



## Minutes of Board Meeting

Newquay BID board meeting held at Lust Glaze, 22<sup>nd</sup> November 2012, 5-7pm

### **Present:**

Andy Cole

Steven Hawkey

Dan Trotter (left 6.15pm)

Lyndon Harrison

Mark Hazell- (arrived 5.45pm)

Ed May

Jane Hawkey

### **Apologies:**

John Coltman

Andy Hannon

Steve Kessell

### **Other:**

Eve Wooldridge – BID Manager

1) Signed:  
Name:

2) Signed:  
Name:

Item	Discussion	Action
	<b>The Board meeting was opened at 17.15pm with 6 Board Members present.</b>	
1)Minutes	<p>Minutes and actions of the October Board Meeting are reviewed, approved and signed.</p> <p><u>Matters arising</u></p> <p>Proposal from Visit Newquay discussed about business listing upgrading on <a href="http://www.visitnewquay.org">www.visitnewquay.org</a> . See point 7</p> <p>Delivery 2013 discussed, budgets would be decreased as there would not be an under-spend in year 2.</p> <p>JH discusses emails sent from JC in response to the Beach night club being re-opened as a Lap dancing club. JC felt that Jane should step down. AC felt that there could be problems with press and publications that could be linked back to the BID. Board took a vote on if JH should remain in position as Chairperson for Newquay BID. All members present agreed that JH should remain in position as Chairperson.</p>	<p>Minutes signed by JH and LH.</p> <p>Eve and board to set up possible brainstorming in regards to events set up.</p> <p>Agreed by JH that this will never be discussed in the same text as the BID. All response from the BID in regards to this matter will be from Excess Energy.</p>
2)Steve Kessell	<p>Visit Newquay update.</p> <p>Steve Kessell not present .</p>	
3)New board members	<p>EW suggests that two new board members need to be appointed to increase turnout at Board meetings. The process would be nomination form on website to encourage BID member to put themselves for ward as directors. . There would then be an election process.</p> <p>JH suggested that AGM was bought forward but EW suggested that this would be too early and would hinder delivery for spring 2013. It was suggested that new board members are appointed at the AGM and all members present agreed. AGM would be set for mid-May 2013.</p>	<p>Eve to arrange AGM for mid-May.</p>
4) Finance Update	<p>EW handed out a full expenditure statement of year 2 to date along with a proposed budget for year 3. EW commented that there are invoices to come in from the Christmas festival that will decrease the remaining budget.</p> <p>EW commented Music and ale festival is going to be over budget but Christmas festival budget is under so</p>	

	<p>the two will balance out.</p> <p><b>Year 2 budget of £153,000</b> As there is no underspend Marketing budget for year 3 will decrease somewhat and board will need to make a decision on deliverables.</p> <p>EW commented Music and ale festival is going to be over budget but Christmas festival budget is under so the two will balance out.</p>	<p>Board to look at year 3 budget at brainstorming event.</p>
5)Operational Update	<p><u>Press Trips</u> EW discusses the positive effect of the Press Trips of the back of Seven. Definite increase of interest in Press Trips since the release of the second seven magazines. Issues with transport however for press trips. Proposed by Eve that the travel budget is used for travel for journalists. AC suggests that TIC/NTC matches BID's budget.</p> <p><u>Town Team Partner</u> EW discusses the turnout of retail forum and informs the board that only three business owners attended. Town Team needs to make decision on how to spend £10,000 grant. Possible ideas were Improve shop fronts and have a clean week in Feb with a recommended budget of £250 per shop with specific shops being offered the budget first.</p> <p><u>Future High Street Fund</u> EW states that application needs to be in next week however not possible that there will be enough time to complete the application. The opportunity was passed on to the Board to help with the application.</p> <p><u>Voluntary Members</u> EW proposes that Lusty Glaze will become a board member from next April; they will also be hosting press trips for the BID between now and then. EW proposes that PJ Print also wish to become a board member, their BID levy will be £125 a year. EW concerned that they only want to be part of procurement and the extra time it will take when there are print deadlines to offer it to them as well as Cornish Print. AC also concerned. All members present agree that PJ print should become a BID member and that the competition will be good to get the best prices.</p>	<p>Agreed by Board that it the travel budget would be used and that TIC/NTC would be approached by Eve to match BID's current budget.</p> <p>EW to put pressure on Cornwall Council &amp; NTC to add funding or resources to form a clean week. Eve to attend the Town Team county meeting to dictate next steps for town team funding.</p> <p>For future funding Eve to set up working committee to process applications.</p> <p>Agreed by the Board that PJ print will be become a voluntary BID member.</p>

	<p>EW proposes that the Pantry at BP garage would like to become a BID member but they would like to split their premise as they only want it for the Pantry. All members present agree that they will have to have their premise split officially by Cornwall Council in order to do this.</p> <p><u>Footfall Counter Update</u> EW gives an explanation of the foot fall counter data supported by a document displaying results. Concerns over dramatic fall in last two weeks. Proposed by AC that a brief weather report be given next to the amount for each week/day.</p> <p><u>Newquay Facebook Page</u> EW proposes to BID the possibility of utilising a Facebook Page that has already been formed by some on else in Newquay and has 92,000 followers. Really good way of getting our events out to Newquay residents. Christmas festival was posted on the Facebook page and it had 7000 likes and 30 comments. Generally thought by the board however that it would not be a good use of the budget to pay to use another Facebook page but to create our own instead. Use competitions and prize give- a-way's to increase followers.</p>	<p>EW to start uploading statistics to BID website and Facebook page.</p> <p>Eve to set up events Facebook page and use competitions etc. to gain likes.</p>
6)Events	<p><u>Festive Festival</u> 10,000 guides made</p> <ul style="list-style-type: none"> <li>• 6,000 in Newquay Voice</li> <li>• 4,000 in Schools, sent out to BID members and TIC</li> </ul> <p>EW explains festival run through and advertising and marketing of events.</p> <p><u>Music and Ale Festival</u> EW ran through what had already been done so far for the Music and Ale festival and the progress, as well as an explanation of the Ale Trail.</p>	
7) Visit Newquay Member Proposal	<p>EW explains the proposal from Visit Newquay to receive more funding in order to increase the photos and information on the Visit Newquay business listings. This was discussed during the retail forum and business owners felt that this was not worth the money. Too much work for over 400 businesses. Concerns from AC that it could look as though the BID isn't supporting the TIC. Suggested by EW that the funding could be used for just hotels. JH also suggests that we try and negotiate a better discount.</p>	<p>Agreed that BID should try and support TIC therefore the matter should be discussed further and perhaps get a better discount or just offer it to hotels.</p>

	Felt by LH that we should try and support the TIC therefore try and negotiate a better idea.	
8)Newquay Safe Media Strategy	EW proposes a strategy formed by the BID for the Newquay Safes Media Strategy to make sure that they are using the right media and messages for the right demographic. EW suggests that we could administer it for them and ensure that they are therefore using the right media depending on who there are talking to. Important that we have a voice in the media strategy.	EW to carry on with strategy and keep the same approach.
9) Signage Project	EW has proposed to Newquay Town Council, Tourism and Leisure committee that they have an investment in this project to increase it to the whole of the town centre. The additional funding is for £47,000. This is gone to the committee and is awaiting decision.	EW to carry on with strategy and create presentation if needed,
10) 2013 Board Meetings	Board meeting for 2013 have been moved to Wednesday to coincide with EW working week.	EW to arrange first board meeting for Jan 9 <sup>th</sup> 2013.
11) Any Other Business	EW explained charges for using cheques and asked if BACS could be used to pay suppliers, this would only involve one director signing off final payments. All members present agreed that they were happy with this. MH suggested that Newquay BID look at other banks as options.	MH to visit other banks and get details of what is on offer.
11a) Car Parking Marketing Campaign	EW proposes poster to promote £1 and free parking in the town centre. Campaign will run from now until March and will consist of 6 adverts either quarter or full page adverts.	
11b) Social Media	EW presents a social marketing campaign to attract young groups to Newquay which has been put together by Kirsten Harford to support the evening economy. Newquay BID will put in £2000 and NALP has agreed £2000.	Each Board member was given a copy of the campaign to then report back to Eve with a vote by Friday 30 <sup>th</sup> .