



MINUTES OF GROUP MEETING

Date: Tuesday 28th January 2020
Time: 17.45hrs
Location: The Old Men's Parliament
Present: Town Councillors Dean Buckle, Norma Harrington, Victor Hawkins (Chair), Connor Mulhall and Tom Smith (from 5.57pm) Margaret Dabell and Ian Leadley

In Attendance: Iona Taylor, Town Clerk

1.	<p>Apologies. Apologies were received from Claire Stubbs.</p>
2.	<p>Declarations of interest from Town Councillors – none.</p>
3.	<p>Town Council membership on Welcome to Wetherby. It was NOTED that following the co-option of two new Members to Wetherby Town Council a number of changes have been made to representation on committees, including Welcome to Wetherby. The Town Councillors appointed to the team are now Dean Buckle, Norma Harrington, Victor Hawkins, Connor Mulhall, and Tom Smith. Alan Lamb is no longer on the team.</p>
4.	<p>Last meeting. It was AGREED that the notes of the last meeting held on 26th November 2019 be approved as a true record.</p>
5.	<p>Matters arising from the last meeting:</p> <p>a) Christmas Window Dressing Competition. It was NOTED that the 2019 competition had been very successful with a record equalling 28 entries. The range of entrants included a pleasing mix of town-centre retailers, service providers and a strong Deighton Gates contingent from the wider Wetherby area. Prizes worth over £800 of local advertising were given to the winners as listed below. The Public's Choice category was deemed to have been extremely successful and well received; the photo album with all entries in had reached 11,099 people across the globe, with 1,942 votes cast.</p> <p>The full results of the competition were:</p> <p><i>Junior Judges' Award</i> – sponsored by Tempo FM Winner - Touchwood, High Street Runner Up – The Nail Lounge, Church Street</p> <p><i>Adult Judges' Award</i> – sponsored by Wetherby Now Winner – The Rainflorist, Cross Street Runner Up – Doodlebug, Church Street</p> <p><i>Public's Choice Award</i> – sponsored by Handpicked Local Winner – Touchwood, High Street Runner Up – The Rainflorist, Cross Street</p>



MINUTES OF GROUP MEETING

	<p><i>Welcome to Wetherby Special Award</i> – sponsored by Excelle Magazine Winner – The Decorating Centre, Ainsty Road</p> <p>It was AGREED that the group intends to hold a similar competition in 2020.</p>
6.	<p>VE Day Anniversary. The updated event plan was circulated to all members prior to this meeting. The next planning meeting will be on Thursday 30th January 2020 at 7pm in The Wetherby on Sandbeck Way.</p>
7.	<p>Overnight parking for motorhomes. Councillor Hawkins advised that following his approach the Bridge Hotel at Walshford has confirmed that it is happy to allow overnight parking for motorhomes in its overflow car park. Wording for any terms, conditions and charges will be provided for use with promotional literature or on the town map.</p>
8.	<p>Carol Concert It was noted that an informal approach has been made by Wetherby Business Association to determine whether Welcome to Wetherby would consider taking over the organisation of this event. It was AGREED that this is something the team would be prepared to take on and this should be conveyed to the Business Association. A discussion was held about possible changes, including provision of an alternative location in the event of wet weather.</p>
9.	<p>Merchandise Sales</p> <p>a) Dickensian Market – 8/12/19. It was NOTED that takings at this event were £95, made up of 10 bags (£55) and 10 Walking in Wetherby books (£40).</p> <p>b) Merchandise Significant stocks of the Walking in Wetherby books remain, but there are few bags left to sell. It was noted that the group does not own the rights to the images used on the original designs. It was AGREED that new merchandise lines should be investigated, incorporating the new logo and with a sustainable focus.</p> <p>c) Sale opportunities.</p> <ul style="list-style-type: none"> • A stall in the Town Hall during the VE Day celebrations on 8th – 10th May. • Walking in Wetherby books could be gifted to visiting dignitaries at the Civic Service. The Town Council would need to consider compensating Welcome to Wetherby for the corresponding cost. • Gifts for the visiting Privas twinning guests.
10.	<p>Social media presence. It was NOTED that there are currently 1,021 followers on Twitter. There are 2,434 followers on Facebook. Facebook posts reached 1,110 in the last 28 days and there have been 155 page views.</p>



MINUTES OF GROUP MEETING

	<p>It was AGREED that permission be sought from the Town Council to allow Connor Mulhall access to the Group's social media and e-mail accounts for promotional purposes in the run-up to the VE Day celebrations in May.</p> <p>It was AGREED that a banner competition should run, seeking entries for a cover-photo to be used on the Group's Twitter and Facebook accounts in March.</p>
11.	<p>Items for information.</p> <p>a) Wetherby Bonfire It was NOTED that a representative of Wetherby Sports Association has approached the Town Council to ask for financial assistance with the 2020 event, after a difficult year in 2019 due to bad weather. The Ward Councillors have promised to provide financial assistance, from their Leeds City Council funds, to ensure that the event can run this year but help with securing private sector sponsorship and marketing for the event is also required. It was AGREED that Welcome to Wetherby is willing to help provide this assistance where possible, with Connor Mulhall expressing an interest in assisting with the marketing.</p> <p>b) Coach drop-off point. Norma Harrington agreed to follow up on obtaining the coach-drop signs promised by Leeds City Council in 2018. The Clerk advised that this remains on the Council's issue log which is considered at each monthly meeting.</p> <p>c) Online brochure. Ian Leadley reminded the meeting that a discussion had taken place about an electronic Christmas shopping guide, to run alongside the Christmas Window Dressing Competition. This hadn't happened in 2019. A discussion ensued about Wetherby's online presence and how shops and businesses can advertise. A discussion has taken place with Wetherby Business Association about their directory. It was agreed that Jamie Hullah from Touch Telecom be invited to the next Group meeting to discuss how to populate the Wetherby app which accompanies the public wi-fi network.</p> <p>d) Armed Forces & Veterans Breakfast Club Tom Smith reported that a monthly breakfast is held for Veterans on the last Saturday of each month, at 10am in The Wetherby on Sandbeck Way.</p>
12.	<p>Next meeting. The next meeting was confirmed as being on Tuesday 25th February 2020 at <u>6pm</u> in The Old Men's Parliament.</p>

The meeting closed at 6.40pm.

These minutes were recorded and prepared by Iona Taylor, Town Clerk.