

Porlock High Street Support Group

INFORMAL MEETING MINUTES

HELD ON FRIDAY 20th AUGUST 2021 AT 7PM

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)
T Davies (Porlock High Street Traders representing Bramdowns)
S Shorten & M Tesouro (Representing Stacked Wonky)
L Thornton (PHSSG Administrator, Minute Taker and representing The Bagatelle)

Members of Public Present: Elke Winzer.

1. APOLOGIES

J Dyer (Porlock High Street Traders representing Jana Henrie)
R White (Porlock High Street Trader representing Churchgate Gallery)
Cllr W Rayner (Porlock Parish Council)

2. DECLARATIONS OF INTEREST AND DISCLOSABLE PECUNIARY INTEREST DISPENSATION

None.

3. TO RECEIVE ANY COMMUNICATION OR ANNOUNCEMENTS FROM THE CHAIR

Duncan McCanlis commented that we were all short of spare time and under pressure as Traders at this busy time of year. It was also noted that Sarah Shorten had to leave the meeting at 7.45pm and Lesley Thornton asked if the meeting could finish by 8pm as they both had commitments after those times.

4. PUBLIC PARTICIPATION

Elke Winzer was welcomed as the contracted Events Manager.

5. TO RECEIVE A REPORT FROM L THORNTON REGARDING THE EU WELCOME BACK FUND

Lesley Thornton shared her screen to display the report she had circulated to Members, explaining some of the important requirements in administering this fund held by SWT from the EU.

As Sarah Shorten had to leave at 7.45pm and some budgets required approval, Duncan McCanlis suggested bringing item 7 forward. This was agreed.

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

- **Signage**

Lesley Thornton explained that there was about £1,800 left in the Signage budget and that she would like to allocate this to the signs identified in the Signage Report and that signs would have to be

prioritised as it was unlikely there was enough budget to provide all the signs required even with the extra EU Welcome Back Fund.

Lesley Thornton proposed allocating the remaining signage budget to the signs identified in the Signage Report, seconded by Mel Tesouro, and unanimously agreed.

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

Lesley Thornton explained that £500 had been allocated towards buying bulbs to be planted along the verges on the approaches to Porlock and some to be added to the containerised displays and that these bulbs would need to be purchased and planted soon. She added that she had sourced UK responsibly grown bulbs.

Lesley Thornton proposed approving a budget of £500 to buy bulbs, seconded by Tim Davies, and unanimously agreed.

Lesley Thornton explained that she had received a request from Malcolm McCoy to purchase a 'Merry Christmas' LED lights set to be installed on the front of his building, previously the Real McCoy, where it would be very visible the length of the High Street from the Church to the Visitor Centre. Lesley added that Malcolm had offered to use his electricity supply for this and that the lights would be supplied by a UK company. She shared her screen to display the lights proposed as shown on the company's website.

Lesley Thornton explained that, following a discussion with Denise Sage who organised the Christmas lights on the High Street, rechargeable batteries and chargers, plus some additional/replacement Xmas tree supports, would be a 'greener' option than single use batteries and would offer a legacy.

Lesley Thornton confirmed that £1200 had been allocated towards Christmas lights from the A&F budget and this could be used to buy the lights, rechargeable batteries, chargers and supports as requested.

Lesley Thornton proposed approving a budget of £1200 to buy the lights, etc. suggested by Malcolm McCoy and the rechargeable batteries, chargers and supports requested by Denise Sage, seconded by Sarah Shorten, and unanimously agreed.

6. TO RECEIVE A REPORT FROM EACH PROJECT GROUP LEAD

- **Events & Activities**

Sarah Shorten asked Members to consider what the purpose of the events was and that some traders were engaged and others were not and that it sometimes felt that Events were doing things for not with the Traders. Sarah felt Events needed more feedback from Traders and more TOP involvement. She also asked the question of who would take things forward if the events kept going.

Sarah Shorten questioned whether there was time to put on the intended pop-up on the 4th September, suggesting the event be postponed again until 11th September. Duncan McCanlis confirmed that the Visitor Centre was running a music/concert paid gig 2-6pm on the 11th and that we did not want to look like we were in competition. It was also mentioned that the East Quay opening was on the 4th September. Lesley Thornton was reluctant to postpone the event for a second time and Duncan McCanlis agree that cancelling/postponing would require some PR.

Duncan McCanlis asked Elke as the Events Manager for the Family & Circus pop-up if she thought it could be organised by the 4th September and publicised in time, which she did.

Lesley Thornton suggested that they should not go overboard on this event and spend too much on it if the time to organise and advertise it was limited. Elke suggested rebranding the event as Family Fun & Entertainment and dropping the 'Circus' theme to offer more scope. Elke asked if there was any more budget than the £600. Lesley explained that £400 of that was coming from the EU fund to pay Elke as the Events Manager, and that a further £200 per pop-up had been approved, so potentially there was £400 for this event, the August one having been cancelled. Mel Tesouro hoped there would be volunteers from the Rec and Carnival groups. Sarah Shorten agreed that it could be done for the 4th with a humble, lighter touch, without the spectacle for £600. Lesley added that lots of work had been put into getting the flags on the High Street by Anita Lovell, Jackie Jago and the other volunteers in time for the event scheduled for the 4th September so it would be a shame if there was no event to celebrate that.

It was agreed to continue with the scheduled date of Saturday 4th September with an altered timing of 12noon to 4pm, and that as time was of the essence the Events PG would meet via Zoom at 4pm the next day, Saturday 21st August. Sarah confirmed that a schedule for this event had already been created and shared which should be updated by everyone to allocate jobs. Sarah explained that she was away from Monday until next Saturday, 28th August but could help direct/support Elke.

Lesley Thornton shared her screen to show the poster Louise had designed explaining that we needed to confirm the wording in the circles and maybe keep this less specific so we could deliver what we were advertising and that the date and time needed changing. Lesley confirmed that she would contact Louise to see if she could make the final changes to the poster the next day, on Saturday 21st August so it could be used for the Facebook announcement later that day. Sarah suggested asking Louise to design the banner as well, to match the poster. Elke confirmed she would find a 48hr banner printing service and Sarah said she would finalise the artwork for the poster, liaising with Lesley/Louise. Lesley suggested asking to use the Church flower festival boards to advertise along the A39 and agreed to contact the Church to ask if they could be borrowed.

Sarah Shorten left the meeting at 7.55pm.

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

Lesley Thornton had earlier confirmed that she had taken the flags project forward as agreed at the last meeting and the flags would be finished and flying in the High Street by the Bank Holiday weekend or at the latest by Saturday 4th September.

- **Outdoor Seating PG**

Lesley Thornton asked Duncan McCanlis if he had a budget for approval for his seating project group. Duncan explained he needed to speak with the Church again about the seat design and installation so would not be putting that proposal forward as yet.

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

Lesley Thornton shared her screen to display Will Rayner's written report.

Duncan explained that this addressed Sarah Shorten's concerns about the lack of engagement from TOP and that he was persuaded with the argument that to try and get engagement when the traders were so busy could be counterproductive. Elke added that the traders are all short-staffed and probably would not want to think about a circus theme on 4th September. Elke suggested the discussion about TOP should be in October/November.

Lesley Thornton summarised Will's report, highlighting that the website was being rebuilt by the contracted website manager and confirmed that we had all been emailed a progress report and link to view the website under construction. Lesley read out the report regarding TOP, which stated:

'It's been astonishingly busy since June and most traders (including myself) are otherwise engaged and distracted 'making hay while the sun shines'!

It's intended to call a meeting of traders later in September, when things quieten down a little as we will be looking to form a committee of traders to take this project forward and formally constitute it.'

- **Signage PG**

To confirm, the Signage Report has been published and shared via email, Facebook, PPC website and Lesley Thornton took it to the Recreation Ground Fete on 1st August, all as part of the ongoing public consultation process.

8. OTHER MATTERS ARISING FOR DISCUSSION

Lesley Thornton advised that as the Group was shrinking new members would be welcomed and that, to remain quorate, currently a minimum of 4 members were required at a meeting to be able to approve decisions.

9. DATE OF NEXT MEETING AND SUGGESTED AGENDA ITEMS

Tim Davies asked if the Group could have a recap of what has been done and what is still pending. Lesley Thornton agreed to circulate that information. Duncan McCanlis confirmed he was working on the 8-weekly report to SWT. Lesley Thornton asked when this was due and Duncan confirmed it was due today and he would finish it over the weekend and email to William Collier on Monday 23rd August.

Elke Winzer asked if a meeting could be arranged to discuss the next event on 2nd October before the 4th September to confirm the date, theme, etc. Lesley Thornton suggested this should be a Project Group meeting and not a Full Meeting and it was agreed to discuss a date/time/location at the Events meeting at 4pm the next day, Saturday 21st September.

It was agreed that the next full PHSSG meeting would be held on Zoom on Wednesday 15th September at 7.00pm.

Elke advised Lesley that she had found a company online that could provide the banner within 48hrs for delivery on Tuesday 24th August. It was agreed they would both look at that after the meeting.

Lesley Thornton agreed to send out a link to the Events Group Zoom meeting for 4pm the next day, Saturday 21st September.

The meeting ended at 8.12pm