

Minutes of Newquay BID Board Meeting

October 20th 2011, HEADLAND HOTEL, 6-8 PM

ATTENDEES

John Steer

Andy Cole

Stephen Hawkey

Gill Moore

John Fitter

John Coltman

Lyndon Harrison

Edward May

APOLOGIES

Daniel Trotter

Jane Hawkey

Mark Hazell

Veryan Armstrong

1. Minutes and actions of August Board meeting signed and approved

2. **Excess Energy PR update delivered by Rhona Gardiner:** Update on all PR activity since Excess Energy were appointed in September. The update included summaries of all PR activity enlisted for BID event support (Fish Festival, Zapcats and the Cornwall Film Festival). There was also a summary of the press trips that have taken place in Newquay for Elite Life Magazine, G3 Magazine and Bent Magazine, in addition to the journalists and publications that have approached Excess Energy for press trips in response to their Awesome Autumn press release. There was also an update on the proposed film to be made on behalf of the BID and Excess Energy have approached Reef Productions for this purpose.

Actions: Get final document drawn up as a result of the branding day; continue to pursue the Awesome Autumn media coverage and press trips; continue to work with Eve and Logan on approaching BID members who would like to host press trips; push to promote New Year in the next couple of months and get high res imagery for this.

3. **Finance report:** document of all expenditure thus far and future commitments handed out to all members present.

Actions: Eve to continue with proposed expenditures and commitments and to send out the report via email to those members unable to attend.

4. Operational report: document summarising all BID actici thus far and future acitivity including design proofs for the Christmas Events Guide, 12 Days of Christmas and BID business information collection.

Actions: Eve and Logan to continue with proposed activity and commitments and to send out the report via email to those members unable to attend.

5. Final Business proposal – Attract coach visitors to Newquay: Logan delivered a presentation on the porposed coach amrketing package as specified in the business plan. The package included advertising detials and proposed expediture as well as a list of options for advertising, free editorial in key coach industry publications and a coach driver’s guide to Newquay. From this the board discussed coach marketing in relation to the current issue with parking in Newquay and it was decided that there would be a hold on marketing until technicalities with coach parking restrictions and regulations had been worked out. The board agreed that Logan should go ahead with advertising in the CDC Yearbook, but hold off on the rest of the advertising for the time being.

Actions: Logan to write copy and send information/images for inclusiopn in CDC Yearbook by the 28th October deadline. Eve to look into more detail about accommodating coaches in terms of drop off point and parking.

6. Events: Eve delivers a summary of the BID’s event support thus far in addition to the progress of the 12 Days of Christmas events programme. In relation to event support such as the Zapcats and Cornwall Film Festival, the problem of rating value to benefit fot he BID as a sponsor is disussed and whether there should be a different approach to the ways in which the BID supports events.

Action: Everyone present votes in agreement that there is to be a strategy/format set up to move forward with so that the BID has more input and control over what funds are being spent on and what value to this has to Newquay. It is decided that Eve will move forward with this approach when looking to suppoort events.

7. www.visitnewquay.org : Update by Eve on the Newmind presentation and discussion over how to proceed. Eve explains that we now have access to the content management system for the

current site and explains that the basic capabilities are good. Eve then poses the question as to whether we should continue with the current site and get a competitive quote from Gendall to update, or to proceed with Newmind.

Action: Everyone present agrees that Eve should move forward by looking at the option to revamp and improve the current website rather than pay for the new one or look at the option to have no part financially in the process at all. Eve will continue to work on this and meet with Steve to discuss.

8. **AOB:** Eve gives an update on BID levy collection and that the summonses have been sent out to those who have yet to pay. It is also suggested that there is a larger gap in between board meetings.

Actions: Board agrees that the next board meeting will take place in early December rather than November.