

# **Abergele Town Council**

## **MINUTES**

A meeting of the Marketing and Promotion Sub Committee was held remotely at 6.45pm on Monday, 27<sup>th</sup> June 2022.

### **105/22 Appointment of Chairman**

**Cllr D Fetherstonhaugh opened the meeting and requested nominations for Chairman of the Sub-Committee for 2022/23.**

**It was PROPOSED that Cllr. S. Jones-Roberts be elected as Chairman. Cllr. Jones-Roberts thanked members for their offer but declined on this occasion.**

**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 2022/23.**

Proposer: Cllr. S. Jones-Roberts

Seconder: Cllr. D. Fetherstonhaugh

### **106/22 Cofrestr Presenoldeb - Attendance Register**

Cllrs: T. Brennan, D. Fetherstonhaugh, A. Hunter (Mayor – arrived at 20:00), J.R. Jones, S. Jones-Roberts, N. Williams

Non-Committee members: Cllr. A. Williamson, Cllr. K. Yarwood

Officers: S. Broadbridge (Administrator); R. Parker (Deputy Clerk), F. Taggart (Assistant Clerk)

### **107/22 Ymddiheriadau am Absenoldeb – Apologies for Absence**

Cllr A. Wood

### **108/22 Yn absennol heb ymddiheuriad - Absence without Apologies**

None

### **109/22 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).

Cllr. J.R. Jones declared a prejudicial interest for Minute no. 112/22 as he is connected to one of the businesses quoting.

Cllr. S. Jones-Roberts declared a non-prejudicial interest for an article she provided, minute number. 114/22 a).

Cllr. D. Fetherstonhaugh declared a non-prejudicial interest for minute no. 114/22 a). Articles had been provided by St. Michael's Church and Canolfan Dewi Sant whom Cllr. D. Fetherstonhaugh has connections with.

### **110/22 Cofnodiaon – Minutes**

**It was RESOLVED to RECEIVE, APPROVE and SIGN as a correct record the Minutes of the last Marketing & Promotion Sub-Committee meeting held on 21<sup>st</sup> March 2022.**

Proposer: Cllr. S. Jones-Roberts  
Seconder: Cllr. T. Brennan

**111/22 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: 112/22)**

**112/22 Printing quotes**

*Cllrs J.R. Jones, A. Williamson, and K. Yarwood retired at this juncture*

Quotes for the printing of 1000 copies of a 20 page A4 Newsletter were RECEIVED.

The Council had used Company E in the past and were impressed by their professionalism and the level of service provided.

**It was RESOLVED to accept the quote from Company E.**

Proposer: Cllr. S. Jones-Roberts  
Seconder: Cllr. D. Fetherstonhaugh

**FINANCIAL/LEGAL/OTHER IMPLICATIONS**

s.142, Local Government Act 1972 – Power to provide information relation to matters affecting local government.

*Cllrs J.R. Jones, A. Williamson, and K. Yarwood returned at this juncture.*

**113/22 Spring Newsletter 2022**

This item was deferred to further down the agenda.

**114/22 Draft Summer Newsletter 2022**

a) The Draft copy of the Summer Newsletter for proofing was RECEIVED. Members proof-read the draft edition and RECOMMENDED amendments.

Members thanked the staff for their hard work on the Summer edition of the Newsletter.

Members noted that there were fewer advertisements in this edition of the Newsletter. It was explained that due to time limitations (the Spring Newsletter was printed on April 11), advertising had not been prioritised. Staff explained that the previous advertisers had been contacted and decided not to renew their subscriptions in favour of advertising free online and further explained that for the Spring Newsletter, letters had been sent out to local businesses in the area. Currently the price to advertise is £36 per annum for 3 submissions.

Members felt that a tangible version of the Newsletter was important and still in

popular demand by the community. It was acknowledged that due to time constraints, the staff would need to concentrate on the content for this edition. For the Autumn/Winter edition, members RECOMMENDED:

- Providing the new Trader's Association with the letter about advertising; they are due to have a meeting in the next 3 weeks
- Reaching out to small businesses.
- Encouraging large businesses to participate in advertising or a voucher discount scheme.
- Promoting the newsletter through social media, website and email.

*Cllr Hunter arrived at this juncture.*

- b) The Sub-committee identified locations and volunteers regarding the distribution of the Newsletter. It was RECOMMENDED that the Deputy Clerk circulates a distribution list to members before the next Marketing and Promotions Sub-committee meeting.

**115/22 Spring Newsletter 2022**

This item was deferred from minute no. 113/22

Feedback from one local business with regard to their advert in the Spring Newsletter was RECEIVED.

**It was RESOLVED that the Deputy Clerk should write a response acknowledging the feedback given.**

Proposer: Cllr. D. Fetherstonhaugh

Seconder: Cllr. S. Jones-Roberts

Meeting Closed at 20:26

Signed .....  
(Chairman)