event Manager could achieve this. The committee agreed for the Event Manager to source alternative artists and will meet to consider/confirm a headline artist on Wed 16 January 5pm.

FAB Festival Guide; the Event Manager requested the committee consider his proposal to increase the print size of this year`s festival guide to A5. Last year`s guide restricted the content and advertising revenue.

The committee agreed for it to be size A5.

FAB Marketing; it was agreed to invite Bare Bones Marketing to the next meeting to discuss and agree the budget for this year`s festival.

6. 2019 Events Calendar

The Event Manager provided a draft calendar for approval.

The 2019 Event Calendar was approved- to include the Over 70s Party on 1 December.

7. 2019 What`s On Guide

This year`s guide comprising 8 pages will form part of the Go Local magazine (Feb edition) and will be delivered to Middlewich households only. No other distribution of the guide will take place.

The committee discussed the content/layout of the draft provided.

Cllr. Pendleton noted the date/title of the Christmas Lights Switch-on was missing from the event calendar on the first page.

Cllr. Farrel noted `Fiesta on the Field was again taking place on the same weekend as the Classic Car and Bike Show. The Event manager advised the event had little impact on last year`s show. He also suggested the clerk receive a final proof before going to print.

8. Any Other Business No other business was raised

The Meeting concluded at 7.15pm

Date of next meeting 6 February at 6pm

Councillor J Eaton, Chairman