

## Minutes of Newquay BID Board Meeting

August 18th 2011, HEADLAND HOTEL, 6-8 PM

### ATTENDEES:

John Fitter	John Steer
Veryan Armstrong	Edward May
Jane Hawkey	Andy Cole
Stephen Hawkey	John Coltman
Mark Hazell	Lyndon Harrison
Gill Moore	Daniel Trotter

- 1) **Minutes of Newquay BID July 21<sup>st</sup> board meeting signed and approved**
- 2) **Introduction to Excess Energy Communications- Elected PR company.** Rhona and Tom from Excess Energy present on the proposed PR activity in year one, in addition to options for crisis management and other 'shopping list' services to choose from. After a vote, it is decided that we will opt for a video of some form, a branding day and crisis communications (on an hourly basis when needed). **Action: Eve and Logan to liaise with Excess Energy to further develop the PR and marketing planner for year one.**
- 3) **Finance report was distributed.** No concerns and board agree to allow Eve to move forward. **Action: Eve can now move forward with projects.**
- 4) **Seaside Town Funding update.** Eve explains that we have progressed through to the final stage of the funding process and reiterates that the funding we have applied for is £30,000 dedicated to signage. **Action: Eve will now proceed with the assistance of Gill Moore, with completing the final application forms (as it is a first come, first served decision)**
- 5) **Marketing options.**
  - a) **Flags and banners.** The options for banner design are shown and costing sheets for banner options are issued. It is decided that Eve can go ahead with plans for the bus station. It is also voted that the banner designs should be seasonal and need to be re-worded. **Action: Eve to proceed with elected banner company and bus station set-up, and Logan to amend banner design (liaise with designer).**
  - b) **Endorsement Feature.** Eve explains the concept of the endorsement feature and its ethos locally (e.g. I love Newquay because...) and the options of advertising in the Newquay Voice and The Cornish Guardian. After a vote, it is decided that we will be advertising the endorsement feature in the Voice- making sure that the BID will be positively supported. **Action: Eve and Logan will proceed with approaching potential endorsers and liaise with Drew at Newquay Voice.**
  - c) **Marketing Planner.** A print out is issued to show the working document which shows the details of events and proposed marketing options. **Action: Go ahead with marketing options, continue to add to it and incorporate with PR planner.**

- d) **[www.visitnewquay.co.uk](http://www.visitnewquay.co.uk)**. Approximate cost of Newmind developing the existing website in order to cater to the BID is outlined and explained by **Eve: Action: Eve to move forward with the £12,000 for developing website.**
- e) **Newsletter**. A print-out of the drafted layout and copy is handed-out. After a vote, it is decided that we will deliver the first newsletter by 2<sup>nd</sup> class post rather than email or hand delivery. **Action: Logan to liaise with designer to refine copy and design layout and add onto the front page, the cost of postage and suggest that emails are sent in in order to cut costs.**
- 6) **Events steering group**. Eve outlines the discussions and initial proposed decisions made in the meeting regarding the events budget for supporting existing events. **Action: Eve will send out an email re these events and the proposed budgets being given to them for board to sign off.**
- 7) **Christmas events and marketing.**
- a) **Jazz and Ale Festival**. Eve puts forward a suggestion to possibly add to the original budget of £5k, with the £5k dedicated to hosting a sporting event – dedicating these funds to resurrecting the Jazz and Ale festival. Eve puts forward ideas of how this could attract families with children’s lanterns and activities and a family marquee. The idea is questioned due to suspected conflict with Sailors over the ‘ale’ element. A budget of £5k towards the festival is agreed. **Action: Eve to move forward with £5k budget to rework the idea, perhaps incorporating a ‘trail’ in various establishments and a rewording of the event.**
- b) **Christmas light switch-on**. Eve explains the idea of enhancing this event with a children’s lantern parade. The costs of this are shown on the Christmas options sheet. After a vote it is decided that the BID will support the switch-on with a lantern parade. **Action: Eve and Logan to liaise with and Stiltskin and Trenance School to arrange a lantern making workshop, and meet with Pat Lamshead again.**
- c) **Shopping and Events Guide**. Eve puts forward the idea to produce a Christmas Guide and the costs for this are shown on a hand-out. **It is decided that we will move forward with this. Action: Logan will email board members, to reply regarding any events that they know of or would like to include in the guide.**
- 8) **AOB.**
- a) **Mike McLaren**. Eve updates the board on the situation with regards to the copyright. The document was produced by on behalf of Cornwall council prior to the formation of the Newquay BID Ltd. The board vote on a course of action and it is unanimously decided that the liability sits with Cornwall council and MM must take this up with them. **Action: Eve to inform both MM and CC.**
- b) **Quick wins.**
- c) **Business stationery**. Eve hands out the proofs sent by the designer. The board approve the proofs and agree to send them to finance. **Action: Eve to send to finance and Logan to contact designer to move forward.**