

MINUTES of the **MARKETING, MEDIA and EVENTS COMMITTEE MEETING** of Mumbles Community Council held on Wednesday 16 January 2019 in the Council Offices, Walters Crescent, Mumbles

Present: Councillors: Rob Marshall, Pam Erasmus, Philip Reason and Carrie Townsend Jones.

Also Present: Paul Beynon (RFO/Assistant Clerk)

MME01.01 Apologies: Councillors: Sara Keeton and Carwyn Thomas

MME01.02 Declarations of Interest

Rob Marshall: Agenda Item 4. Personal. Lighthouse Theatre and Mumbles Traders representatives are friends.

Carrie Townsend Jones: Agenda Item 4. Personal. Lighthouse Theatre directors are friends

MME01.03 Minutes of the MME Committee held on 10 December 2018

The minutes of the previous meeting were approved

MME01.04 Application from Outside Bodies

The following applications were considered:

- 1) Oystermouth Food and Drink Festival put forward by Mumbles Tourist Association and Mumbles Traders Association. The plan put forward is to hold a regional food and drink festival over a weekend in September 2019. The Committee discussed the plan and felt that the event should be supported by the Community Council and suggested that the Oyster Festival being arranged by Mumbles Development Trust should be incorporated into the Food and Drink Festival. It was **agreed** that the Committee should include £5,000 to support this event in the budget to be put forward to Council for consideration subject to a Service Level Agreement being put in place to safeguard the position of the Community Council.
- 2) Proposed Walking Tour put forward by the Lighthouse Theatre Company. The proposal is to produce an historical, performance-based walking tour of Mumbles to be performed on weekends between April and September 2019. The Committee discussed the proposal and felt that it should support the proposal. It was **agreed** that the Committee should include £1,000 in the budget to be put forward to Council for consideration to allow the walks to be provided free of charge

MME01.05 Budget 2019/20

The following issues in the Committee's draft budget 2019/20 were discussed

- 1) Marketing Strategy – Councillor Reason would put together a Council wide marketing strategy during February 2019.
- 2) It's a Knockout – it was agreed to not hold the event in 2019 but to judge the public response and consider holding the event in future years.
- 3) The Schools Competition budget of £1000 and Environmental/Natural History Activities budget of £600 be carried forward to 2019/20 as earmarked reserves.
- 4) Efforts be made to recruit a temporary part-time member of staff to assist with the organisation of events over the course of the year.
- 5) A Summer Knights Festival be held in Oystermouth Castle with local bands appearing on Friday night and Mrs Loud and The Curious appearing on Saturday night. It was reported that a request had been received from Mrs Loud for the Council to meet the cost of 1 night's hotel accommodation

Resolved: that the cost of 1 night's hotel accommodation for Mrs Loud be agreed.

Recommended: that the following budget for the Committee be put forward to Council for consideration

Code	Item	Budget 2019/20 £
ME1	Website, Email and Media Management	600
ME2	Multimedia Consultant	2,400
ME3	Website, Email Hosting and Domain Name	1,268
ME4	Marketing/Publicity Leaflets and Posters	2,128
ME5	Newsletter Editor	1,000
ME6	Newsletter Printing	2,226
ME7	Newsletter Distribution	1,000
ME8	Publicity Banners	1,200
ME9	Event Planning and Organisation	3,600
ME10	Summer Knights Festival	17,000
ME11	Oyster Festival	2,000
ME12	Christmas Event	1,000
ME13	Community Party	1,200
ME14	Schools Competition	1,000
ME15	St David's Day Event and Dragon Parade	2,000
ME16	Environmental/Natural History Activities	600
ME17	Food and Drink Festival	5,000
ME18	Walking Tour	1,000
	Total	46,222

