

MINUTES OF THE MARKETING & COMMUNICATIONS COMMITTEE
HELD IN THE COUNCIL CHAMBER, KING'S HOUSE, KING STREET,
THETFORD ON MONDAY 20th MAY 2013 STARTING AT 5.30 P.M.

Councillors:

Miss C Fulford
B Skull

D Crawford
T Jermy

Officers in attendance:

Maurice Howard Town Clerk
Susan Glossop Deputy Town Clerk/Town Manager
Chris Crimmen Committee Secretary

Minutes

- 48/13 ELECTION OF COMMITTEE CHAIRMAN AND VICE CHAIRMAN FOR THE MAYORAL YEAR 2013/14
Chair
RESOLVED that Councillor Miss C Fulford be elected Chairman of the Marketing and Communication Committee for the Mayoral year 2013/14.
Vice Chair
RESOLVED that Councillor Mrs B Canham be elected Vice Chair of the Marketing and Communication Committee for the Mayoral year 2013/14.
- 49/13 DECLARATIONS OF ANY DISCLOSABLE PECUNIARY INTERESTS
None.
- 50/13 APOLOGIES FOR ABSENCE
Councillor Mrs B Canham sent her apologies.
- 51/13 MINUTES
Resolved that the minutes of the committee's meeting held on the 29th April 2013, as received by Council on the 30th April 2013 under minute 840/12 (c), be confirmed as a true record and signed/initialled by the Chairman.
- 52/13 REVIEW OF FEES
This Committee has no fees to review.
- 53/13 HERITAGE OPEN DAY BROCHURE
The Chairman reported that the Town Council had an entry in the Heart publication. Last year this publicity attracted an additional 500 new visitors to the Town. Councillor C Fulford said the committee had funding for newspapers and publications and proposed that £625 was spent on two pages in the 2013 publication. The committee supported this action.
- 54/13 FACEBOOK CONTROL
The Town Clerk voiced his concern over the Town Council having an "open page" on Facebook. He felt that the time required to monitor and reply to open forum posts before they go "viral" would be time prohibitive. There followed a discussion and it was agreed that the Facebook page should be a "closed forum". This would enable the Council to publicise all events, news items and current issues on Facebook reaching many more Town residents.

It would also allow the Council to take a proactive approach to dealing with known issues without the need to constantly monitor and close down “aggressive” posts .It was decided to launch the page by the end of July with a full and vibrant page populated with news, photographs and forthcoming events.

55/13

PAYPAL

The Finance Manager is producing a report on alternative payment options for presentation to the Finance Committee.

56/13

“THETFORDS GREAT” WEBSITE

The Chairman reported that Shorthose Russell had updated the design of the website homepage so that it can be viewed on mobiles and similar hand held devices. The new design was approved and the Chair will confirm this so the website can be built to enable the launch of the website in time for the Thetford Heritage Open Day.

57/13

NEWSLETTER

The Chairman reported that the deadline for “About Thetford” magazine was imminent. It was decided to include an article on Mayor Making with photographs. The Deputy Town Clerk was asked to deal with this matter.

58/13

ARCHANT COLUMN

The Deputy Town Clerk had received a reply from Rebecca Gough of the EDP who had agreed to deliver a workshop on how to write a press release. It was decided to run a course on a date to be agreed in September and then advertise the workshop on the Council Website, Thetford and Brandon newspaper and About Thetford magazine.

Chairman.