



## **RAMSGATE TOWN COUNCIL**

### **Minutes of the Town Promotion Committee.**

**Venue:** The Council Chamber, The Custom House, Harbour Parade, Ramsgate.

**Date:** 3 June 2013, 7pm

**Present:** Councillors; Campbell, Gibson, D. Green (Chair), E. Green, Moore, Doyle, Shonk, Everitt, Huxley and Dwyer.

R. Styles – Town Clerk and D. Williams – Office Apprentice

#### 019 **ELECTION OF VICE-CHAIRMAN**

Councillor E. Green was duly elected as Vice Chairman of the Town Promotion Committee.

Proposed by: Cllr Gibson

Seconded by: Cllr Campbell

#### **RESOLVED**

#### 020 **APOLOGIES FOR ABSENCE**

Apologies were received from Councillor Alexandrou.

#### 021 **DECLARATIONS OF INTEREST**

There were no declarations of interest declared.

#### 022 **MINUTES**

There were no minutes to be approved.

#### 023 **SELECTION OF TOWN PROMOTER**

The Town Clerk reported that a panel of Council Chairmen had met to select a Town Promoter, from a shortlist of two; derived from previous panel selections for Town Promoter and VIC manager. The panel selected Ms. S. Humphries and requested that the Clerk draw up an agreement. The agreement was drawn up and signed.

The Clerk requested that the Committee ratify the panel's selection and approve the appointment of Ms Humphries as Town Promoter for 6 months at a cost of £10,000 with a Town Promotion budget of £3,000. The contract has the option to be renewed if

the Committee believes that it is achieving worthwhile results and further finance is available.

The committee approved the decision to engage Ms S. Humphries on the terms of the contract submitted to it as Town Promoter.

Proposed by: Cllr Green.      Seconded by: Cllr Campbell.

**RESOLVED**

024    **ACTIVE RAMSGATE LAUNCH**

Cllr D.Green and Cllr Campbell explained the purpose of Active Ramsgate and RTC's involvement with the project to promote the Town and increase visitor numbers.

The committee received the details of the Active Ramsgate Launch event, to be held on Thursday 27<sup>th</sup> June 2013.

The Office apprentice informed the committee of the leaflets that are to be given to Ramsgate Town Council to distribute, detailing the problem of the quality of the town crest for printing.

The Committee felt that the proposal to use a version of the Ramsgate coat of arms was not of sufficient quality and instead suggested the use of a commercial artist to design a new logo, with a budget allocation of £500. The committee asked that the town clerk arranged a meeting with the artist to bring forward a limited number of options in order to meet a deadline of the 10<sup>th</sup> June.

Proposed by: Cllr Green                      Seconded by: Cllr Campbell

**RESOLVED**

025    **RAMSGATE TOWN WEBSITE UPDATE**

The Committee received a report from the Office Apprentice detailing an update on the website with statistical information. The committee decided to include more regular news on the website to attract visitors back and to regularly upload documents such as the Calendar of Meetings.

A proposal and quotation to create a business forum was noted, but the decision was deferred until the next meeting, to await more information from the Active Ramsgate Meeting held on Wednesday 5<sup>th</sup> June 2013.

Examples of good practice for this type of web forum will be sought and presented to the Committee at the next meeting.

The Committee noted the report.

Proposed by: Cllr Green                      Seconded by: E. Green

**RESOLVED**

026 **VISITOR INFORMATION CENTRE UPDATE**

The Committee considered the report by the Town Clerk, detailing the amount of visitors and goods sold.

The committee asked the Town Clerk to investigate whether the Town Promoter would consider a re-launch for a calendar containing local photographs, which had not received sufficient support.

The committee received the report.

The Chairman closed the meeting at 8.05pm.

***Chairman***