

Minutes of Board Meeting

Headland Hotel, 30th August 2012

Present:

Andy Hannan

Steve Hawkey

Ed May

Andy Cole

Daniel Trotter

Jane Hawkey

Mark Hazell

Lyndon Harrison

Apologies:

Gill Moore

John Coltman

John Steer

Other:

Eve Wooldridge – BID Manager

Minutes taken by Eve Wooldridge

Signed (BID Director):

Signed (BID Director):

Item	Discussion	Action
	The Board meeting was opened at 17.05pm with 8 Board Members present. Chaired by Jane Hawkey	
1) Minutes of August Board meeting	EW ran through the actions and outcomes of previous board meeting. All actions complete and minutes approved. Signed by Jane Hawkey and Ed May.	
2) Update from Steve Kessell	Steve Kessell is on annual leave.	To be invited to the next board meeting.
3) Operational Update	EW ran through update of BID activity and also through current budget sheet. There are some changes to the budget.	EW to set up Finance Committee meeting to go over budget changes. Eve to calculate the outreach of the Underground campaign.
4) PR and marketing calendar	EW shared marketing calendar with the board for the next 12 months that will be shared with BID members on the newquaybid.co.uk website.	When complete Eve to upload to website.
5) Events	EW talked through the concept of the Music and Ale festival for December and also suggested that the maximum budget should be £7500 and sponsorship should also be sought if possible. The site of the event would be the Piazza. All members present agreed to the £7500 budget for the event. EW also explained the Christmas Festival initiative and talked over the type of things that might be involved i.e. Real Reindeer and lantern parade, late night shopping and street entertainment. EW proposed a £6000 budget for all event activity and a £5000 budget for event publicity. All in favour of this budget with an aim to achieve sponsorship for the Reindeer	EW to proceed with event subject to delivery in line with budget. EW to proceed with festival but also send out sponsorship document for the Christmas festival.
6) Feedback from businesses	EW asked what the generic trading feedback from the season was. All members reporting very tough times with the inclination that there will be a few losses this year. Board members suggested that bringing people in is essential therefore we continue the mix of marketing and events.	EW to look at Year 3 strategy in regards to Marketing and Events. EW also to contact Hotel Inspector Hotel to see if they will share their knowledge with other hotels.
7) Year 3	Covered in previous agenda Point	Add agenda for next board meeting.

8)signage Project	Signage steering group has been meeting with the Town Council, EW has asked for a joint contribution towards the project. It has been added to the Tourism and Leisure committee meeting agenda and will then go to full council	EW to bring budget and plans to next meeting along with any funding from the Town Council.
9)HR update	EW explained that Logan Mather had now left and that a replacement was being sought through the UCP process.	
10)Newquay Safe	EW explained that a letter had been written to Newquay Safe asking for a review of the media strategy for 2013. It has been added to the evaluation day agenda. EW also suggested that we find a way of communicating to activity lead groups about what Newquay has to offer. The £2000 budget from early evening economy could be used to support a social media campaign that would target universities and cover accommodation, activities, group offers such as spas etc. All members in favour agreed to use the £2000 budget for this project.	EW to come up with a budget proposal for the next board meeting.
11)AOB	AH notified the Board that the CCTV activity will decrease in October to only minimum cover and asked the BID board that if members feel that they need it 247 would the BID consider using some funding.	