



Castle Cary Town Council

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Castle Cary Town Council Promotion and Communication Committee Meeting held 23 January 2017 6.30pm at The Market House

Present: Penny Steiner, (Chair) Martin Atkins, Judi Morison, Pek Peppin, Sally Snook, Lara Davis, Sue Hake, (Town Clerk) Terry Philpott

2017	Draft Minutes	
PC/1	Apologies for absence, Barry Moorhouse, Barbara Williams, Terry Philpott to be late	
PC/2	<p>Declarations of personal or pecuniary interest (these must be declared BEFORE the agenda items concerned are discussed. Persons with a declared pecuniary interest must leave the meeting room when these are discussed).</p> <p>None Declared</p>	
PC/3	<p>Exclusions of the press and public: to agree any items to be dealt with after the public, including the press, have been excluded.</p> <p>No Items required to be excluded</p>	
PC 4	<p>Confirmation of the minutes the Promotion and Communication meeting held on Monday 14 November 2016</p> <p>Resolved: To accept the minutes of the previous meeting held on 14 November as an accurate record</p>	
PC/5	<p>Actions and Reports from last meeting not dealt with elsewhere on the agenda-</p> <p>No actions or reports not covered on the agenda</p>	
PC/6	<p>Council Communications/Events</p> <p>6.1 Newsletter – PS worked with JM on editing of the newsletter as PS aims to step down from editing future newsletters Articles were confirmed to have been sent to the typesetter A new person will also be required for the delivery of future newsletters from April 2017. It was suggested that The Carnival Society be asked if they could do this. Circulation of the newsletter to extend to incorporate the train station</p> <p>6.2 Publicity Group – update-Lara LD confirmed no further publicity made since December Market Publicity – update Activities are planned for half term which JM will put onto Facebook It was noted Angela Piggott would like publicity in March and October The publicity is proposed to be combined for the Market House and Market JM noted the Market could be publicised in the school newsletter LD to prepare draft publicity for Market, Market House and town for Full Council in March</p> <p>6.3 Local Business Group – update on database PS reported Paul Newman is enthusiastic about getting a group off the ground. LD is working at putting a comprehensive list of businesses to forward to Paul and PS will continue to keep in touch with Paul Newman</p> <p>6.4 Billboards – January/February LD is now in contact with Chris Edwards to use the board at the Train station LD will forward information to local Parish Councils and put on Facebook</p> <p>6.5 Town Event – Regatta/Vintage Market 2017 – agree date and organising group PS suggested to the group that the Regatta suggested by NW could coincide with a town event and proposed that this could be held on 1 May. The Primary</p>	<p>JM</p> <p>JM</p> <p>LD</p> <p>LD</p>

	<p>School had offered to dance at an event and have a Maypole MA stated Gordon Fry could also make his historic yacht available to display Action: P&C members to form a working group to work with the community to progress the event JM to send an email to enquire availability of Morris Dancers for the event for either the morning or the afternoon</p> <p>6.6 Cary Crier – update PP stated there is only in the region of 280 signed up for the Cary Crier and would like to encourage more people to sign up. JM advised that this had been mentioned in forthcoming newsletter</p> <p>6.7 Big Christmas and Christmas lights –working party to be agreed-postponed to next meeting</p> <p>6.9 Discuss banner designs and Market House external signage and agree plan of action LD circulated a report and discussed options and explained the need to decide on the signage design before being able to obtain specific costs. The Conservation Officer to be kept in the loop LD to prepare some templates of the signs to consider at next P&C meeting</p> <p>6.10 Discuss new format for committee and possible new name Action: PS to circulate proposals for consideration by all Councillors and arrange a specific meeting to decide to discuss Committee format and strategy</p>	<p>P&C JM LD PS</p>
PC 7	<p>Social Media</p> <p>7.1 Website – update. Discuss stand alone website for Market House and agree proposal to go to next full Council meeting LD presented her proposal for the website Action: LD to make samples using three different pantone colours, and circulate to P&C Committee for comments. LD to register the two domain names and SS to make the links to the website when all agreed</p> <p>7.2 E-Mail addresses – update - PP to send test email to SS</p> <p>7.3 Face book – update LD will put the billboard onto Facebook</p>	<p>LD SS PP LD</p>
PC 8	<p>Policy Documents</p> <p>8.1 Review CCTC Meeting schedule 2017 Meeting Schedule unchanged but TP requested Finance & HR to be Monday slot if one becomes available</p>	
PC/9	<p>Local and Tourist Issues</p> <p>73.1 New Tourist leaflet- Volunteers have sent the revised leaflet to Aurora Printers</p> <p>73.2 Welcome Pack – review folder design Action: LD sourcing costs for the folder. TP to provide details of printer he has used</p>	<p>TP</p>
PC/10	<p>Youth Matters</p> <p>Update- JM -Nothing new to report</p>	
PC/11	<p>Weddings</p> <p>12.1 Booking update LD reported bookings of 3 weddings plus 1 further with reception for 2017</p>	

	12.2 Publicity Group agreed magazine publicity not cost effective so do not currently plan to advertise in magazines	
PC/12	Confirm date of Next Meeting and future items 27th March 2017 Big Christmas and Christmas lights –working party to be agreed Meeting closed 8.30pm	

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