

MINUTES OF A MEETING OF THE MARKETING & COMMUNICATIONS
COMMITTEE, HELD ON MONDAY 22nd APRIL 2013 IN THE COUNCIL
CHAMBER, KINGS HOUSE, THETFORD STARTING AT 3.30 P.M

Present:

Councillor Miss C A Fulford Chairman
Councillor Mrs B J Canham
Councillor D M Crawford
Councillor T Jermy

In attendance:

Susan Glossop, Acting Town Clerk
Chris Crimmen, Committee Secretary

Minutes

- 807/12 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTEREST
None
- 808/12 APOLOGIES FOR ABSENCE
None
- 809/12 MINUTES
Resolved that the minutes of the committee's meeting held on 21st February 2013, as received by Council on the 26th February 2013 be confirmed as a true record and signed/initialled by the Chairman.
- 810/12 FACEBOOK PAGE AND TWITTER
The Civic Secretary/receptionist is researching the Social Media guidelines for Facebook and Twitter to add to our social Media Policy. The Acting Town Clerk advised that the Civic Secretary/receptionist is attending a Social Media training course at West Suffolk College on the 30th April 2013.
- 811/12 PAYPAL
The Chairman informed the Committee that there is a report from the Finance Manager due by the end of May on all direct methods of payments made to the Council.
- 812/12 WEBSITE
The Chairman opened a discussion of the Council's web site and in particular the reporting of committee meetings held. It was reiterated that committee minutes should be posted to the web site in their unconfirmed state and then replaced when confirmed. The exception is the Personnel minutes which should not be posted on the web site. However a notice should be added in the web site that they are available at the Town Council's offices by prior request.
The Chairman advised that Shorthose Russell were willing to attend a special meeting of the Marketing and Communications to give a presentation of the Heritage "Thetford's Great" web site which has been built but not implemented. The date of this meeting is 29th April 2013 at 3.00 p.m.
- 813/12 NEWSLETTER
The Chairman reported she had not received reports from other Committee Chairman to insert into the regular newsletters. It was decided that the Marketing and Communications Committee should make a short presentation to the Full Council on the Marketing Plan and timetable for the new Mayoral Year 2013/2014. This would highlight how all Committee Chairs can contribute and communicate their achievements on a monthly basis.
RECOMMENDATION: The Marketing and Communications Committee will present their Marketing Plan for 2013/2014 to Full Committee.

814/12

ARCHANT COLUMN

The Chairman reported that last year Adam Gretton, Editor of the Eastern Daily Press agreed to deliver a workshop on how to write a press release and also agreed for the Town Council to write a regular column for the Thetford and Brandon times on local issues. Councillor Jermy stated he would still like to attend a workshop. The Acting Town Clerk was requested to contact Rebecca Gough, Community Editor for the EDP requesting this workshop takes place.

Chairman.