

MINUTES
OF THE
MEETING OF THE
TOURISM & PUBLICITY COMMITTEE
HELD ON
MONDAY 9TH MARCH 2009
AT THE RISING OF THE TRUSTEE MEETING
WOOLCOMBE HOUSE
SIDMOUTH

Members Present:

Councillor S.P. Pollentine (Chairman)
Councillor J.W. Hollick (Vice Chairman)
Councillor Mrs. S. Carr
Councillor T.J. Cox
Councillor C. Gibbings
Councillor I.J. McKenzie-Edwards
Councillor Mrs F.I. Newth
Councillor P. Sullivan

Also present: Councillor S.J. Brokenshire

09:03/TP1 APOLOGIES

Apologies for absence were received from Councillors J.G.T. Dyson, Mrs. M. Jolly, Mrs. A.E. Liverton and G.K. Liverton.

09:03/TP2 DECLARATIONS OF INTEREST

No Declarations of Interest were received in respect of items on this agenda.

09:03/TP3 MINUTES

The Minutes of the Tourism and Publicity Committee meeting held on Monday 19th January 2009 were received and signed as a true and accurate record.

09:03/TP4 INCOME AND EXPENDITURE

Councillor Pollentine presented the details of Income and Expenditure for December 2008 and January 2009 in respect of the Guide and Information Centre.

RESOLVED: That the Finance Reports be noted and agreed.

09:03/TP5 INFORMATION CENTRE MANAGER'S REPORT

Mr. Cole presented the Information Manager's report (as attached.)

RESOLVED: That the SIC Manager's report be noted and installation of a wifi service be agreed.

09:03/TP6 HOLIDAY GUIDE AND TOWN DIRECTORY

The Town Clerk reported the total number of 2008 guides that had been distributed and explained that all the advertising booked through Paul Raybould had been successful but a few that had been placed independently had been disappointing with regard to responses. The Town Clerk also reported regarding the format of the 2010 Holiday Guide and Town Directory and Members were asked to consider; design, size, advertisements, printing, etc. A quotation, for artwork and printing of the 2010 Guide, had been received from Besley & Copp in the sum of £18,700 which represented an increase of only £816 from 2009.

- RESOLVED:** That (i) the current design, size and layout be retained.
(ii) The quotation from Besley & Copp in the sum of £18,700 be agreed.
(iii) There should be no increase to the advertising rates for 2010.
(iv) Members of the Sidmouth Hospitality Association be asked at their AGM whether they considered the design of the guide should be changed for 2011.

09:03/TP7 WEBSITE TRAINING

The tourism website managed by Mrs. White had complex issues for which outside assistance was employed; the Committee was asked to consider possible extra training for Mrs. White, Mrs. Salter and also Mrs. Palmer towards doing the majority of this work 'in house'.

- RESOLVED:** That this be agreed; the Chairman to approve the final costs.

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CHAIRMAN TOURISM & PUBLICITY COMMITTEE