

Minutes of Board Meeting

Newquay BID board meeting held at The Pentire Hotel, 15th March 2012, 5-7pm

Present:

Andy Cole	Gill Moore	Lyndon Harrison
Mark Hazell	Jane Hawkey	
Daniel Trotter	Steve Hawkey	
Ed May		

Apologies:

John Coltman	John Steer	Veryan Armstrong
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Other:

Eve Wooldridge – BID Manager	Rhona Gardiner –Excess Energy Communications
Logan Mather – Marketing and Events Assistant	Andrew Purnell – Absolute Design

Signed (BID Director):

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Date:

Item	Discussion	Action
	<p>The Board meeting was opened at 17.15pm with 8 Board Members present.</p>	
<p>1)Minutes</p>	<p>Minutes and actions of the February Board Meeting are reviewed, approved and signed.</p> <p><u>Matters arising</u></p> <p>Point 1. Voluntary contributions: Uncertainty over procedure and format for calculating voluntary contributions is discussed. EW has now come up with a standard format to work out the BID levy for voluntary contributors based on which aspects of the business plan will directly benefit their business. The reason behind this was businesses were not agreeing to be Voluntary members as some of the initiatives were not directly applicable to their business. It was decided that Voluntary members should pay 63% of their RV but the minimum levy would still be £75.</p> <p>Andy Cole proposes this format, and Lyndon Harrison seconds, with all board members in favour of proceeding with this system.</p> <p>Point 2. AGM: The matter of having an AGM is addressed. It is agreed by all board members present that there will be an AGM held on May 14th at 7pm 2012.</p> <p>Point 3. EW advised that Cornwall Council had asked what inflation rate Newquay BID wished to apply to the levy collection. The business plan stated current rate of inflation that at the end of Feb was 4.2%. EW advised that both Truro and Falmouth BID had in their rules that inflation would be capped at 3%. It was agreed by all members present that Newquay BID should also cap at 3% and therefore EW would let Cornwall Council know that 3% was the inflation rate that Newquay BID are going to apply.</p> <p>Point 4. Steve Kessell presence at Board Meetings: Steve Kessell's request to be present for the full duration of board meetings is discussed. Based on the board's view that only Directors should be present for the entire board meeting, the board vote against this request. Steve will remain to be invited to update the board at the beginning of the meeting.</p>	<p>1. EW to proceed with the agreed system for calculating voluntary contribution.</p> <p>2. EW to send out letter to all BID members 6 weeks prior to the AGM inviting them to attend and Logan will send a press release out at the same time. EW to look into whether we need to replace all board of directors in year 3 of the BID. EW will liaise with SH on this point. EW to find and book venue.</p>

<p>2) PR update – Rhona Gardiner</p>	<p>Excess Energy PR update</p> <p>RG updated the board on all of the PR activity that has taken place since September including press releases, future planned PR initiatives, targets and PR value of coverage achieved so far.</p> <p>Press trips were also discussed in terms of what BID members have taken part so far and future trips lined up.</p> <p>The BID’s involvement with helping the Newquay Fish Festival with PR support is discussed in terms of how the new brand can relate to the branding of the event, as well as future PR planned to promote the festival throughout the coming months on local, regional and national scales</p>	<p>Board to approach BID members to take part in press trips throughout the year.</p> <p>EW and LM to liaise with RG on planned PR for the Fish Festival and Eve to liaise with HB at Absolute about the cost of branding and design for the Fish Festival and send to Finance committee for final sign off.</p>
<p>3) Brand Identity – Andrew Purnell – Absolute</p>	<p>Absolute brand and design update</p> <p>The brand guidelines (working document) were presented by Andrew to the board, including concepts, development and final designs of logo, colour pallet and tone of voice, typography and font, as well as designs worked up so far, including the loyalty card sticker and card, and the street banners.</p> <p>The board gave feedback on the designs. The board all agreed on the direction of the branding and that the brand would be made accessible for all BID members to use themselves. A point was raised that the designs didn’t, however, make it clear enough that they were BID initiatives and that the mention of BID needed to be used for a clear presence to stakeholders.</p> <p>AC raised the question of whether to have the NQY brand copywrited. This is discussed by the whole board, including Absolute, but it is decided that this will be too expensive so will be left for the time being.</p>	<p>EW and LM to work with Absolute to define advert copy and go ahead with using the ‘7 town beaches’ in promotional materials such as banners.</p> <p>AP to work a BID specific logo into all designs that will be directed at stakeholders such as the banners. The phrase “bought to you by..” should be used.</p>
<p>4) Finance update</p>	<p>Finance update (year to date and BID levy 2012/2013)</p> <p>EW summaries the expenditure to date, with handouts to all board members present. The predicted income for this year is £153,000 and the budget as set in Feb Board meeting will need to be adjusted to include the additional income. At the May board meeting EW will be able to give an exact Year 1 expenditure and budgets can then be adjusted accordingly.</p>	<p>EW to adjust budgets for May Board meeting.</p>
<p>5) Events update</p>	<p>a) Beach Cricket – The date for Newquay BID’s Beach Cricket event is confirmed to be Friday 6th July. EW has met with Nick Webb and Sean Cooper from Cornish</p>	<p>SH to remind Sean to contact Eve and liaise with her on the details of</p>

	<p>Cricket to assist in the organisation of this event.</p> <p>b) Food market – EW updates the board on organisation of the event. The confirmed dates are 5th-6th May. So far there has been one confirmed booking with 10 expressed interests from suppliers across Cornwall. Because suppliers require more visual information on the event, it is recommended by EW that an eflyer will be created to send out as marketing materials for the market.</p> <p>As the vast majority of the market will be food not for immediate consumption, it should not impact negatively on BID members. The board agrees that BID members should all have the opportunity to set up stands if they wish.</p> <p>c) Big Screen – EW attended a site visit with Claire from Event Cornwall to determine which areas of Fistral Beach would work best for the screen set-up. Fistral car park was viewed, but the Headland was determined most suitable. As it is the 50th Anniversary of surfing in Newquay, EW suggests that it might work best to approach Carve magazine to sponsor the event and show a classic surf film. The date for this event is yet to be confirmed but most likely to take place on the last weekend before the August bank holiday.</p>	<p>the event</p> <p>Absolute to work up a design for this eflyer/invitation to send out to suppliers.</p> <p>EW to send out email invitation to all BID members inviting them to take part and set up stands for half price.</p> <p>EW to confirm date, film and sponsorship with Carve, the Headland and Event Cornwall.</p>
<p>6)Event Funding update</p>	<p>Event funding update – External events</p> <p>EW summarises the event support and the events committee has now allocated funding that to events. The following budgets and resources were allocated:</p> <ul style="list-style-type: none"> • Cornwall Film Festival: £1,000 – Marketing materials • Newquay Fish Festival: PR support through Excess Energy (£1,000 of retainer) - • Art8: £1000 – marketing materials • Zapcats: £4,000 (£2,000 per event) T&C's will apply as per event committee decision. • RNLI Life Boat Day: £300 - additional feature <p>The Zapcats events are discussed and concerns are addressed over their reliability in supporting themselves. AC proposes and SH seconds, that if EW does not hear back from Nick Webb by Friday 23rd March then the Zapcats will not receive support from the BID. All board members present agree.</p>	<p>Action: EW to call Nick Webb for confirmation of all marketing and PR arrangements to confirm the agreed BID support ahead of the two events</p>
<p>7)Publications Update</p>	<p>Marketing materials and BID publications update</p> <ul style="list-style-type: none"> • Food and Drink Guide: EW updates the board on print run (10,000 copies), listings and 	<p>BID distribute guides among BID businesses in town to ensure</p>

	<p>photography. The guides will go to print Monday 26th March and ready to be distributed by EW & LM ahead of Easter weekend.</p> <ul style="list-style-type: none"> Lifestyle magazines: There have been two meetings with Orca Publications so far. The print run is confirmed to be 15,000 copies, 10,000 of which will be circulated locally and the remaining 5,000 across Cornwall (subject to additional cost being signed off by finance committee). LM will assist them in producing editorial copy and content. LM issued a press release, which was published in local papers for a photo call from local photographers to inherit images for the purpose of the magazine. Those images will be used as they are FOC, if not Orca publications have a photographer who we can commission to fill in the gaps that are needed and also give us a good photo bank for the future. Loyalty card: EW update the board with a summary on the loyalty card scheme. All offers for April have now been received. The cards and stickers have gone to print and will be distributed to the TIC and participating BID businesses on Monday 26th March. LM has created social media pages to promote the scheme and the advert for the Newquay Voice is currently being worked up (will be printed on 28th March – card launch date). The offers will also be available on www.visitnewquay.org 	<p>circulation around town. EW to engage in a full mail out if there is enough budget left from the allocated project budget. BID Manager to devise a work plan for the magazine content</p> <p>EW to get quotes for 5000 distribution of lifestyle magazine.</p> <p>EW to sign additional photography budget off with finance committee.</p> <p>LM to liaise with Steve Kessell to set-up page on website with full list of offers.</p>
<p>8)Olympic Torch Relay update</p>	<p>EW updates the board on details of the Olympic Torch Relay day and the events going on in town for this. The BID is currently supporting Newquay Football Club in organising a community event on the day, with PR support, and there will also be a cream tea event on the Killacourt organised by the BID in order to keep football in the town centre after the torch passes through. There is a £1000 budget and it was recommended that this be used to ensure that the torch relay was a success in Newquay. EW recommended that this be used to purchase additional PR support from Excess Energy to pull the mass of information about the torch relay in Newquay together to ensure that there is a concise approach.</p>	<p>EW to update the board on cream tea event organisation at next board meeting.</p>

<p>9)Regional marketing activity</p>	<p>EW updates the board on regional marketing initiatives she has been looking into ahead of this summer. Eve has approached Fernbank regarding a bus shelter advertising campaign across Cornwall. The board suggest advertising on the London Underground, which EW has also looked into.</p> <p>GM reminds the board that the remit of the BID is regional advertising.</p> <p>EW explains that there is an available budget in excess of £8,000 for this advertising campaign and requires sign off from the board as to how much of this budget should be allocated to the project so that a campaign can be better prices. MH proposes that £5,000 should be used towards this (Andy Cole seconds). All present board members vote in favour of this budget allocation.</p>	<p>DT to set up meeting for EW with Parkdean to discuss the opportunity to work alongside large holiday camps to bring visitors into Newquay during the day</p> <p>EW to cost up a regional advertising campaign with Fernbank bus shelters</p> <p>EW to cost up train station advertising campaign.</p>
<p>10) HR Year 2</p>	<p>Not discussed</p>	<p>EW to bring this forward and summarise at the next board meeting</p>
<p>11) AOB</p>	<p>Gill Moore – Coastal Communities Fund: Gill updates the board on this pot of funding that she will be applying for on behalf of NFET, requesting the BID’s HR support in kind. She will be applying for this funding to encourage employment in Newquay for young people and will be submitting her application on Friday 23rd March.</p> <p>Newquay Map (Mike McLaren): Eve addresses the board about Mike McLaren’s offer to the board of directors to purchase events advertising space in his new map which will have 150,000 copies printed. The price for this would be £1,200 per page. EW recommends that we would need to take 2 pages in order to print a full events calendar, which we would need to do if we were paying for the space. This would be a total cost of £2400. EW had previously been told by MM that there is no negotiation on this price at the Tourism Summit. The board discuss this and decide that based on the price being too high, that they would not opt for this. All present vote against the BID purchasing this advertising space</p> <p>Mary Portas ‘Portas Pilots’ application: EW updates the board on her application for this funding on behalf of the BID. EW has enlisted Excess Energy to assist with the application, bidding for project ideas such as networking hot desks, WiFi hotspots and purchasing our own marquees for putting on free town events.</p>	<p>EW to feedback to MM about the BID’s vote against this due to the cost.</p> <p>EW to come up with key areas to apply for, work on video submission and bid for the full £100,000</p>

	<p>Business to business networking: The BID will be working on setting up a facility on the website for business to business information, but this is on hold until www.newquaybid.co.uk is set up (awaiting website transfer from visitnewquay.org which is expected on May 1st 2012).</p> <p>Hoarding at old bus station: AC addresses the board announcing that the Lions now have purchased the hoarding for this area. He suggests that the BID advertise events on the hoarding.</p> <p>Next meeting: 10th May, 5pm-7pm at the Great Western Hotel</p>	<p>EW to liaise with Gendall once site transfers are completion this transfer and work with Absolute on designing the website.</p> <p>EW to contact David Chadwick about advertising BID events on the hoarding.</p>
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