

# Minutes of October's Board Meeting

Newquay BID board meeting held at the British Legion on Wednesday 28<sup>th</sup> October 2015  
17:00 – 18:25

## **Present:**

Rachel Craze

Andy Hannan

Colin Paul

Daryl Reburn

Jenny Briant

Jon Grant

Jenny Craven

Jonathon Start

Karen Hoyle

## **Apologies:**

Andy Cole

Stephen Hawkey

## **Other:**

Eve Wooldridge – BID Manager

Alice Beard – BID Marketing and Events Co-ordinator

1) Signed:  
Name:

2) Signed:  
Name:

1. Welcome and apologies for absence

Apologies for absence given from AC and SH

2. Minutes and matters arising

Minutes proposed by JS and seconded by AH, all in favour, 2 abstentions from members of the board that weren't at the September board meeting.

Matters Arising

Eve has not approached voluntary members to join the board yet as feels it will be better left until we know the outcome of the ballot.

3. Operational update (<http://bit.ly/1Mk7mTO>)

JG – Should we mention Bob the Hat in the Operational Update? EW/RC – Yes think it makes sense to keep it in there as it is still press coverage whether positive or negative.

- a. Signage update – The corrections we've been notified of have been corrected, just waiting for more dots to arrive so we can finish covering the yellow ones that aren't beaches. The sign at the bottom of Marcus Hill has been vandalised so we are waiting for the replacement to go back on there. JG – need a director at a meeting to offer to proof things such as the signage, so that it can have a fresh pair of eyes. EW we were notified of the Waterworld typo back in July and the person who originally emailed us didn't respond to the email we sent back. We didn't know where the errors were until he recently wrote it on the Newer Newquay Facebook page. The second criticism was about the Cribbar, this hasn't been mentioned in the signage as we think it would be unsafe to send novice surfers there.
- b. Business Week – Hugely successful, aimed for 200 tickets and we sold 450 across the 19 seminars. There were a few no shows but also had a lot of walk-ins. Every session deemed to be very helpful. Got Newquay on the map as a town that is open for business. Lots of interaction over social media. It's a shame there were not many BID members there. RC – will there be a debriefing soon? EW – yes there will be and we will be working out how we will target BID members should there be a next time. JB – it was in the first week of half term for other areas in the country so it might be better to do it the week before. KH – was a great way to bring people into the town from across Cornwall that hadn't been before. EW – will make sure we check with half term calendars for across the country. Overall it has put Newquay into Cornwall's business arena
- c. Zombie crawl

Time	Activity
1.30pm	Titan Performance at the Piazza (road closure in place)
2pm-3pm	<b>Activities at Gover Lane Businesses</b> (road closure in place)
	Dance Workshop (Cribbar)

	Photo Bus
	Heart FM (Outside of Ma'Mita)
	Face painters (whiskers) (1.30pm-3.30pm)
3pm	Parade begins (Rolling road closure in place)
3.10pm	Stop at end of pedestrianised area for first dance
3.20pm	Stop at bottom of Marcus Hill for second dance
3.30pm	Arrive at Hotel Victoria
4pm	Titan performance

d. Festive Festival – Friday 27<sup>th</sup> November

Time	Activity
4.30pm	Reindeer at the Hotel Victoria
6.30pm	Parade begins from the Hotel Bristol
7pm (approx.)	Lights switch on, carols and blessing of the tree at Marcus Hill
7.30-8.30pm	Reindeer at Sainsbury's Car Park
8.45pm	Fireworks at the Harbour
Until 8.30pm	Late Night Shopping

e. Music and Ale – Friday 27<sup>th</sup> to Sunday 30<sup>th</sup> November

Currently waiting for an updated event plan from Ian and Ben to come over and will circulate that via email when we have it.

4. BID Renewal

a. Business plan update

- Every BID member should now have a business plan and every head office voter will also have one by the end of this week.
- Notice of Ballot has gone from Cornwall Council.
- On 6<sup>th</sup> November the ballot papers will be posted out.

We then have a 5 week period of chasing ballot papers and giving BID members the chance to ask us questions. CP – how do nationals vote? EW – it depends on the business, some have a blanket no vote such as Tesco's, and others do it case by case, and some won't vote at all. We have a check list to go through when we call them to make sure we are hitting all of the valid points depending on the sector they're in, we will also be referring back to their original consultation. Need to make it clear that will be going back to 1%. RC – make sure people read the back 2 pages with the rules and what a no vote means. We also have to send a ballot statement which will be summarising the business plan and will be sent separately to the ballot paper but at the same time. More statutory led so can't write things like vote yes or no, it needs to be factual.

5. Finance – budget update

No real update, just a few things to cover. The surplus has been used because the estimated income won't be as much as there have been £15,000 worth of RV reductions. The budget has been

adjusted accordingly but we aren't at a loss because of it. The final summons has gone so there will be another push on people that haven't paid. Green column means spending is complete.

EW – There is a misconception that Cornwall Council has paid the BID £20,000 to help us renew it but this is not true. Also whilst the BID is paying for BID renewal the money has actually come from additional funding that we've brought in, in voluntary membership.

JG – why is Music and Ale not Green? EW – because we have not been invoiced for it all. Also Music and Ale by next year hopefully the BID will not have to support it. The £5,000 for Music and Ale is to go towards infrastructure, so marquee and car park. This gets reduced year on year. Ben and Ian stepped in at the very last minute last year to organise the event and we were very grateful. When the event took place many years ago it was actually funded by Cornwall Council. This year we will see if we can use clicker on door to monitor numbers to gauge it this year. Hoping by next year we will be able to take our funding and logo from it so it is a standalone event.

## 6. Company Administration

RC – Has received resignation of directorship from Craig Burnett.

EW – need to review how we appoint directors – Truro co-opts directors in instead of going to a vote. EW – whilst how we do it is fair it does put some people off and makes it a popularity contest. There are some businesses who are doing great things that wouldn't stand and would be very helpful for the BID. RC – how did Truro's co-opt there first board? EW – it was made up of the steering committee. JG – believe head hunting is the way forward. Come AGM in May there will be several directors who will need to be re-voted in/co-opted in, JC, DR, and JS. **EW – will need to change the articles of association, will do some research to see the ways other BID's do it.** Down side is that not everyone gets the option to put themselves forward but we can send information out in the newsletter and media and then co-opt them that way. DR – this means it would still be transparent. AH – yes because otherwise you get criticised of just picking your friends.

EW – you can have 10 BID members, 2 from CC or NTC/CC, 2 voluntary members and 1 category D member who has the skills to help Newquay. RC – we have 8 put of 10 members, but we have no voluntary members.

JG – very disappointed that the steering group for the business plan only had 5 board members there. It is not a balanced representation of what the board and what the BID actually stands for. Feel's that there should have been a mandatory meeting. JS – the idea is that the steering group would feed back into the board. JG – but you need to make sure you have the balance. RC – there are somethings learnt from the renewal for the next BID if there is one for whoever is writing the BID proposal in the next 5/4 years' time. JS- this is another reason why we should have a bigger board to ensure that there will be fair representation from different sectors. RC – if you are looking to extend the numbers of the board then we should look at how we decide quorate, perhaps change it from a percentage to a number.

**Directors to let EW know which businesses they can go and see.** Decided to keep next board meeting at same date as directors can go to the people who have not yet handed in their ballot papers. **EW – will also give board the template for if people have lost their ballot papers.**

DR – by the time that meeting happens will our PR company have a response ready to go? EW – there will be a yes and a no press release ready to go on Friday 11<sup>th</sup>.

#### 7. A.O.B

JG – Love Newquay Week – didn't seem to know much about it – look into how it's promoted next year.

Gusto's and JG are looking to organise a regular Farmers Market/Craft Market to draw people into the town on the Killacourt. EW – you will need rubber to protect the grass, as one bit of advice. It would be a great way to bring people into town. AH – what about Tram Tracks? EW- we have tried this before but we can't because you couldn't get emergency vehicles down there and had complaints that it would take people away from the town centre. JG – not sure yet about the facts but maybe once a month. RC – potential to use main part of Killacourt and a marquee that NTC's T&L Committee may be purchasing. EW once we know the outcome of the BID you should come to us with a proposal. Ah – yes come to the Town Council also.

CP – what about people who pay rates in the town? JG – but it will bring additional foot fall. EW – will need to make sure we are adding to the offer not replicating it such as cheese and olives, or fruit and veg stall.

EW – would be happy to help and you need to approach people don't wait for them to come to you. Speak to Mike Pearce at Cornish Cream as he has many contacts as he goes to all of the Food Festivals, he also has a list of the dates of other farmer markets.

Proposal from Alan Thaine to buy a generator for Fore Street Car Park for £600 – **Ab will circulate official proposal once it has been received from AT.**

KH – In the last couple of weeks we've been to Cornwall Expo and feel the board should know some information. German Wings airline will be coming into Newquay with four flights a day through the summer so that is potentially a very big boost to the Cornwall economy, also want to keep them in Newquay so need to look at how we attract them.

KH – Also tourism and retail are now within the realms of European Funding so there will be support there to apply for. There will also be localised grants for £20,000 which don't need to be match funded. Newquay BID will be able to tell businesses about these should it go through. KH – lots going on at the airport so we need to be there to support it.

DR left at 18.18

AH – Will you need the toilets again for the Music and Ale Festival? EW – decided to use porta loos for the music and ale fest. Kate was given a quote and porta loos worked out cheaper.

AH – Christmas lights are on track, however the white lights have not worked well but the feed has been separated from the Xmas lights. EW – went to Exeter and they had cross street bunting but had it every 10 meters. This might be a better solution for us as it means we won't have to go to every business.

CP – Can we not use the structure for the lights? EW – not sure if they're high enough.

EW – Can look at doing it on Bank Street but couldn't do it on East Street or Cliff Road.

8. Date of next meeting Wednesday 2<sup>nd</sup> December 2015. AB – to check if chamber is available and pull the time back to 4.30pm.

Meeting closed at 18:25