

# Abergele Town Council

## MINUTES

A meeting of the Marketing and Promotion Sub-Committee was held at 6.30pm on Monday 14<sup>th</sup> January 2019 in Room 4, Council Offices, Llanddulas Road, Abergele.

### **553/18 Attendance Register**

The Mayor, Cllr. M D Bird,  
Cllrs: D M Armstrong; G. Frost; S. Jones-Roberts; D A MacRae; R.M.  
Medlicott;  
Mrs M. J. Evans (Clerk) Mrs L Whalley (Deputy Clerk)

### **554/18 Apologies for Absence**

Cllrs: C. McCoubrey B. C. Roberts; A. Wood;

### **555/18 Absence without Apologies**

None

### **556/18 Declaration of Interest**

Members were reminded that they must declare the **existence** and **nature** of any personal interests (using the form provided for this purpose). None Declared

### **557/18 Minutes**

The Minutes of the last meeting of the Marketing and Promotion Committee held on 5<sup>th</sup> November 2018 were **APPROVED**.

**558/18** An update regarding the Town Branding and to consider the ongoing administration of the brand when launched and fully operational was **RECEIVED**. The branding toolkit was **CONSIDERED**, and Members discussed its format, its application and management. Registration as a Trademark or copyright, for control of the brand, was also considered. It was **RECOMMENDED** that the matter should be **DEFERRED** to the Placeplan Committee.

**559/18** A progress report on the installation of the new computer system and IT Support **RECEIVED**. The Clerk informed members that the hardware had been installed and the software and files were a work in progress. The switchover has encountered several problems with the e-mail addresses and files and continue to do so. The supplier is working on the problems as they arise. An invoice has been received for the completion of the work and an element of support but it was felt that correction of teething troubles during installation could not be deemed 'support', therefore it was **PROPOSED** that payment should be withheld until the installation is completed to the satisfaction of ATC.

A vote of thanks was given to Cllr Frost for his technical understanding and support for the Clerk through this process.

### **560/18 TOWN GUIDE**

**In accordance with the Public Bodies (Admission to Meetings Act) 1960 and with Standing Order no.68, in view of the confidential nature of the business**

**about to be transacted, it was advised in the public interest that the press and public be temporarily excluded and were instructed to withdraw (Min No 560/18a)**

- a) A quote for the distribution of the Town Guide from Snowdonia Promotions was **RECEIVED**. Members **RECOMMENDED** that the quote, @ £20 per 1000 copies x 16,000 = £320.00, be **APPROVED**.
- b) An e-mail from SB Publishing regarding lead times for publication and advertising rates was NOTED. The deadline for submission was set at March 1<sup>st</sup> for distribution week commencing 1<sup>st</sup> April. Members **APPROVED** the letter to local businesses offering advertising in the Guide. Members **DEFERRED** a decision on the Town Council advertisement to the next meeting.
- c) Articles and updates determined at the last meeting were reviewed for submission to the publisher as follows:

i)

| Section:   | To be reviewed by:                              | Completed             |
|--|---|-----------------------|
| 1. Welcome Message   | Message from each of the Mayor and Deputy Mayor |                       |
| 2. History of Abergele   | DAM   |                       |
| 3. Dementia Friendly Town  | Cllr Jones-Roberts                              | ✓ - send to publisher |
| 4. Discover Abergele – Local wells, Old man of Abergele                | } DAM   |                       |
| 5. Places of Interest  | } DAM   |                       |
| 6. 75 years since the end of WWII                                      | DAM   |                       |
| 7. Fairtrade   | Rod Brocklehurst                                |                       |
| 8. The Future – Placeplan branding, website, carparks (if applic)      | All   |                       |
| 9. Shopping in Abergele  | SJR   |                       |
| 10. Sports – Rugby, football, cricket, angling, running club, and golf | Cllr McCoubrey                                  |                       |
| 11. Local Walks  | RMM GF  |                       |
| 12. Abergele Town Council  | TC  |                       |
| 13. Further Reading  | DAM TC  |                       |
| 14. Key Annual events  | LW/ Cllr.Jones-Roberts                          | ✓ send to publisher   |
| 15. General Information - update                                       | Cllr Jones Roberts                              | ✓ send to publisher   |
| 16. Useful Information – update  | LW  | ✓ send to publisher   |
| 17> Map – update with cycle path new housing, other?                   | Cllr Frost                                      | ✓ send to publisher   |

- d) Leaflets promoting shopping for Llandudno, Chester and Liverpool in the form of fold up maps were RECEIVED as sample ideas for alternative ways of marketing Abergele in the future. Members **DEFERRED** the item to the Placeplan meeting.

Meeting Closed at: 20:40

Signed .....  
(Chairman)