

Minutes of the meeting of the Tourism Committee, held on 11th October 2017 at the Guildhall, at 7.00pm

Present: Cllr P Graeme (in the chair)
Cllr Mrs V. Liote
Cllr M. Moorhouse
Cllr O'Donoghue
Cllr D. Friend
Mrs J Fisher

Officers: Amandajayne Hollobon-Baxter

09.10.17 APOLOGIES
Apologies were received and accepted from Cllr Gisbey, Kate Doyle and Steve Laslett

10.10.17 DECLARATION OF DISCLOSABLE PECUNIARY INTERESTS AND OTHER SIGNIFICANT INTERESTS.
No disclosable pecuniary interests or other significant interests were declared.

11.10.17 MINUTES AND MATTERS ARISING
Minutes of the Tourism Committee meeting, held on 12th July 2017 were received. Cllr Moorhouse asked if STC were in receipt of a reply from R Collins regarding Licence application. Mr Mayor advised this had been received but not yet processed. Steve Laslett and Siobhan Matthews would like to attend Great for Groups at Alexandra Palace excursion and are asking for £275.00 which would be shared between STC and CIC. There had not been enough feedback on the previous event S Laslett and S Matthews had attended and a written report advising the contacts made would be required this time.
RESOLUTION: Minutes Noted and agreed.
£137.50 to be paid to S Laslett subject to confirmation in writing of total cost of event and written report advising which contacts had been made following event.

12.10.17 TOURSIM STRATEGY
Visit Kent meeting notes had been emailed to Committee members in advance. Cllr Liote reported that STC's relationship with Visit Kent had improved and handed a leaflet around the room to invite members to work with Visit Kent. Visit Kent advised that town trail leaflets and boards required updating and research should be carried out to link these to mobile devices and the web. Working group for tourism leaflets was suggested and will consist of Cllr Liote, Cllr O'Donoghue, S Laslett, Mrs J Linning and Mrs K Palmer. Visit Kent's fee is annual and now adding value. Visit Kent also work with Wingham Wildlife Park and Kent and Sussex Cottages.
RESOLUTION: Noted and actions proposed to be progressed.

13.10.17 SOCIAL MEDIA STRATEGY
Ticking over with minimal progress.
Cllr O'Donoghue suggested professional assistance and strategic plan.
RESOLUTION: Cllr Friend to progress and report back at the next meeting.

14.10.17 TOURISM LEAFLETS WORKING GROUP
Working group, consisting of Cllr O'Donoghue, Mr S Laslett, Mrs J Linning and Mrs K Palmer (as per the previous year) and Cllr Liote be permitted to progress

with the annual re-design of the Sandwich Town Guide and make necessary updates to the 'Visit Sandwich' leaflet. A final proof of both leaflets will be returned to the Committee for approval along with printing costs. Also to consider whether the members of the working group are happy to continue as members.

RECOMMENDATION: Noted and Cllr Odonoghue to lead on this matter.

15.10.17

BUDGET 2017/18

Received the Tourism budget forecast 2017/18 and discuss printing of more town guides and any other expenditure that may be necessary.

RESOLUTION: No reprint of guides for 2017 as we are at the end of the Summer Tourism Season.

16.10.17

HERITAGE OPEN DAYS

Mr J Hennessy offered information relating to the above event;

See attached

S Laslett's earlier email to Councillors reported 2300 visitors during Arts Week.

RESOLUTION: Information noted with grateful thanks to all involved with both events.

17.10.17

DATE OF NEXT MEETING

Wednesday 17th January 2018 at 7pm in the Council Chamber, Guildhall.