



Abergele Town Council

MINUTES

A meeting of the Marketing and Promotion Sub Committee was held remotely at 6.45pm on Monday, 24th June 2024.

- 109/24 **Appointment of Chairman**
Cllr N. Williams opened the meeting and requested nominations for Chairman of the Sub-Committee for 2024/25.
It was PROPOSED that Cllr. N. Williams be elected as Chairman.
Cllr. N. Williams indicated his willingness to accept the role of Chairman of the Marketing & Promotion Sub-Committee for 2024/25.

PROPOSED by Cllr. D. Fetherstonhaugh
SECONDED by Cllr. S. Jones-Roberts
- 110/24 **Cofrestr Presenoldeb - Attendance Register**
Cllrs: T. Brennan; D. Fetherstonhaugh; J. Jones; T. Jones; S. Jones-Roberts; N. Williams (Chairman);
Mrs M. J. Evans (Town Clerk)
- 111/24 **Ymddiheuriadau am Absenoldeb – Apologies for Absence**
None
- 112/24 **Yn absennol heb ymddiheuriad - Absence without Apologies**
Cllr: M. Davies;
- 113/24 **Datganiad o Ddiddordeb - Declaration of Interests**
Members were reminded that they must declare the existence and nature of any personal interests (using the form provided for this purpose).
None were declared
- 114/24 **Draft Summer Newsletter 2024**
- a) The draft copy of the Summer Newsletter was RECEIVED and CONSIDERED. Amendments were recorded at the meeting and added directly on to the document.
- Members enquired as to how many residents were receiving the digital copies and if there was any growth in the numbers.
It was AGREED that the figures would be included for the next meeting
- Members also suggested that a note is included in future editions to ask for feedback from the public on what they like/do not like about the Newsletter.



115/24

Materion Cyfrinachol - Confidential matters

In accordance with the Public Bodies (Admission to Meetings Act) 1960 and with Standing Order no.68, it was RESOLVED that, in view of the confidential nature of the business about to be transacted, it was advisable in the public interest that the press and public be temporarily excluded and they were instructed to withdraw. (Min No: 116/24)

116/24

Town Council Website

- a) Proposals from Website companies for a new Town Council website were RECEIVED and CONSIDERED.
The Clerk provided an overview of what was received from each company and the past relationships with the companies.
It was RESOLVED to RECOMMEND to Council that contractor A is approved as this company provided the most professional brief and information regarding the proposal at £2667.34
It was AGREED that a meeting to discuss the website with the developer should be face to face.
PROPOSED by Cllr. D. Fetherstonhaugh
SECONDED by Cllr. N. Williams
- b) Additional options to separate Town Council website and Abergele Town digital platform was RECEIVED and CONSIDERED. The Project Management Officer provided an overview of the benefits of hosting a stand-alone digital platform. ATC would be responsible for monitoring the site but this would be minimal. The contract would run for 24 months and is discounted for the Council. The Clerk informed members that if this option is approved that it would sit with the Place Plan Committee as part of the business and community engagement.
After debate it was RESOLVED to RECOMMEND to the Council that the platform is approved for a two year subscription at a cost of £2528.00
PROPOSED by Cllr. N. Williams
SECONDED by Cllr. T. Jones
- c) Options for a Marketing Strategy from the Project Management and Funding Officer were RECEIVED. It was NOTED that engagement with the businesses in person was required.
- d) Social media data from the Project Management and Funding Officer from April to date was RECEIVED. It was NOTED that the current growth figures appeared inflated following a pause in activity, but moving forward they will settle after a period of sustained activity.
- e) **It was RESOLVED that the Town Council website would use the gov.wales domain name.**
PROPOSED by Cllr. D. Fetherstonhaugh
SECONDED by Cllr. T. Jones
The Clerk wished for a note of thanks to be recorded for the Project Management work in preparing the above for members.

Meeting Closed at 8:39pm

Signed
.....