

Porlock High Street Support Group

INFORMAL MEETING MINUTES

HELD ON THURSDAY 10th JUNE 2021 AT 7.15 PM

Remote Virtual Informal Meeting via Zoom

The Meeting was digitally recorded and is available at

<https://porlockparishcouncil.org/phssg/>

Group Members Present: Cllr D McCanlis (Porlock Parish Council and PHSSG Chair)
Cllr W Rayner (Porlock Parish Council)
R White (Porlock High Street Trader representing Churchgate Gallery)
T Davies (Porlock High Street Traders representing Bramdowns)
S Shorten (Representing Stacked Wonky)
L Thornton (PHSSG Administrator, Minute Taker and representing The Bagatelle)

Members of Public Present: No members of the public were present.

1. APOLOGIES

Jane Dyer (Porlock High Street Traders representing Jana Henrie)
M Tesouro Willmott (Representing Stacked Wonky)

2. DECLARATIONS OF INTEREST AND DISCLOSABLE PECUNIARY INTEREST DISPENSATION

Will Rayner's interest in Discover Porlock and Churchyard Framing was noted.

3. TO RECEIVE ANY COMMUNICATION OR ANNOUNCEMENTS FROM THE CHAIR

Duncan McCanlis confirmed that all the feedback from the first event on Saturday 5th June had been terrific and that this was a very good start to building the brand name Discover Porlock.

4. PUBLIC PARTICIPATION

No public were present.

5. TO DISCUSS CONTRACT TO POPULATE WEBSITE

Will Rayner explained that he and Lesley Thornton had added some wording and confirmed that launch was still proposed for 21st June, but that work to get as many High Street Traders as possible 'signed up' would continue after publication. He confirmed 25 Traders were signed up to date.

Lesley Thornton proposed to approve the contract to pay Churchyard Framing Ltd £550+VAT to populate the Discover Porlock website, seconded by Duncan McCanlis, and unanimously agreed.

6. TO DISCUSS JOB DESCRIPTION FOR THE MAINTENANCE OF THE WEBSITE

Will Rayner shared his screen to display the job description for the maintenance of the Discover Porlock website, explaining that traffic would be driven to the website by social media.

Sarah Shorten expressed concerns about how this could be used to promote events and whether the person engaged would also take on the High Street conversation, put up posters, etc. She asked if there would be a Facebook page for Discover Porlock.

Will and Rachael explained that there was no specific Facebook page proposed and that the PHSSG Facebook page would continue to be used to promote events, etc. The Discover Porlock Instagram and Twitter accounts could, however, be used and that they would draw on the expertise of the person engaged to use the Blog to engage people with the website.

It was agreed that the P&P and E&A project group leads should meet to discuss collaboration and how promoting an event will happen.

Duncan McCanlis suggested that the specification needs more work and Lesley Thornton asked how anyone engaged would be paid, how often, and how to determine whether the job was being done adequately.

Sarah Shorten asked if the job could be done for less so that more budget could be approved for events. Will Rayner explained that he was trying to produce a business model going forward for at least 3 years. He felt it would cost £3,000 a year from 2022 but was looking at ideas to raise funds for this in future.

Lesley Thornton confirmed that 'High Street Traders' had been previously agreed to include all Traders with a High Street address and all those just off the High Street but with a signed presence on the High Street. These businesses were the 48 identified on the shared contacts list.

Will Rayner confirmed they would advertise online, try and get 3 quotes as required, interview applicants, at least two, with at least two interviewers, using their company guidelines and experience on interviewing.

7. TO RECEIVE A REPORT FROM EACH PROJECT GROUP LEAD

- **Appearance & Functionality of the High Street PG**

Lesley Thornton confirmed that all the rusty metal at Hope Cottage at the Central car park exit to the High Street had been taken away by Martin Darrell who collects scrap metal. Lesley also confirmed that she had received a complaint about some wood also left there by the Maintenance Team some weeks ago, so had collected it herself.

Lesley Thornton confirmed that two 4ft raised troughs are being built by Tom Lock to replace the barrier and create a floral display for visitors to the High Street from the Central carpark.

Lesley Thornton confirmed that work had started to build the display platform for the statement display in front of the Village Hall and that West Cottage, opposite the Ship Inn, had given permission for two barrel planters to be placed on their land in front of West Cottage.

Lesley Thornton confirmed that she was continuing to water and deadhead the plants and had chased up delivery of the water bowsers. Will & Rachael offered a portable camping water container as a stop gap. Lesley added she was still waiting to get access to the PPC water supply at Doverhay toilets.

- **Outdoor Seating PG**

Duncan McCanlis confirmed permission to create the seating on the walls either side of the St Dubricius Church path had been received and he was hoping to meet with Mick Limb and David Hancock to discuss this work and the work at Doverhay car park to create seating.

Duncan McCanlis explained that nice park benching cost more than originally thought and he had looked at 2nd hand ones but these were no good.

- **Promotion & Publicity PG and Porlock Traders Group**

Will Rayner explained that there would be a soft launch of the website next Thursday with a full launch on 21st June and that he would communicate regarding TOP with traders at the same time. Will commented that the main concern he was hearing from traders was the number of visitors they expected, having heard of three pop-up campsites now. Rachael confirmed they would be able to support traders who did not use email, etc.

Lesley Thornton shared her screen to show the TOP logo proposed by Rachael White. Rachael explained the ideas behind it and that colour could be added when necessary. The monochrome versions could be used as a decal, etc. Duncan asked if the 'Traders of Porlock' text could be made bigger. Lesley Thornton offered to email the design to all PHSSG members for comment and Rachael agreed to provide wording for the email to explain the design concepts. Once the PHSSG members had emailed their feedback, the Traders would be consulted.

- **Signage PG**

Lesley Thornton explained that she and Mel Tesouro had hoped to organise a Zoom meeting to present the ideas to the Signage PG before this full PHSSG meeting but had not had the time due to involvement in the recent event. They had, however, made a lot of progress on designs, etc. and would like to arrange a Zoom meeting for some time Monday to Wednesday next week. Duncan McCanlis and Will Rayner confirmed they would be able to make a meeting those days.

Lesley Thornton commented that they were still learning what was required and what the issues were from visitors' experiences and from discussions with locals now that things were opening up and more visitors were coming to Porlock.

- **Events & Activities**

Sarah Shorten thanked everyone for their support and said a lot had been learnt from this first event that would inform future events regarding what people want from these events, their relevance and management. She confirmed that the next pop-up event would be Music & Words themed on Saturday 3rd July 10am-2pm, with poets, authors, books, plants, musicians, vinyl, etc.

Sarah Shorten confirmed that they were advertising for an Events Manager and that the 'How to' book would be available for the next event.

Lesley Thornton explained that people were asking to be involved on the Facebook page and a record of responses was being kept that she would pass on. She also asked if a different person could manage each event, perhaps with experience relevant to the theme of the event. Sarah Shorten suggested they could have different people for artistic direction, but needed the same person for continuity of 'technical' management of the events.

Will Rayner asked if a music licence would be needed. Sarah Shorten advised this would not be needed for informal musicians.

Will, Sarah and Rachael agreed to meet to discuss launch of the website and how to segue with Events and how best to combine their efforts.

Lesley Thornton confirmed that Sarah Shorten had invited David Hawtin to be the events photographer and Will Rayner passed on PPC's appreciation for the events being organised based on the first one.

- **Admin**

Lesley Thornton reminded everyone the need to get budgets approved before placing orders and that no-one should be making purchases with their own credit cards. If an urgent purchase was required, she confirmed she could arrange these and get authorisation to use her credit card from the PPC Clerk.

8. TO DISCUSS AND APPROVE ANY PROPOSAL FROM ANY PROJECT GROUP:

- **Appearance & Functionality of the High Street PG**

Lesley Thornton confirmed she had received an application for the watering/floral display maintenance job and that she had spoken to the applicant, Louise Crabb, and was happy she understood what was required or would take instruction, if required. It was unanimously agreed to offer Louise Crabb the job.

- **Events & Activities PG**

Lesley Thornton shared her screen to show the Purchasing Checklist for the sundry expenses needed for each event.

Rachael White proposed to approve the budget for the sundry expenses for the pop-up events of £200.00, seconded by Tim Davies, and unanimously agreed.

9. OTHER MATTERS ARISING FOR DISCUSSION

Lesley Thornton suggested that the Group needed to improve communications and that the Group was small enough to include everyone in emails and to 'reply to all' so everyone is kept in the loop.

11. DATE OF NEXT MEETING AND SUGGESTED AGENDA ITEMS

Sarah Shorten had to leave the meeting before the next date was confirmed, and afterwards it was suggested to hold the next PHSSG Zoom informal meeting on Wednesday 23rd June at 7.00pm. Lesley Thornton agreed to ask by email for a confirmed agreed date and time.

The meeting ended at 8.35pm