

PRESENT: Cllr. Pat Strack
Cllr. Graeme Franklin
Cllr. Farida Turner – Vice Chair
Cllr. Sandra Parnell – Chair
Cllr. Anne Mitchell
Cllr. Richard Butler

in attendance: Ash Tadjrishi, Events Co-ordinator

1 TO RECEIVE ANY APOLOGIES FOR NON-ATTENDANCE AND SUBSTITUTIONS

None.

2 TO CONFIRM AND SIGN THE MINUTES OF THE MEETING HELD ON 15TH APRIL 2010 AS A CORRECT RECORD

The Minutes of the Meeting held on 15th April were Approved and Signed as a true record.

3 TO RECEIVE DECLARATIONS OF COUNCILLORS' PERSONAL AND/OR PREJUDICIAL INTERESTS (IF ANY) RELEVANT TO THE BUSINESS TO BE CONSIDERED

No declarations made.

4 TO RECEIVE THE REPORT OF THE EVENTS COODINATOR

AT showed councillors a letter he had sent to the residents of Neagle and Wilcox Close informing them of the Battle of the Bands event.

Members discussed stewarding for the Festival. AT had met with Richard Jarvis earlier in the day to work out expected requirement levels. Councillors AGREED that Richard Jarvis could take the same responsibilities as last year as Head Steward and as such would be paid the same rate of £9ph for his duties. These duties would include being first point of contact for all stewards, the organisation of rotas, briefings prior to each event and to ensure stewards in correct locations at the given times. Councillors AGREED that any steward who has worked for the Town Council in the past was eligible to work again this year at the same flat rate of £8ph. AT would instruct Richard Jarvis to enlist the stewards and start working on the rotas in his absence. AT had been offered the assistance of up to 25 Police cadets for Families Day and Parade Day to help with car park marshalling, stalls, Parade walking and other duties. AT did not want to give too much responsibility to the cadets but members AGREED this was a welcome offer and their attendance would be well appreciated. AT had provisionally booked a meeting on the 10th June to brief all stewards for which they would be paid. Cllr. Graeme Franklin requested that all stewards to be given a site plan to which they could refer to on Families Day.

With regards to the use of public toilets on Families Day, AT suggested opening all 4 toilets and disabled toilet in the pavilion to ease queuing as much as possible. 2 would be designated Male and 2 Female with the disabled access toilet to be dual use for Females also. From feedback of last year AT was concerned that it would not be appropriate for stewards to be expected to clean the toilets. Members AGREED that there should be professional cleaners in attendance during the day to maintain the cleanliness of the facilities. Stewards could support them in organising people if required. Cllr. Richard Butler pointed out that last year he had to fix lighting on the day as they were not working. Cllr. Graeme Franklin highlighted the need to have the facilities in good order and opened on time. Hertsmere Borough Council is responsible for the general maintenance of the facilities but there had been issues last year, in particular one of the toilet doors would not close properly. AT agreed to bring this up with the Parks' Officer when he meets with him next. Cllr. Anne Mitchell further stated that the toilets were the main source of complaints from last year. Cllr. Pat Strack agreed that it was in the best interest of the public to have proper persons paid to maintain the cleanliness of the facilities during the day and offered to contact Hertsmere Borough Council to organise.

MINUTES of the Entertainments Committee – 10th May 2010

5 TO CONSIDER ANY MATTERS ARISING FROM THE FESTIVAL ADVISORY COMMITTEE

Cllr. Sandra Parnell expressed a concern that without the support of members of the council and local community groups, the float offered to the council from Gristwood and Toms would be underwhelming. Cllr. Pat Strack felt it was a shame that the Brownies would not be represented on board as they had an important anniversary. Cllr. Parnell urged members to encourage local groups to take part and would contact Rev. Warr to discuss any progress.

6 FIRST IMPRESSIONS UPDATE

AT informed members that he had met with David Jackson of Herts Highways to survey Shenley Road and identify suitable lighting columns to attach lamp post banners on to. There had been 24 potential columns identified. First Impressions had paid for a site survey to be undertaken by Image Group who would be the company producing the banners and installing them. It had been decided that 18 columns would be used in total to display banners down Shenley Road. As this part of the project was on target for completion by early June the first run of banners was expected to be Town Festival imagery. AT showed a draft design of the sort of banner that would be printed. Cllr. Farida Turner stated that in keeping with the imagery on printed Festival Programme the town could not fail to be aware of the Festival. AT was due to present the proposal to Full Council Committee on 12th May for the Town Council to take ownership of the banners.

7 TOWN NEWSLETTER UPDATE

AT presented members with a copy of the newsletter pilot of the Elstree & Borehamwood Town Crier which was in the printing process. The full printing run was due to be ready for delivery with the Festival Programme from Wednesday 12th May onwards. The front page story is the first public news of the planned town improvements from the First Impressions project. Members agreed that the quality and content of the flyer was of a high standard. Cllr. Graeme Franklin asked AT how much the flyer and distribution would be spent from the £4,500 available under the budget heading. AT stated the cost to be around £1,000. Cllr. Franklin asked how the success of the flyer would be measured. Members agreed that the flyer was a worthwhile endeavour and that the feedback received from local groups and residents would be the indicator of how successful it would be. Cllr. Farida Turner expected to have a high response from residents. Cllrs. Pat Strack and Sandra Parnell agreed and made mention of a number of community groups, voluntary organizations, sports, music, arts and youth clubs that were expected to show a great interest. Further to this the advertising space offered would be used to part-fund the publication with the longer term aim to be cost neutral for the council. Cllr. Richard Butler expressed a concern that the newsletter not be overrun with advertising. Cllr. Franklin warned not to rely on commercial revenue and that the council would need to decide how much it would want to subsidize such a publication longer term. Cllr. Turner asked when the copy deadline for the first issue proper would be. AT stated 19th July. Copies of the newsletter would be on the Town Council website along with FAQs and guidelines. A separate email inbox had been set up for AT to receive correspondence for the Elstree & Borehamwood Town Crier. Members agreed that once the flyer issue had been delivered and copy deadline had been reached the council would have a better understanding of how well received and needed the newsletter would be from the correspondence.

8 CLOSURE

Meeting closed at 20.25 hours.
Next Meeting scheduled for 8th June 2010 at 19:30 hours.

Chair:.....

Date:.....