

# Abergele Town Council

## MINUTES

A meeting of the Marketing and Promotion Sub-Committee, was held remotely at 4pm on Monday 19th October 2020.

### **872/19 Attendance Register**

The Mayor, Cllr. S Jones-Roberts,  
Cllrs: G. Frost; C. McCoubrey; D A MacRae; A. Wood 16:20;  
Mrs M. J. Evans (Clerk) Mrs L Whalley (Deputy Clerk)

### **873/19 Apologies for Absence**

B. C. Roberts;

### **874/19 Absence without Apologies**

None

### **875/19 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

### **876/19 Minutes**

**The Minutes of the last meeting of the Marketing and Promotion Committee held on 28<sup>th</sup> October 2019 were RECEIVED and APPROVED.**

### **877/19 Matters arising**

- a) Information regarding advertising space in the local Dragon Directory was CONSIDERED. Members decided against external advertising.
- b) A timeline and themes for work related to the next edition of the Abergele Town Guide was CONSIDERED. Topics and articles would be decided at the first meeting of the Marketing and Promotion SC to take after the Annual Meeting to enable a first draft by the end of January.
- c) An online statistical analysis of new website traffic was RECEIVED. It was noted that as more stats become available the information will be an important tool for better management of the website and needs to be regularly reviewed. More information is needed on the most and least visited pages of the website for better presentation of the information. Members discussed ideas that could be implemented now to improve website traffic including links to other councils, links to local businesses and reciprocating links from businesses. Improving Google ranking was also considered as a key factor in raising website profile.

d) A report on the maintenance of the website and social media and the role moving forward was RECEIVED and CONSIDERED. The report outlined the training undertaken to date, workload arising from Website Accessibility training and the divide between maintaining Social Media and maintaining the Town Council's area on the new website. A vote of thanks was made to the Admin Officer for her work in maintaining the website and Social Media beyond the initial period of 3 months, throughout the lockdown period and ongoing. The extra time required to maintain a digital presence now and in the future, was discussed. Members considered immediate and ongoing remedies to managing digital presence especially if all other objectives to increase website & Social Media engagement and communications are successful. The possibility of incorporating this work into the proposed facilitator's role was also considered. **It was therefore PROPOSED and RESOLVED:**

i) - **that the Admin Officer continues to update the website but if it becomes apparent that it is not achievable in her normal hours that the Clerk then takes the matter to the Staffing Committee for them to consider additional hours.**

ii) - **to investigate buying in services to convert existing old document templates into website accessible versions.**

It was further AGREED that the Marketing and Promotion budget would reimburse the training budget £608 for staff training on Website Accessibility.

Meeting Closed at: 17:00

Signed

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(Chairman)