

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

in attendance: Ash Tadjrishi, Events Co-ordinator

1 TO RECEIVE ANY APOLOGIES FOR NON-ATTENDANCE AND SUBSTITUTIONS

Apologies were received from Cllr. Hannah David

It was brought to the attention of the committee that the election of chair and vice chair was not on the agenda as required for the first committee post annual council meeting.

For this meeting Cllr. Sandra Parnell was voted as chair with the election of Entertainments Committee Chair and Vice-Chair to be formally added to the agenda for the next meeting.

2 TO CONFIRM AND SIGN THE MINUTES OF THE MEETING HELD ON 10TH MAY 2010 AS A CORRECT RECORD

The Minutes of the Meeting held on 10th May 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

Coach Trips

The trips were due to start next week. Ticket sales were generally good with only a few coaches left with tickets remaining. AT was concerned that the mailing list the Town Council uses to directly inform eligible residents of the trips is getting smaller rather than larger. Members agreed that it was important to be able to reach a wide audience and that as each year more residents become eligible to take part the Town Council should be able to reach these people too. There would be a further press release in the Borehamwood Times this week. Cllr. Richard Butler felt that the Borehamwood Times advertorial did not have the impact it may have had in previous years and could not be relied on for publicity long term. Cllr. Pat Strack suggested liaising with the Over-50s club next year to see whether they could be advertised within their mailouts. Newsletters such as The Town Crier, should it be in publication, or Hertsmer Community Action should also be used in future to promote such activities.

Festival Events

Stewards – Prior to a briefing scheduled to be held at the Town Council Offices on 10th June all events that require the assistance of stewards had been covered. Cllr. Richard Butler enquired as to whether the projected cost for stewarding the events would be within the allocated budget. AT confirmed that he expected the total cost to be well within budget and furthermore suggested that the overall cost of the festival would be under budget. 10 radios for the fortnight had been ordered and were due to arrive in time for the first event.

Parade Day – At this time there were 26 registered entries to the Parade. 13 walking and 13 general Floats. Cllrs. Pat Strack and Sandra Parnell agreed to organize bunting for the float that has been offered from Gristwood and Toms. Cllr. Richard Butler and AT agreed to assist Cllrs. Strack and Parnell with the decoration of the float on the morning of the parade. Cllr. Strack would work closely with the Church, Guides and other local organizations to produce decorative material and logos to go on the float. AT agreed to email over the Town Council logo so that it may also be represented. AT agreed to design

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and order celebratory banners for All-Saints Church and the Guides to mark their centenary year.

Families Day – All acts and concessions had been finalized and confirmed. Steel crowd control barriers have been ordered from Steadfast Fencing this year to secure the arenas. Savings had been secured for the giant slide and for the hire of trestle tables and chairs. Cllr. Graeme Franklin would meet with AT and Jenny on the morning of the event to assist with the marking out. Cllr. Franklin would also meet with AT and Shaz from Hertsmere Borough Council to conduct a site inspection on Weds 30th June 9.30am. AT has hired CCS Cleaners to service the toilet facilities on the day of the event. The catering concession would be Coopers as in previous years, with AT negotiating an increase to their offer. Noviello's Ices would be the sole ice cream van concession on site. This is a different operator from last year as they offered a better value price list to the consumer whilst offering more to the Town Council for their pitch.

Other Festival Events – AT noted that the BBC band ticket sales were down on previous years. Cllr. Graeme Franklin suggested that there is a trend for people to buy tickets closer to the actual event. Members agreed to review ticket sales and events after the festival was over. Mayor Anne Mitchell would take a couple of the BBC band posters with her to help promote the event further. Quiz entries were coming in and 15 teams had registered thus far. Cllr. Farida Turner had received a number of positive comments regarding the Events team at the Town Council from residents and urged members to pass on feedback as it is received so that the Council can continue to improve the standard of events.

Mayoral Engagements – Jenny Ellis would liaise directly with Mayor Anne Mitchell and Deputy Mayor Sandra Parnell to schedule which events they would be attending and whether they require any formal duties to be performed.

5 TO CONSIDER ANY MATTERS ARISING FROM THE FESTIVAL ADVISORY COMMITTEE

No matters arising

6 FIRST IMPRESSIONS UPDATE

The First Impressions project has ordered the lamp post banners and these are to be installed on Thursday 10th June.

Shortly after the festival the banners will be replaced with iconic film banners that reflect the heritage of film in the town. These are currently at concept stage and due to be discussed at the project meeting this week.

7 TOWN NEWSLETTER UPDATE

The Town Crier flyer had been sent out with the Festival Guide as intended. Information was up to date on the Town Council website so that both the Festival Guide and Town Crier can be viewed in electronic format. Further to this the Town Crier email address is up and running. AT had received some emails since the delivery of the flyer requesting both advertising space and article coverage. The response had thus far been encouraging with all feedback being positive. Cllrs. Parnell and Strack had also received requests from businesses and local organizations to be represented in the publication. Cllr. Richard Butler expressed a concern that the Town Crier should not contain a higher proportion of advertisements over editorial content. Cllr. Strack agreed and reassured members that advertising space is limited to no more than a third per page and that no adverts would be used on the front cover.

8 CLOSURE

Meeting closed at 20.30 hours.

Next Meeting scheduled for Tuesday 13th July 2010 at 19:30 hours.

Chair:.....

Date:.....