

Minutes of September's Board Meeting

Newquay BID board meeting held at Andy's Cafe on Thursday 17th September 2015 17:30-18:30

Present:

Andy Cole

Daryl Reburn

Jonathan Start

Andy Hannan

Jenny Craven

Rachel Craze

Apologies:

Karen Hoyle

Steve Hawkey

Jon Grant

Craig Burnett

Jenny Briant

Other:

Kate Cortez – Assistant BID Manager

Alice Beard – BID Marketing and Events Co-ordinator

1) Signed:
Name:

2) Signed:
Name:

1. Welcome and apologies

Apologies were given from KH, SH, JG, CB and JB.

2. Minutes and Matters Arising

The minutes from July's board meeting are proposed by JS and 2nd by JC. All in favour.

Matters arising

Signage made for seagulls.

KC circulated list of top RV's to board.

3. Category D Director

Proposed that KH is moved from a voluntary member to category D which means she's useful to the BID. This will allow the BID to appoint an additional voluntary BID director. All of board agree. **EW to talk to voluntary members.**

4. Operational Update [Download here](#)

No questions arising from the operational update circulated before the meeting.

- a. Signage

Totems will start going up the week commencing 21/09 and the last set of signs have been revised. There has been an issue that we were not initially provided with a full list of all of the Town Council Notice Boards so we have had to look back and tweak some of the designs. Ben and Jerry's also no longer want a notice board but it will be on piazza instead.

Signage will be finished soon but would have been much sooner if it was not for Cornwall Council.

RC – will they be up before 6th November? KC - Yes they will.

- b. Film Update

EW will share the final edit with The board once we have it. Once it's ready it will be shared via paid advertising on Social Media

- c. Business Week

We have had a very positive response already to Business Week. Lots of different businesses and organisations interested. Newquay Voice giving equivalent of £1000 worth of advertising with the full schedule printed in the voice. All of the events are free to bid organisations not just members – will add that it is for all staff not just owners.

5. BID Renewal

- a. Business Plan Finalisation and Launch

The final list of projects was sent to board and media last week. It is on social media and website for two weeks for people to feed back. After the two weeks the business plan will be finalised so it can go to print on 1st October

Launch event will be combined with Business week. Launch it at every seminar and let people know that we will be at every session. EW it would be beneficial if all directors could be at the Lewinnick for the breakfast welcome.

KC to help Rachel with welcome Speech.

Could we have one board member at each session? Board to feed back to KC to let her know what they can attend.

b. Budgets

EW will circulate final copy of budget. Income is what projected income will be and what we anticipate receiving. £5000 is voluntary members. Priorities have been detailed in the second sheet but this will not be in the business plan. It will just be split into the three headings. Budget has been split reflecting the consultation of what people prioritised.

Investing in employees can be match funded in training.

Collection fees are set of 1.25%

Administration – office running costs have been reduced so they can be split under different projects.

£5000 been set aside for the next BID renewal.

Any specific questions? DR – is promotional literature easy to explain. EW – yes it's lower than last year and will be split between the publications. DR – can we put print to tender? RC – there are tender limits and if it is a bid member it's weighted and then, Newquay and then Cornwall etc.

EW – will definitely be worth looking within the BID area although Cornish Print are very good and will be tough to beat.

Any paid social media will be taken from the marketing budget – when we send film out we will monitor the spend and the results.

EW – could move £500 into social media. Plus you won't see the whole budget in the business plan so this can be moved around.

DR – really feel there should be a higher emphasis on social media and digital marketing.

AC – I agree but this can be moved around at a later date.

EW – Go out to a company and ask them to give us a social media strategy and see how much they think we need to spend on it?

RC – change at this stage or leave it?

EW – if we put more money into marketing would be concerned that we will be criticised if we put too much in.

Might be budgets for years four and five are put into years 1,2 and 3.

c. Strategic Marketing Group for Newquay

Marketing strategy for Newquay. Suggested by RC and AC that it should encompass the whole area including areas such as Watergate Bay. RC would like to check what the board thinks about this.

The idea started with the marketing group for the film which worked really well. Thought this seemed like a good idea for the next BID, and would be beneficial to Newquay to include businesses that are outside of the BID as there are some great businesses with dedicated marketing staff. There will be a plan that different businesses can follow and work to the same plan. Could probably even save money as we won't be duplicating things that people are already doing. A way to share different ideas and opinions.

RC – Are board happy that EW's time will be spent bringing benefit beyond the levy payers? JS – criticisms could be were working with non-bid members but this can be turned around with positives for the BID.

EW – will be made up of BID members as well but may include businesses such as Trevornick, airport or scarlet? Aim is that it will save the bid time and money.

DR mixed feelings – 4 for 2 against. DR – concerned were leaving ourselves open for insults. EW – they won't be benefiting unless they become voluntary members. But it means we know what they're doing in terms of marketing and events. Strongest element will be people that are based in Newquay any way. DR – important to understand what a paying BID member feels?

KC – could we have one main marketing group but every so often invite a non-bid member along to be a part of it.

EW – loathed to cut budget for Seven and then give another business out of the BID to duplicate a service a BID member is offering.

JS – start within BID group first and see how it works.

EW – will set up a newquay bid based group first and from that discuss where we want to go with it. If TIC feel they want to bring an extra resource they can but let's leave the big ones out and discuss when we know if we're here for another 5 years.

6. German Guide to Newquay

KV has been talking with the TIC about the idea of piloting a digital guide to Newquay in German. Good chance to do some partnership working financially and resource wise. Suggest putting £300 pending TIC's commitment and if they can match it going ahead and having the design done with free translation. This can be shared with all businesses and be a useful free resource for Newquay. Downloadable Guide, not print. If it's successful could be something that could be carried forward with if there is a big update.

Will be looking at having it ready for next season. Will be a general guide to Newquay but won't be benefiting specific businesses. More generic about activities and going to tic for information. More of small guide nothing big. All of board agrees.

7. Events – attach proposals

Board has had event proposals circulated to Board.

a. Yskenna and Lowender Peran

Yskenna is an aerial performances. AC – is something different and would be great to watch. Is it too short notice? The guy is still hoping to secure some funding to integrate Newquay's history in the performance. DR - How much will it cost for Lowender Peran? KC – depends on the events. EW – I think you buy a three day ticket which will give you entrance to all events. Hotels have commented that they are seeing higher number of beds filled.

The Yskenna would be an additional event that is free to watch. 17th October which is a Saturday. The Kayley would bring a whole entourage to watch it. Aerial performance will not happen unless the BID pays for it. It will be on the Harbour wall.

Directors do not feel this is an event that the BID should spend money on.

b. New Year's Eve

Concentrating on encouraging families into the town in fancy dress.

Street parade with carnival, local bands and community parade entertainment. Hunters to Beachfield avenue. Ask Newquay Lions to help Marshal as fundraising activities.

AC – concerned that people will have plans on New Year's Eve and won't be able to find people to work.

Second idea is a small festival area on beach road. Marquee with stewards and bands over day and night. Festival flags and light up trees. Fire walking and stilt dancing?

AH – understand concept of something that engages families. Company we are using now cost only £300 but concern is whether people will get involved.

Utilise entertainment and put it in family venues, 5 or 6 locations through town?

AC – issues with people who have been drinking. Could be issues from a policing and security point of views.

JS – what are the benefits to BDI members?

EW – long term benefit that Newquay BID is a place to go on New Year's Eve?

JS – not sure it will benefit business and will have a really hard job to get it to work.

EW – work with central to do a family fancy dress competition?

Directors do not feel this is an event that the BID should spend money on.

Special what's on new year's eve schedule in Newquay Voice? Gig guide, family events?

Live Music scattered throughout town? Have them in out door venues. Discuss with BH/AT. Include that with the gig guide. £25 an act? KC/EW/AB look into street performers and bands to create an atmosphere.

c. Christmas Parade

Need security fencing for parade, could cost approx. £500, NTC will also be committing more to parade as we would also be putting in more. Would strongly recommend we allow this extra budget for security fencing. – proposed by JS and 2nd AH all in favour

d. Santa's Post Box

Santa's post box – will be activities with elves and meet with Santa. Do we want to factor in spending some money if we can get it done for 2 or three weekends through out December. Move it throughout Newquay. Not just in one space.

Do we want to invest time into looking into how much it's going to cost. AC – will be a minimum of £1,000. Good idea but perhaps practicalities of it won't work. EW – perhaps work something similar into next year.

JC – could we use a Gazebo or tent?

KC – as an option intern can have a look at it. EW – feasibility that we have it in cinema? Combine something with the Reindeer? KC – to look into it? KC – sky bar tent outside?

Not completely a no but will have a look with a proposal

8. Finance

Bunting Update

Due to problem of delivery of bunting they turned up 5 hours late and they delivered two boxes instead of three which meant that the cost of installing the bunting was considerably more as they were waiting for 5 hours and couldn't do it all so had to come back. Means that there is a cost of £1,300, BID will reimburse Town Council for the cost but we have tried to bring this up with the delivery company but the contract is not between us it's between the bunting company. KC has sent invoice to Bunting who will now show it to their lawyers so they can advise them what to do.

We will be out of pocket when we reimburse the town council but we will try and get it back from the delivery company or get a credit note for more bunting next year.

KC waiting to hear back from bunting company in regards to legal advice.

9. Company Administration

10. A.O.B

Rules on voting

Feedback from Board? Have sought external advice. Could board read them and agree final feedback. Have simplified them to make them more straight forward. AC and SH had no problem with them. KC went through rules of 12 other BID's and we are constant with other BID's.

Board to feed back with comments before noon tomorrow.

KC will circulate list of top 100 RV's for board to put names next to them of who they will approach and talk to, either with KC and EW or on their own.

Finsihed at 7pm