**MINUTES OF A MEETING OF THE PUBLIC RELATIONS COMMITTEE**

**Held on Friday 13th January 2017**

**Present:** Councillor Mrs E. Blezard - Chairman

Councillor F.D. Jones

Councillor Mrs H. W. Jones

Councillor B. Mayne

Councillor Mrs P. Mayne

Councillor Mrs A. Moran

Councillor Mrs C. Moran, BEM

Councillor B. Smith – Vice Chairman

Councillor A. Wassell

Councillor K. Wilson, JP

1. **Welcome and Apologies.**

The Chairman welcomed everyone to the meeting.

As all members were present there were no apologies to be recorded.

1. **Members Declarations of Interest.**

Members were reminded of the requirement to make an appropriate declaration at the meeting on any item(s) in which they had an interest.

There were no declarations made.

1. **Public Bodies (Admission to Meetings) Act 1960.**

There were no items of a confidential nature from which the public and press were required to be excluded.

1. **Minutes**

RESOLVED that the minutes of a meeting of the Public Relations Committee held on Wednesday 27th July 2016 (Minute Numbers 17-22; Pages 11-13) be received as a true record and the contents contained therein be approved.

(Proposed by Councillor B Smith/ Seconded by Councillor F D Jones)

1. **Website**

Paul Smith was in attendance from Multi-Web Marketing. Paul had provided the Town Council with a very detailed proposal on his suggestions on ways to improve the Town Council website. This was however, subject to a non-disclosure agreement. The proposal set out the technical aspects of the website which included features such as multi-lingual, easy navigation, business directory, events calendar with ticketing, newsletter, social media and search engine optimisation. It was reported that the initial cost for the production of the website would be £3925.00 and that there would be an ongoing weekly fee of £79.50 for full technical support, updating and changes to the website. Members thanked Paul for his very detailed proposal which they found extremely interesting. Members were keen to pursue the idea of a more up to date website for the Town Council and asked that this proposal should be put forward to the Finance and General Purposes Committee for further consideration alongside any quotes for website design which could be obtained prior to the Finance Committee meeting. This should also be considered alongside the previous quotes obtained by the Town Clerk.

1. **Local - Eyes Magazine**

The Town Clerk reported that she had met with Andrew Clayton who produces the Local - Eyes Magazine covering the Normanton Area. Members of the Business Community had chosen to advertise with the Local - Eyes Magazine and this had proved to be a stumbling block when trying to put together our own Town Guide. Members had wondered if we should use the Local - Eyes Magazine to advertise our own events. Members considered the costings for advertising but did not feel there would be any real benefit to promoting events inside the Normanton area. It was suggested this could be considered for advertising outside the local area to attract more people to events but this would be considered at a future date.

1. **Town Guide**

The Town Clerk circulated a copy of the draft Town Guide and asked members if they could provide support in trying to obtain the remaining advertising that was required to enable the booklet to be produced. Members had already agreed that there was no scope for paying for the publication of the brochure from Town Council Funds, however they were prepared to make an effort to attract more advertisers in the New Year. It was suggested that the Town Clerk could have letters printed up ready to go out later in January.

1. **Promotional Materials**

The Town Clerk circulated a number of ideas and quotes for promotional materials.

Members agreed to purchase the following items:

|  |  |  |  |
| --- | --- | --- | --- |
| **Code** | **Item Name** | **No. of Items** | **Cost** |
| EC0065SV | LED Torch Keyrings | 500 | £474.00 |
|  | 6 Pack Coloured Pencils | 1000 | £599.00 |

There would be a slight overspend on budget by £73.00 plus any origination which was required.

RESOLVED that this be put forward to the Finance & General Purposes Committee.

1. **Town Council PR Issues**

The Town Clerk reported that the defibrillator had been installed and a press release had been sent to the Wakefield Express. The article had also been featured on Facebook and would also be appearing on the front page of the Town Council Newsletter. The Facebook post had had a very good response from the public, a significant number of shares and we had engaged with a significant number of people.

Members requested that quotes be obtained for mats for the Town Council table to prevent any damage being cause by people writing on the table during meetings.

In the absence of any further business the Chairman thanked everyone for their attendance and closed the meeting.