

## **MOLD TOWN COUNCIL COMMUNITY, DEVELOPMENT AND REGENERATION COMMITTEE**

Minutes of the Community, Development & Regeneration Committee held virtually on-line over video conferencing at 6.00pm on Tuesday 21st June 2022.

### **PRESENT:**

Councillors: Haydn Jones (Mayor), Chris Bithell, Teresa Carberry, Geoff Collett, Robin Guest, Catherine Hill and Darren Norman

Officers: Jo Douglass, Business and Regeneration Officer and Jane Evans Events & Community Engagement Officer

**Absent:** None

**Apologies:** Rachael Byrne Flintshire County Council

### **1. APPOINTMENT OF CHAIR**

**RESOLVED:** That Cllr Robin Guest be appointed Chair of the Committee for the ensuing Municipal Year.

### **2. DECLARATIONS OF INTEREST**

None

### **4. MINUTES**

**RESOLVED:** That the Minutes of the meeting held on 2<sup>nd</sup> November 2021 be received and approved as a correct record.

### **5. TERMS OF REFERENCE**

The Committee noted the established Terms of Reference

### **6. MOLD PROMOTION**

#### **6.1 Mold PR Campaign**

Following on from the Marketing and PR measurement report to the full Town Council Meeting at the end of May and taking into consideration the agreed budget £9,000 allocated for a package of Promotions (PR, Social Media, Photography and filming), Members were requested to approve for the tender document to be sent out accordingly. Completed tenders would be presented at full Council for decision.

**RESOLVED:** That the tender process be approved to proceed.

## 6.2. Mold Tourist Information Panels

The Business and Regeneration Officer updated Members on the replacement and repair of the Tourist Information Panels. A Budget of £10,100 had been allocated for the replacement and repair of the Tourist Information Panels (subject to obtaining comparative quotations). However obtaining comparative quotations was proving difficult as the panels had been custom made.

Members agreed that repair / replacement work should take in to consideration vandalism and look at ways to make repair easier should the panels be damaged in the future. The process was ongoing.

**RESOLVED:** Members noted the information.

## 6.3. Discover Mold Leaflet

Following the success of the 'Discover Mold' leaflet which was produced and distributed to local accommodation providers, there was £500 within the budget to produce a leaflet and for working with FCC. A tourism a map of Mold had been added to the design and this will now become a 4-page DL pull out leaflet.

Members were asked to approve the draft to enable the Welsh translation to be completed and added so the leaflet could be printed and distributed to reach the peak tourism trade.

Members asked for a recycling logo to be added to the leaflet.

**RESOLVED:** Members approved the design.

### SUMMARY OF DECLARATIONS MADE BY MEMBERS IN ACCORDANCE WITH MOLD TOWN COUNCIL'S CODE OF CONDUCT

Meeting ended at 7.00pm

#### SUMMARY OF DECLARATIONS MADE BY MEMBERS IN ACCORDANCE WITH MOLD TOWN COUNCIL'S CODE OF CONDUCT

Community, Development & Regeneration Committee		DATE: 21 <sup>st</sup> June 2022
MEMBER	ITEM	MINUTE NO. REFERS

Chairman's signature: ..... Date: .....

CDR/MIN2206211JE