

Minutes of November Board Meeting

Newquay BID board meeting held at the Sandy Lodge on Wednesday 26th November 2014
4.30pm – 6.30pm

Present:

Peter Butterly

Rachel Craze

Sara Black (left at 5.30pm)

Jenny Craze

Stephen Hawkey

Jonathan Start

Jane Hawkey

Colin Paul

Andy Cole (arrived at 4.45pm)

Andy Hanan

Apologies:

Jess Parkin

Darryl Reburn

Other:

Kate Cortez – BID Manager (maternity cover)

Alice Beard – BID Marketing and PR Assistant

Chris Nelson – Approaching Lines Festival

Demi Nelson – Approaching Lines

1) Signed:
Name:

2) Signed:
Name:

1. Pre meeting with Chris and Demi Nelson of Approaching Lines Film Festival

Approaching Lines is a surf film festival supporting UK surfers. Last year was its first year and split between Newquay and Falmouth and attracted people from all over Europe. This year Event organisers would like to keep the whole three day event in Newquay expanding it to demonstrations and talks similar to the London Surf Film Festival.

Event attracts ABC1 affluent demographic, people that perhaps used to come to Newquay but it wouldn't occur to the to come now, so gives Newquay a chance to show what it has on offer.

Backing from local authority and businesses would encourage bigger sponsors to get involved and encourage existing sponsors to contribute more.

If the BID we're to contribute £5000 it could take ownership of a surf event or Future Shapes which is an exhibition and film.

Future Shapes would showcase local shapers and shines light on heritage, culture and current shapers. It would also involve commissioning a short film about Newquay which can be shown all over the world at surf events.

Questions

KC – would it be possible to reduce the funding amount

AL – we could but Newquay BID would not be able to take full ownership.

CP – is the date in March set?

AL – We didn't want to do the high season as this time of year is good for surf plus people will be happy to be sat in a cinema as they won't be wishing they we're on the beach. However last year it was really good weather and the event still sold out. It also means there will be more empty hotel rooms to fill.

PB – is this simply not showing films in the cinema?

AL – No it isn't, there will be talks, art gallery, surf displays, demonstrations. Plus the films that are shown are premiers and afterwards there will be talks from the makers. These films don't go on general release so for many it's the only chance to celebrate the films.

SB – I can vouch for the fact that the event last year was packed.

AL – yes on the day of the event we we're being hounded for tickets to the event but we and already sold out.

JH – what about if the weather is awful?

AI – This event isn't just about the beach though and if it's raining surfers don't mind going in the water as they're going to get wet anyway.

SH – I think it make sense to have it in March when there's less people

2. Welcome and Apologies for Absence
 - a. Board Meeting opened by RC
 - b. Apologies given from JP and DR
3. Minutes and Matters Arising
 - a. Minutes of October's board meeting proposed by JS and seconded by CP
 - b. Matters Arising
 - i. Looking into promoting Newquay to Germany is on going
 - ii. Miracle has confirmed there dates which will be after Boardmasters
 - iii. Buskers – Newquay Town Council are not able to use the PSPO. AH – that isn't correct as we're using them to tackle dog fowling. AH to look into matter further.
4. Operational Update – download the Operational Report at <http://tinyurl.com/px3m9zp>
 - a. Marketing
 - i. Site for tour eyes – virtual tours for businesses. Possibly offer it as a competition to businesses to take part in to help promote the company and they will also add it as a reduced rate to groups of businesses. Should the BID help to promote them?
AC – I don't feel the BID should be seen to be promoting one business over the other. JC – They have just done ours and it's really impressive. KC – if we're promoting it as a reduced rate then it will be benefiting BID businesses. KC – will talk to them and get back
 - ii. Reindeer and People for the Ethical Treatment of Animals (PETA) – letter to Mayor from Animal Rights Group PETA which was then front page of the Newquay Voice. Newquay BID responded on the advice of the Cairgorn Reindeer Company regarding their policies and care of the reindeer. Police, Lions and Schools have been informed in case of protests on the evening of the parade.
 - b. Events
 - i. Approaching Lines - £5000 investment?
SB feel that this is a positive event from Newquay which will help to raise its profile in the right way. It also sits very well within the strategy that Excess Energy is following for Newquay. Need to make sure we are putting investment into an event that attracts the demographic that we want.
KC – the reason that it's this amount is so that the BID can take full ownership of one part of the event.

JH – do we have the budget? KC – yes we have £3000 set aside from the Cornwall Film Festival which hasn't been used.

AC – I propose then that we put £3000 towards the event this year and then possibly more next year if it's successful.

JS – do we need the film budget for anything else? KC last year we did £1 cinema screenings but these only attract local people.

AC – I feel we need to do as much as we can to promote Newquay's surf culture and stamp some authority on it. CP – some surf shops are having a hard time at the moment so would be good to help support them in this way.

Proposed by AC to invest £3000 into the event, Seconded by JS, PB against, rest in favour. KC to send break down of costs to PB.

AC left the meeting at 5.35pm

ii. Thundercats

Looking for money towards bringing them to Fistral and Tolcarne as they no longer want to take the event to Watergate. The money would go towards running of the event and training for new people to the sport and will employ local people during the event. They will also be working with local surfers to ensure it doesn't interfere with surfing and use environmental dumps to minimise environmental costs. The money will go towards insurance and safety team.

CP – feel it should be promoted by TIC or the beaches themselves.

KC email more information to board about the event and if they want to know more KC is to liaise with AH to find out time table of NTC finance committee meeting to see if it is worthwhile inviting them to a meeting to discuss it further and find out more.

iii. Joe Way Paddle for Life

JS – Start and Co have already offered to cover the sponsorship they need.

SB – I think we should go back to them and see if there is any other way we can help them. RC – Great event and we should show businesses that we are supporting it

PB – would we donating money to the charity? KC – no we would be putting money toward the marketing and promotion of the event.

KC to go back to them and see how we can help.

iv. St Pirans Day 5th March

Currently disjointed and the town want to work together to make it bigger.

Have asked if the BID would be able to invest £200 towards the printing of programme. All of board in favour.

- c. Street Environment
 - i. No questions following operational report
 - ii. Signage – KC now in the process of writing copy for the signs and has worked with Andy Curtis, Susan Deakin (TIC) but would any one like to see the copy first? **KC to circulate copy to the board 72 hours before it goes to 20/20**
CP – have you been impressed with 20/20? KC – current account manager is not as attentive as he could be especially compared to what we've been used to. Document needed to write copy only arrived 1 week before initial deadline. **KC to talk to managing director to express concerns.**
 - iii. Cornwall College Skills for Work Placement
Looking to work with Newquay Town Council to help renovate band stand at provide new doors. Should the BID contribute £50 to offer a gift as a thank you for doing the work? **Board do not feel that this would benefit BID member. All against.**
 - iv. Newquay in Bloom
Can the BID offer £200 again. The meadow last year contributed highly to Newquay in Bloom's Gold award. **Proposed by CP, seconded by AH, all agreed.**
Newquay in boom have enquired if the BID can invest money into planting at Chester Road. **All of board against.**
- 5. Finance
 - a. Projected levy has been reached with approximately £2000 still to collect.
- 6. Company Administration
 - a. Admin – Articles of Association have been registered with Companies House and all new board members have also been registered with Companies House.
- 7. HR
 - a. Proposed Office Move – EW returns on Monday 1st and as we need more space for the office there will be an admin cost of £300 from Cornwall Council however this has been covered by savings with Talk Talk. **Cost of move proposed by JS, seconded by AH. JH against, rest agreed.**
- 8. A.O.B
 - a. Cornwall College Research Project
KC – Cornwall College are looking to do research into BID's and there will be 3 students wanting to work with us and then will feed back to us once the research has been completed. It will begin after Easter.
RC – could there be a possible diverse effect on re-election? KC – the result could be useful but would like to make sure we know exactly what is being discussed. JS – it would be great to know if people are happy or not and why

though. KC – it will be submitted in academic journals and presented at conferences. From our side it would be great to know the opinions of those who feel they never hear from us.

b. Christmas Parade

AH – lights are being tested tomorrow evening and there is scope for more to be added to them next year.

c. Local Enterprise Partnerships

KC – Offering subsidised online marketing training. We will be helping them to promote it to BID members.

d. Choir Concert

KC – there is the possible opportunity to put on a youth choir competition. PB put KC in touch with Peter Davies. The main competition brings £300,000 into Newquay's accommodation sector so we we're discussing putting on a half term event. It would be too much for us on our own but would be brilliant to team up with other BID's in Cornwall. It would be in February 2016. The average stay of each Choir member and their families is 4.65 days. PB – this is potentially a big event for Newquay and will fill the town's accommodation and venues.

9. Date of Next Meeting: 14th January

- a. AB to remind AC that he will need to be present to chair the next meeting at RC has sent her apologies.

Meeting closed at 6.25pm