



BRIDLINGTON TOWN COUNCIL
Minutes of the Newsletter Committee
held on 26th July 2012 in the
Bridlington Town Councils Offices, 62 Quay Road, Bridlington

Present: Councillors S Finlay, J Foster, C Marsburg & M Milns.
Notes of the meeting were taken by Councillor Finlay.

01.12 To Elect a Chairman/Editor:

RESOLVED: *Councillor Finlay is elected Chairman and Editor for the Council Year 2012-2013.*

02.12 To Elect a Vice-Chairman:

RESOLVED: *Councillor Foster was elected vice-chairman for the Council Year 2012-2013.*

03.12 Apologies for absence:

RESOLVED: *Apologies from Councillor Charlesworth were received and accepted.*

04.12 To receive Code of Conduct declarations of Pecuniary and Non-Pecuniary Interest in items on the agenda the Nature of the Interest and Registration of Gifts:

RESOLVED: *There were none.*

05.12 Public Participation session to include items on the agenda (two minutes per person - maximum of fifteen minutes):

RESOLVED: *There was no public participation.*

06.12 Summer 2012 Edition Review:

The committee discussed the summer edition and decided that the red, white and blue theme looked good. Due to the space constraints of the newsletter the committee considered that the Mayor's column requires to be a maximum word count of 200 to ensure that it is readable.

RESOLVED: *There is a maximum word count of 200 for the Mayor's column.*

07.12 Advertising and Sales:

The committee discussed the selling of advertising space.

RESOLVED: *The committee resolved to ask all councillors to assist with pursuing advertising for the newsletter.*

08.12 Distribution Issues:

The distributor informed that the distribution of the summer edition was completed a little later than usual due to inclement weather. The committee discussed the non-delivery to businesses in Bridlington and considered alternative methods of distribution including electronically.

RESOLVED: *The committee resolved to increase the distribution to 17,500 to include Bridlington Hotel and Guest Houses and to allocated 4 hours of work to the Website Consultant to set up an email business directory to enable each edition of the Newsletter to be distributed electronically to businesses in Bridlington.*

09.12 Improving the compilation of future editions:

The committee considered that the manner in which the newsletter was compiled was complicated and considered that an easier way could improve the compilation for both the printer and the Town Council.

RESOLVED: *The committee resolved to contact the printer to arrange to discuss the compilation of the newsletter to improve the manner in which it was accomplished and for the ease of all concerned.*

10.12 Correspondence:

A letter which outlined several mistakes and grammatical errors in the Summer edition was considered. A letter of thanks of receipt of newsletter was noted from a resident of Bridlington.

RESOLVED: *The comments on all correspondence were noted.*

11.12 Newsworthy items for Autumn 2012 Edition:

- a. Future meeting dates
- b. Jubilee Wood
- c. Skatepark Event
- d. Yorkshire Regiment Homecoming Parade
- e. Mayor of Bridlington's Civic Service
- f. Le Bid
- g. Remembrance Sunday
- h. Christmas Event
- i. Have a Field Day

12.12 Deadline dates for Autumn 2012 Edition:

To ensure that the edition is prepared for printing the committee discussed the implementation of a working group.

RESOLVED: *To arrange for advertising and editorial copy by Tuesday 9th October 2012 to enable Council to approve. To arrange the distribution of the Autumn Newsletter for week commencing 29th October 2012.*

13.12 Dates for the newsletter working group to meet:

RESOLVED: *The newsletter working group resolved to meet on 8th August 2012.*

Signed:

Date:

Mayor of Bridlington