

## Minutes of Board Meeting

Newquay BID board meeting held at The Great Western Hotel, 10th May 2012, 5pm-8pm

### **Present:**

Mark Hazell	Ed May
Andy Cole	Gill Moore
Jane Hawkey	John Steer
Lyndon Harisson	John Coltman

### **Apologies:**

Daniel Trotter  
Steve Hawkey  
John Fitter

### **Other:**

Eve Wooldridge – BID Manager  
Logan Mather – Marketing and Events  
Assistant  
Steve Kessell – Visit Newquay (present for  
second agenda point)  
Sarah – Peter Crane (present for first agenda  
item)  
Signed (BID Director):  
Signed (BID Director):

Item	Discussion	Action
	<p><b>The Board meeting was opened at 17.15pm with 8 Board Members present.</b></p>	
<p>1)Minutes</p>	<p>Minutes and actions of the March Board Meeting are reviewed, approved and signed.</p> <p><u>Matters arising</u></p> <p>All actions from the previous board meeting have been addressed, bar Eve meeting with Park Dean which hasn't been possible to arrange thus far.</p>	<p>Eve and Daniel Trotter to set up a meeting</p>
<p>2) End of year accounts</p>	<p>Sarah from Peter Crane gives an update on the end of year accounts as they stand. There is £85,934 in surplus and £148,433 of BID levy has been collected so far.</p> <p>£2,497 in recharged expenses from Cornwall Council (plus UCP income)            £29,997 for employees            £1,799 for premises            £2,968 for general admin</p> <p>Sarah then summarises the balance sheet which consists of £85,934 in net assets and £1,298 in assets. Current debtors are BID levies to come from Cornwall Council and Creditors are PAYE, VAT, accountancy fees, expenses and outstanding invoices from later delivery.</p> <p>After the summary and update, all board members present agree that a copy of these accounts should be printed and made available at the AGM, and the board will meet half an hour before the AGM to be briefed on the accounts.</p>	<p>Eve to print out copies of the accounts for the AGM and forward to Board of Directors beforehand</p>
<p>3)Steve Kessell – Visit Newquay update</p>	<p>Steve addresses the board and gives a summary of March's Tourism Summit and the successes of the day.</p> <p>He then updates on the current situation with the new Visit Newquay website which should be going live at the end of May. This new website will enable all BID members to have a listing.</p> <p>Steve then updates on the digital guide which has had backing from Flybe and their competition to win a holiday to Newquay which</p>	<p>Logan to start uploading listings to the website and chase BID members for information once live</p> <p>Eve to address BID members' lack of communication with website information</p>

	received 27,000 entries.	Logan to provide Steve with a disc of images for use on the new site
4) Resignation of Veryan Armstrong – Action to be taken	<p>Eve addresses the board with the decision needing to be made as to whether to reappoint in Veryan’s place, or to continue as standing.</p> <p>The options are outlined and Eve notifies the board of that the cost to reappoint and rebalot for the position would cost in excess of £600 in postal fees.</p> <p>Lyndon Harrison proposes that the board stays as it is, but Gill Moore queries this point. After a discussion, it goes to a vote, with the majority in favour of bringing this matter forward at the AGM and raise this point in AOB to vote.</p>	Eve to add this to the agenda for the AGM in AOB and put it to a vote then
5) Appointment of a chairperson	As Veryan has resigned there is a need for a replacement Chair. This is discussed and none of the Directors put themselves forward for the position.	Mark will chair the AGM and this item will be put back until the next board meeting as an agenda item
6) Rateable value and BID levy collection	<p>Jane Hawkey raises the issue of reduced rateable values and this effect on BID levies. Eve then addresses the board to decide on what procedure to take in this instance.</p> <p>It is put to a vote and the Board unanimously decides in favour of refunding reduced RV BID levies.</p>	Eve to budget a £3,000 total additional contingency pot for further adjustments per year
7) Update on 2012/2013 collections	<p>Eve addresses the Board with a brief summary of outstanding collections.</p> <p>So far this year, £79,603 of the total £153,000 has been collected.</p> <p>Eve lists the outstanding collections from last year and the board decide that Eve will proceed with writing off levies or further pursuing them as required.</p>	Eve to write off, hold or keep pursuing her list of collections remaining
8) Budgets and unallocated funds	Eve hands out and talks through the income and expenditure for Year One and the reason behind the more remaining budget is due to increased income.	<p>Eve to print out salary budget for years One and Two for the AGM</p> <p>Eve to print out</p>

	<p>The Board agree that Eve should print this out for the AGM and bring a further break down, sending it out to anyone who requests it afterwards.</p> <p>Eve then summarises the projected income for Year Two, in addition to the additional income which has come from voluntary contributions (over £300 so far)</p> <p>Eve also explains the issue with voluntary contributions for out of area businesses that are quite substantial and may hinder input. The board discuss this issue and decide that there should be a cap on the maximum RV.</p> <p>This is followed by Eve explaining a larger printed out sheet which outlines the projected income and expenditure for the next four years.</p> <p>As a side, Eve addresses the board regarding adding in a distribution budget for publicity materials such as the magazine and promotional guides. Everyone is happy for this to happen.</p> <p>Eve then addresses the board, summarising activity planned for the rest of the year within the budgets, including the Outdoor Screening on 25<sup>th</sup> August, Festival of Surf and the Food Market which Truro Farmers Market will be taking place on the Killacourt from 13<sup>th</sup> July every Friday for 6 weeks.</p> <p>The coach driver’s pocket guide of incentives is then outlined and designs are shown to the board who all agree on the proposed designs and content.</p> <p>Eve then proposes the idea of a recycling scheme as a future initiative to look into in the Street Environment project. The board agree on this idea.</p>	<p>Income and Expenditure for AGM</p> <p>Eve to pick up on the lessened expenditure through UCP income at the AGM</p> <p>Eve to start targeting Watergate Bay, Lusty Glaze and other out-of-area businesses to be voluntary members</p> <p>Eve to look into which business currently has the largest rateable value and come up with a cap based around this to bring to the next board meeting</p> <p>Andy Cole to approach the Lions about helping with distribution</p> <p>Logan to ask businesses offering coach incentives to keep a tally on offers claimed</p> <p>Eve to look into public liability for the food market</p> <p>Eve to look into the recycling scheme and look into what Bookers may already be organising</p>
<p>9) AGM presentation</p>	<p>Eve runs through the power point presentation ahead of the AGM and summarises each slide.</p> <p>All board members present are happy with the presentation content.</p>	<p>Eve to print delivery table out for hand outs at the AGM</p> <p>Logan to include in the presentation an explanation of AVE AND PRE.</p>

<p>10) Excess Energy PR contract</p>	<p>Eve addresses the Board with the decision of whether to procure the PR tender or stay with Excess Energy. After a discussion, the Board decides that this should be determined after the AGM.</p>	<p>Eve to add this item to the agenda for the next board meeting</p>
<p>11) Street environment – Newquay in Bloom</p>	<p>Eve explains Mavis’ proposed plans to enhance the town centre visually.</p> <ol style="list-style-type: none"> <li>1) Planters – Eve explains that there will be 6 planters which are on wheels and will be kept in premises at night and Newquay in Bloom will maintain them. This would cost roughly £792. The board decide that this is a good idea but would like to add BID plaques to the planters for recognition. It is then put to vote whether or not to allocate a £1,000 total budget for this project. All present Directors vote in favour.</li> <li>2) Hanging baskets – Mavis has proposed, with Eve to fix hanging baskets along the high street from Costa Coffee to Rocky Point. The total cost for this (32 hanging baskets) would be £2,346. The board agree on this idea but would like to extend the geographical area from Fore Street (top of the Harbour Hill). This is put to a vote and the Board unanimously vote in favour.</li> </ol>	<p>Eve to look into plaques for planters</p> <p>Eve to proceed with arranging planters with Mavis and Gover Lane traders.</p> <p>Eve to look into the new geographical area for the hanging baskets and allocate a full budget of £6000</p>
<p>12) Update on <a href="http://www.newquaybid.co.uk">www.newquaybid.co.uk</a></p>	<p>Eve has now approached both Gendall and Pulse Code for quotes on the build of the Newquay BID website. The two quotes were:</p> <ul style="list-style-type: none"> <li>• Gendall: £3,055</li> <li>• Pulse Code: £650</li> </ul> <p>After a discussion, Mark Hazell proposes going with Pulse Code and John Coltman seconds. this goes to a vote and the entire board votes in favour of using Pulse Code.</p>	<p>Eve to brief Dan at Pulse Code with deadlines and liaise with him on website content</p>
<p>13) Operational update</p>	<p>Logan hands out an operational update on all marketing, PR and events activities that have taken place since the last board meeting.</p> <p>Eve then addresses the board for sign off on the final four banners on East Street. The cost of these banners and fittings is £2,114. This decision goes to a vote and the entire board votes in favour of going ahead with this.</p> <p>Eve then outlines the Pirate FM radio campaign for a seven week advertising campaign to promote day trips to Newquay during the summer holidays (7<sup>th</sup> July-31<sup>st</sup> August).</p>	<p>Eve to move forward with Kernow Signz on the final East Street Banners</p> <p>Eve and Logan to liaise with Pirate FM on refining and booking in the campaign</p>

	A decision must be made to proceed with a prime time campaign or random three-slot per day campaign. All Directors vote in favour of a prime time campaign.	
14) Advertising campaign	This has yet to be looked into.	Eve to get costs and options ready for the next board meeting
11) AOB	<b>Next meeting:</b>	