

MOLD TOWN COUNCIL

Minutes of the meeting of Mold Town Council Tourism Committee held on Tuesday 6th June 2006 at the Town Hall.

PRESENT: Councillors: Jack Laing (Chairman), Chris Bithell, Geoff Collett, Ray Dodd, Robin Guest, Carol Heycocks, Joyce Jones and Andrea Mearns with the Clerk and Finance Officer.

APOLOGIES: The Mayor.

1. TOURIST INFORMATION CENTRE

The Chairman welcomed Esther Roberts, Managing Director of North Wales Tourism and David Evans, Tourism Manager, Flintshire County Council to the meeting to discuss the operational arrangements of the Tourist Information Centre (TIC).

It was recognised that the Town Council and Flintshire County Council have engaged North Wales Tourism (NWT) to manage the TIC on their behalf although it was felt a mechanism is needed to allow the funding partners to have an involvement and to be able to review the operation itself in conjunction with NWT.

Members felt that it would be appropriate for the Town Council's Tourism Committee to provide the mechanism for this approach with four review meetings to be held each year, the first of these to be in July 2006. It was also felt that Councillor Peter McFarlane, Executive Member for Tourism, should be invited to the review meetings to represent, along with David Evans, the County Council as the other major funding body. This approach was accepted by Esther Roberts and David Evans.

Resolved: It was resolved that arrangements be made to hold review meetings with North Wales Tourism and Flintshire County Council on four occasions each year, commencing in July 2006, as detailed above.

2. MINUTES

Resolved: It was resolved that the minutes of the meeting of the Committee held on 6th May 2006 be approved as a correct record.

3. MATTERS ARISING

3.1 Item 12 – Tourism Initiatives & Tourist Information Centre

This matter was considered whilst David Evans was in attendance and he referred to the arrangements for:

- a) A leaflet for the Mold Food Festival to be held in September / October this year. Forms had already been issued to local food related businesses and a brief for the design and printing of the leaflet was to be submitted to two local companies shortly. It was intended that the leaflet would be circulated in August; and

b) Whilst a leaflet for the Eisteddfod 2007 was proposed for the County, focussing on Mold, it was unlikely that this would be ready for this year's Swansea Eisteddfod. It was therefore, envisaged that a bilingual flyer would be prepared and available for the Swansea Eisteddfod.

Mr Evans also made reference to his commissioning of a photographer to take pictures of Mold and of the need to utilise existing websites and the proposed 'visitmold.com' site.

Councillor Andrea Mearns asked if the TIC could be relocated into a coffee shop within the Town and Esther Roberts agreed to look at this suggestion.

3.2 Item 13 Cittaslow Application

Councillors Chris Bithell and Robin Guest volunteered to help. Members were reminded that the next meeting would be held on 5th July 2006.

3.3 Item 15 Map of Mold – Sites for Improvement

Councillor Robin Guest asked that the North East Wales NHS Trust be asked to improve the area adjoining the pathway from Pwll Glas to Ash Grove. The chain link fence currently retains a substantial amount of litter and with the hawthorn hedge providing a reasonable barrier, it might be appropriate to remove the fence. This should then prevent the accumulation of litter behind the fence.

It was agreed that the original list of sites should be circulated to Members before the next meeting and that it be reviewed.

4. FLORAL DISPLAYS

The Clerk advised the Committee of the approach that had been adopted for increasing the number of floral displays in the Town. He advised of the arrangements for hanging and barrier baskets in King Street earlier discussions regarding the competition. Reference was also made to the possible provision of baskets by Greg Shankar of the Bryn Awel Hotel.

The Committee considered the issue of sponsorship of baskets and agreed that an appropriate annual amount covering the cost of planting and maintenance would be £60 per basket. It was agreed that publicity should be given to the possibility for sponsorship with the Council providing the 'name plate' that would be placed in the basket.

Resolved: It was resolved that the programme for the additional floral displays be approved together with the arrangements to invite sponsorship of the baskets as detailed above.

5. SITES FOR CINEMA POSTER DISPLAYS

The Committee was advised that it had been asked by the Council to consider identifying appropriate sites for the provision of a display within the Town to advertise the features on show at Clwyd Theatr Cymru film theatre.

The Committee considered that the walls of the Telephone Exchange, Chester Street and the Library, under its gallery could be appropriate for the siting of displays. It was agreed to suggest these sites to Julia Grime of Clwyd Theatr Cymru and to seek the permission of the owners to the installation of displays.

Resolved: It was resolved to suggest the walls of the Telephone Exchange and the Library, and to seek the permission of the owners, for the installation of displays.