



## Minutes of Board Meeting

Newquay BID board meeting held at the Sandy Lodge Hotel 20<sup>th</sup> February 2013, 5.15pm  
7.15pm

### **Present:**

Andy Cole (arrived 5.30pm)

Andy Hannan (left 6.45)

Gill Moore (arrived 5.40)

Jess Parkin (arrived 5.40)

Mark Hazell

Steve Kessell

Jane Hawkey

Ed May

### **Apologies:**

Dan Trotter

Stephen Hawkey

### **Other:**

Eve Wooldridge – BID Manager

Alice Beard – Marketing and PR Assistant

1) Signed:  
Name:

2) Signed:  
Name:

Item	Discussion	Action
	<b>The Board meeting was opened at 17.15pm with 5 Board Members present.</b>	
1) Steve Kessell	<p><u>Visit Newquay Update</u></p> <p>SK reports to the board about the excellent response that Visit Newquay has had from outside of the Newquay Area such as Mawgan Porth who now have a presence over the Visit Newquay website.</p> <p>SK shows that there are now new advertisements in the Visit Newquay Guide such as fly drive Newquay and the new Classic Air force attraction. All money from guide will also go back into promoting Newquay.</p> <p>SK suggests a lack of interest in the Tourism Summit as not many businesses showed up to the Summit. SK tells board that the website usage has risen by 3% from last year.</p> <p>SK and EW working together to improve Loyalty Card section on Visit Newquay.</p> <p>There has also been a focus from SK and EW for the hospitality web package.</p> <p>SK notifies board that Visit England is also planning 2 seminars on digital marketing in Newquay. EW suggests that the BID could do some match funding to do more training throughout the day as EW thinks that businesses will really benefit from the seminars. SK also notes that the seminars can be flexible if there is a big uptake and more can be added.</p>	<p>EW proposes that the date is changed to make it easier for Businesses to attend</p>
2) Minutes of Nov and Dec 2012 board meeting	<p><u>Minutes-</u></p> <p>In regards to PJ print becoming a BID member there has been no response to emails sent from Eve</p> <p>EW- Currently plans to set up a Newquay BID Facebook</p>	<p>Decided that the matter of PJ print becoming a BID member will be left until there is a response from PJ Print.</p> <p>EW to upload footfall counter information to website</p> <p>EW to monitor the</p>

	<p>Events page has been put on hold as there has already been a Newquay events Facebook page set up. EW has emailed them and asked if they would like to use some of the Newquay Branding but has heard no response.</p> <p>EW Newquay Safe- Continuing with marketing strategy. EW reminding them of the strategy and ensuring it runs in line with Newquay Strategy.</p> <p>It was agreed by all member present that the Minutes from Decembers Board Meeting will not be uploaded to the BID website.</p>	<p>Facebook page to ensure that the page is being updated.</p>
3) Signage Project	<p>EW advises that the way finding strategy is in a separate budget to that of the signage project so that the BID can procure this under their procedure. The BID will undertake this piece of work and submit the findings to Newquay Town Council as full business plan in order to unlock the £30000 funding agreed in principle.</p>	<p>EW to arrange a meeting with 20/20 to look at how to procure this project.</p>
4) BID Banking	<p>EW asked HSBC, Lloyds TSB, Natwest and Barclays for competitive rates for the business bank account.</p>	<p>Agreed by all of board members present to remain banking with HSBC for BID banking for the best deal.</p>
5) Appointment of Directors procedure for AGM.	<p>EW advised that the director nomination papers would go out mid-March and members would have until April 8<sup>th</sup> to nominate themselves. AGM notice would go out on March 15<sup>th</sup> 2013.</p> <p>All members present agreed to time-scale as proposed by EW.</p>	<p>EW to make sure that it is in the Newsletter and press release is also written.</p>
6) Director forms to be completed.	<p>Director Forms to be completed.</p>	<p>JH signs termination forms of JC and LH.</p>
7) Operational Update.	<p>EW goes through foot fall counter and explains to board the different peaks and dips in the counter.</p> <p>EW brings up major problem of Cliff road and the shutting down of shops such as Ocean Magic, Mambo, and Blochaus and the ways in which is being tackled.</p> <p>EW proposes possibility of bunting though town for the day time while the lights are off. AH explains to JP the issue with lights and two different contractors. JH thinks that the bunting could end up looking worse than having none there.</p>	<p>EW to meet with affected retailers in Cliff Road area and look at some solutions as well as costing vinyl's for empty units on Cliff Road.</p>

	<p>All members present agreed not to go ahead with bunting in town centre</p> <p>GM feels that lights should all be turned off and shop fronts should be concentrated on instead.</p>	<p>EW to put a request in TC to turn off lights.</p>
<p>8) Financial Update</p>	<p>EW updates BOD on Budgets and explains that Cornwall Council will ask soon about inflation. Other BID's in Cornwall doing 1.03%.</p> <p>EW explains changes in Budget and Loyalty Card and Visit Newquay website- New mind have been approached to make changes to the loyalty card section to make is more useable. The other alternative it to host the offers on the Newquay BID website.</p> <p>EW proposes that Western Grey Hound will be given an advert in Seven and in response there will be Newquay Adverts on the back of 6 or 7 Western Grey Hound Buses. The cost will be the print and design of the adverts. Agreed by all members present.</p> <p>EW explains changes to Loyalty Card and Food and Drink Guide Budget.</p> <p>EW proposes that the idea for a Newquay 'Egg'stravaganza in the fore street area and supporting some other community events but funding will have to be moved from the marketing, PR &amp; Image budget to events. £2000 to be moved. All members present agree this.</p> <p>EW proposes moving the Big Screening to the Killacourt. All members present agree.</p> <p>EW proposes idea of creating voucher booklet for Fish Festival. All members present agree this would be a good use of BID contribution towards the fish festival.</p> <p>New Banners on East Street. Need to check weight limits on Lamp posts. Re. Olympic banners</p>	<p>All of the Board agreed to leave the inflation for the BID levy at 1% plus inflation</p> <p>EW to get two quotes from new mind and oracle design to host the Loyalty Card offers.</p> <p>All agreed by board that changes to Loyalty Card and Food and Drink Guide Budget are acceptable.</p> <p>EW to ask CC their position on this.</p>

9) Marketing PR and Image	<p>a) Seven EW goes through Seven features with the board.</p> <p>b) Food and Drink Guide Board made aware by EW of the progress of Food and Drink Guide.</p> <p>c) Loyalty Card AB reports to Board about the progress of the Loyalty Card and changes in advertising and the new Social Media Competitions and the success of the competitions so far.</p> <p>d) Business to Business AB talks the Board through the 3 month pilot of the B2B Marketing Scheme and the way in which the pilot will be delivered.</p> <p>e) Independent Shopping Guide JP suggests that it is important to create an independent shopping guide for Independent Business's in Newquay that do not necessarily fit in to the Food and Drink Guide or Seven Magazine. GM suggests producing something that looks like the Coach Drivers Guide. EW could possibly deliver this for May time.</p>	<p>AB to take this piece of work and research the independents and what they are, how many and how the guide might look.</p>
10) Events	<p>EW proposes that the BID will pay for street entertainment to fit in with the Newquay Carnival with the budget of £2000. All members present agree to this.</p>	
11) Street Environment	<p>EW- Improvement grant is already going quickly and All applications will need to be reviewed by the town team before they are agreed.</p> <p>EW has walked the town centre and has a "grot list" and is finding out who is responsible for what and chasing them to tidy it up.</p> <p>JP-who is responsible for coast of dreams stickers?</p> <p><u>Newquay in Bloom</u> EW- Concern that needs someone to co-ordinate it. EW- Suggests that they are spread out more to include East Street.</p>	<p>EW to speak to Cory about this.</p> <p>EW to meet with Mavis and Kim to discuss how to move this project forward.</p>
12) AOB	<p>Accountants- MH proposes that there may be a chance to try different changes in accountants and compare prices.</p>	<p>All agreed MH to research accountants for the BID.</p>

	<p>Newsletter - Board presented with the Newsletter that will be accompanying the Bills. All board members present feel that it looks good.</p> <p>BID levy payments -EW has a list of BID levy account holders that have gone into administration or bankrupt and asks for them to be cleared of the system. All members present agree all except Clinton Cards as they are still trading.</p> <p>Annual leave -EW proposes that she would like to carry 5 days of her annual leave over to next year. All members present agree this.</p> <p>Free coach parking - It was thought that all taxi drivers had agreed to allow the Coach Stop at the bus stop however this was not the case and it will have to go to consultation – this will happen after the May elections. The Fore street stop is fine and this is now in the Cormac schedule.</p>	
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