

# LYME REGIS TOWN COUNCIL

## TOURISM & ADVERTISING SUB-COMMITTEE MEETING

### MINUTES OF THE MEETING HELD ON TUESDAY 4<sup>TH</sup> AUGUST 2009

#### Present

**Chairman:** Cllr D. Cozens

**Councillors:** K. Hitchcock, Mrs. L. Jenkin, K. Meech, K. Whetlor and S. Williams

**Officers:** Mr. M. Lewis (Town Clerk) and Miss V. Stickler (Admin. Officer)

**Guests:** Mrs. I. Benson (Double Design), Mr. R. Brooker (Double Design), Mr. D. Milligan (Lyme Regis Traders' Organisation) and Mr. D. Parker (Hotels and Restaurants Association)

#### 09/22/T **Public Forum**

##### Mr. D. Parker

Mr. D. Parker expressed his concerns at decisions made at the previous meeting to allow accommodation providers that had not been inspected to advertise on the website, and also to reduce the size of the town brochure. Mr. D. Parker felt that by allowing un-inspected accommodation providers to advertise, this would discourage businesses from choosing to be inspected.

#### 09/23/T **Apologies**

Apologies for absence were received from Cllr Ms. S. Holman and Mrs. L. Knowles (Lyme Regis T.I.C.)

#### 09/24/T **Minutes**

The minutes of the previous meeting held on the 8<sup>th</sup> July 2009, having previously been circulated, were signed by the Chairman as a correct record.

Proposed by Cllr K. Whetlor and seconded by the Chairman, Cllr D. Cozens, the minutes were **ADOPTED**.

#### 09/25/T **Declarations of Interest**

There were no declarations of interest made.

#### 09/26/T **Matters arising from the minutes of the previous meeting held on the 8<sup>th</sup> July 2009**

##### (a) Minute No. 09/17/T (a) – To consider a proposal to include Lyme Regis on the Destination South West cruise itinerary

The Town Clerk reported that he had received a communication from West Dorset District Council which explained that the Harbour Master had met with representatives from Destination South West and arrangements were being made to add Lyme Regis to the cruise itinerary. Once a date and numbers of visitors had been confirmed, WDDC would inform the

Town Council. Members **AGREED** for the date of the cruise visit to be added to the website and details given to traders, once confirmed.

- (b) Minute No. 09/19/T – To consider resizing the current A4 brochure in order to offer a more cost effective proposition to advertisers

The Town Clerk informed members that Wilcox & Co. had been chosen from the tenders submitted and appointed to produce the 2010 A5 brochure. **NOTED**.

Cllr K. Meech believed that as this was a ‘best value’ tender, the tenders submitted should have been opened by the Chairman and Vice-Chairman of the Tourism & Advertising Sub-Committee, along with the Town Clerk, and the tenders scrutinised before a recommendation be made to the Policy Committee as to the company to appoint.

- 09/27/T To consider recommending direct to Full Council the proposed charges for advertising in the 2010 Lyme Regis brochure and on the tourism website**

Proposed by Cllr K. Meech and seconded by the Chairman, Cllr D. Cozens, members agreed to **RECOMMEND TO FULL COUNCIL** that the charges as per the attached appendix, be adopted.

- 09/28/T To endorse the action of the Chairman and the Town Clerk in placing the remaining £200 of the advertising budget in a promotion entitled Catalink with the aim of generating brochure responses**

Proposed by Cllr Mrs. L. Jenkin and seconded by Cllr K. Whetlor, members **AGREED** to endorse the action of the Chairman and the Town Clerk.

Members also suggested that brochures could be placed at the Woodmead Halls, LymeNet and the Library.

- 09/29/T To consider a national TIC distribution of 10,000 brochures**

Proposed by the Chairman, Cllr D. Cozens and seconded by Cllr K. Whetlor, members **AGREED** to undertake a second mailing of town brochures to Tourist Information Centres and similar locations, through Take One Media.

- 09/30/T To consider renewing title to the following domain names: [www.visitlymeregis.co.uk](http://www.visitlymeregis.co.uk), [www.fossilcountry.co.uk](http://www.fossilcountry.co.uk) and [www.pearlofdorset.co.uk](http://www.pearlofdorset.co.uk) at a cost of £25 each for the year**

The Town Clerk advised that on investigation, it was found that [www.pearlofdorset.co.uk](http://www.pearlofdorset.co.uk) did not lead to the new tourism website and so a refund has been requested for the £25 paid for this domain name for the previous year.

Proposed by Cllr Mrs. L. Jenkin and seconded by Cllr S. Williams, members **AGREED** to renew the [www.visitlymeregis.co.uk](http://www.visitlymeregis.co.uk) domain name.

Proposed by Cllr K. Meech and seconded by Cllr Mrs. L. Jenkin, members **AGREED** for Mrs. I. Benson and Mr. R. Brooker to investigate the possibility of purchasing other domain names.

- 09/31/T To consider, in advance of a meeting with the Council’s advertising consultants, what the main objectives should be for the 2010 media campaign**

Members discussed main objectives and all felt that promoting the new tourism website was important but that the brochure remained a priority also. The Town Clerk advised members of the methods of promotion suggested by Artavia, and most felt that the pay per click advertising was not a priority.

**09/32/T To consider redirecting savings in brochure production/distribution towards further promotion and development of the website**

Mrs. I. Benson and Mr. R. Brooker explained that there were several ideas for the further development of the website and promotion of the website address and the Town Clerk advised that savings from the brochure could be used to fund some of these ideas. Members **AGREED** for Mrs. I. Benson and Mr. R. Brooker to bring further ideas to a future meeting.

**09/33/T To note any published material from travel writers etc. or approaches from film/television companies**

The Chairman advised that an article had recently been published in a national newspaper.

The Administrative Officer reported that a request to film on the front beach for the 'Coast' television program had been received and approved.

**NOTED.**