

Minutes of FMG Meeting 2nd March 2021, 1pm

Present: Cllr Alison Reynolds
Cllr Trevor Martin
Cllr Chris Williams
Claire Windridge

1. The minutes of the previous meeting on 19th January 2021 were agreed by all.

Matters arising

Trevor confirmed that there had been no further progress on the **Brown Sign** audit/communication from the Area Committee and that he would keep an eye on this for further updates.

Claire confirmed that she had heard from Graeme Tuff at SBC regarding the Crab Island Wooden sign – he has identified the previous supplier of the sign and is in the process of getting quotes to replace the sign and artwork.

2. Events

TMG agreed that no main events should be organised for 2021; all efforts and resources should go to organising the main FTC events for 2022, i.e. Festival of Transport and June Queens Jubilee. Efforts should go to supporting and marketing of events organised by other event groups, businesses and attractions, as well as promoting the area for 'staycations' and domestic tourism.

Trevor acknowledged that although the Hop Festival has been cancelled, quite likely the local pubs may well decide to have live bands or do something during the traditional time of the Hop Festival. Graham 'the hat' was trying to set up broadcasts in each of the pubs last year so Claire will contact Graham to see what plans, if any, he might have for this year.

TMG recommends that consideration is given to arranging a civic memorial service hosted by the Mayor held in the town towards the end of 2021. Claire to discuss with Louise and/or Adrienne as this would come under their remit.

3. New "West to East" Town Trail Update

Claire confirmed she has commissioned an illustrator to create illustrations for the new leaflet and she is currently working on the layout/design of the new leaflet. ETA of print before 12th April.

4. Food Trails – AONB Linking Coastal Pathways to Kent Downs

TMG agreed to amend the emphasis of the previously known 'Food Trails' to project a 'Countryside/Nature/Landscape' theme/design and work with AONB & Coastal Paths to ensure work stream complements their plans to create new trails linking the coastal pathways to the Kent Downs AONB. Potential for assistance with funding which has already been secured by AONB – based on a 69/31 match funding (FTC 31% which could be combination of Officer time & print costs) possible funding of £5k towards the re-print of the 8 trails. Claire to prepare a report for AONB requesting funding based on ensuring the re-brand fits the criteria of the AONB coasting path linking project.

5. Any Other Business

Road closures briefly discussed; in advance of the 12th April date it was agreed it would be helpful to do a couple of footfall surveys towards the end of March/early April on a non market and a market day – results to be supplied to SBC in the usual way.

Date of next meeting: TBA (virtual Teams)