

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Tuesday 13 August 2019 at 6pm

DIRECTORS PRESENT:

Graham Sizer	GS	(Chairman)
Ryan Boulton	RB	
Cllr Mandy Chilcott	MC	(Advisor)
Chris Corbett	CC	(Company Secretary)
Cllr Andy Hadley	AH	(Advisor)
Jon Lee	JL	
Jim Whittaker	JW	

Sarah Wilsher (Minutes)

AGENDA ITEMS**1 Apologies**

Jenny Bashford	JB	(Advisor)
Beccy Brown	BB	(Advisor)
Andrew Hopkins	AJH	(BID Manager)
Samantha Murrell	SM	(Advisor)
Deborah Sawatzki	DS	
Cllr Terry Venner	TV	
Mark Wathen	MW	(Advisor)

GS welcomed everyone to the meeting and advised that Board meetings would now revert back to the second Tuesday of the month. Unfortunately, this was the same evening as Minehead Town Council's Amenities and Environment Committee so BID may wish to consider changing the date of their meetings in the future.

2 Anything to declare?

Nothing was declared.

3 Matters arising from previous meeting

AGM – GS advised that DS was not resigning from the Board. Naomi Waters and Sam White had resigned.

AOB - In respect of the proposal this should read '... that AJH's annual salary be increased by £4,000 backdated to when AJH commenced employment with the BID in November 2018'.

Levy paying - As the Board minutes are public documents, commercially sensitive information such as the names of the businesses given in connection with the paying of the levy should either be omitted from the minutes or the minutes for the issue put on a separate confidential sheet for Board members only. CC to look at this and provide SW with the appropriate wording.

Cycling Grand Prix - GS reported that following a survey of accommodation providers six out of the nine questionnaires received had been positive about the Cycling Grand Prix. This would be included in the newsletter.

Ladies in Business - GS advised that a meeting was being held on 14 August. CC stated that in order to provide the banners for the event he needed the artwork. GS to speak to DS.

ACTION: GS to talk to DS about the artwork for the banners.

SWT responsibilities re signage - SM had agreed to chase Neil Corfield in this regard. As SM was currently on leave this action point would be carried over to the next meeting.

ACTION: SM to chase Neil Corfield re signage responsibilities of SWT.

Minehead Skip Hire and black sack waste - GS had tried to contact Minehead Skip Hire, but this Company did not appear to exist. JL advised that it was now called Exmoor Skip Hire.

ACTION: GS to talk to Exmoor Skip Hire.

Queen Ann's statue in Wellington Square - GS reported that AJH had sent an email to Jo O'Hara at SWT, but he was unaware whether a reply had been received. **AJH note post meeting – the cleaning of the statue was part of a wider conversation on heritage matters within Minehead, I will chase to see if I can move this forward.**

MC asked whether BID was in favour of the proposal to convert the Lifestyle Warehouse into a cinema. GS said that they were in favour and wished to express their support.

(This can be done via:

https://www1.somersetwestandtaunton.gov.uk/online-applications/applicationDetails.do?activeTab=makeComment&keyVal=WSC_DCAPR_30119)

4 Adoption of minutes of the previous meeting

Subject to the above amendments, the minutes were agreed as an accurate record of the meeting.

5 Events Sub-Committee Update

AH expressed a wish to be involved on the Events and Public Realm Sub-Committees.

The Board considered the following proposals for funding in connection with the 40's Weekend:

Project Proposal Form for the West Somerset Railway 40's Weekend from 13 to 15 September 2019 for the sum of £2,000. RB Proposed and JW seconded that the funding be granted. The proposal was AGREED.

Project Proposal Form for the 40's Weekend High Street dressing from 13 to 15 September 2019 for the sum of £1,200. JL Proposed and CC seconded that the funding be granted. The proposal was AGREED.

EAT Festival - This would be held in The Avenue and the Old Hospital with demos at the Beach Hotel and Foxes Hotel. BID had a three year contract with EAT Festival. AH showed fliers which had been given to District Councillors. There was a BID logo, but the BID had not seen the fliers, and although SWT had given money to the Festival there was no SWT logo on them.

AH advised that this event would have a negative impact on eating establishments in the town. GS proposed that a BID table/stall would be set up, with a banner, for the BID eateries to display their fliers, nibbles, the day's specials, etc. This would be advertised in the newsletter. JW suggested that the names of the BID eating establishments should be publicised at this stall.

A discussion then took place on the need to attempt to mitigate against adverse effects on BID members by events being held within the town which could take customers away from them.

Christmas Event - JL reported that he had received an information sheet from Gateway Events about the Minehead Christmas Festival from 29 November to 1 December (inclusive). A three day road closure was proposed covering The Avenue from the Tregonwell Road junction and continuing up to encompass The Parade on both sides to its junction with Friday Street. The meeting expressed concern about where the buses and taxis would go.

Cycling Grand Prix - JW suggested that a pre-launch event be organised before the road closure takes place, which would enable retailers to benefit from the increase in the number of visitors. Ideally, the event needed to be reduced in length, perhaps lasting one or one-and-a-half days rather than two. GS advised that it would be likely that BID would continue to support the event financially in the future although the plan was to reduce support over the years as the event becomes more successful and self-financing. This year entries had doubled to 300 and it was felt that this trend would continue.

6 Public Realm Sub-Committee Update

GS reported the following:

Bunting and hanging baskets - these were looking good and positive comments had been received. There was now a need to focus on Holloway Street and the

lower end of The Avenue, which would be more difficult in respect of the hanging baskets in the latter case as the fixing points for the brackets would not be uniform on each building so the line of baskets would be irregular, which would not be as visually appealing and would cause problems and higher costs in terms of watering. Brackets cost £30 to £40 but could be used for Christmas trees too.

Poles on the forecourts were an alternative, as in Taunton, but could not easily take Christmas trees and were expensive at a cost of £200-£300 each, although for hanging baskets they would visually look attractive and watering costs would be lower.

Benches - Three benches had been installed outside Blueberry, the Lighting Company and Discount Bags. Minehead BID signs, made by Active Signs, were displayed on the benches. Permission from Somerset County Council was being sought for three benches at the junction of The Avenue and The Esplanade. MC advised that it cost £500 per item to place a bench or other structure on highway land. Also, she informed that three Friendship benches were being installed within the town.

7 Marketing Update

GS reported that 125,000 copies of the Visit Somerset brochure had been produced. CC expressed concern about Minehead's input on the Visit Somerset's website. AH wondered if AJH had approached Visit Exmoor to include Minehead within their marketing and MC advised that Visit Exmoor received funding to include the coastal strip. She also felt that more leaflets on local attractions needed to be included in the leaflet racks within local retailers, etc.

JW felt that marketing needed to be broader and that Minehead needed to reach a national audience through Visit Somerset, not just operate at a local level. Leaflets were needed to be in other areas of Somerset and further afield to entice visitors to Minehead. Visit Somerset needed to be used as much as possible in order for the BID to receive value for the subscription paid. GS advised that AJH had been tasked with giving marketing a push. In this respect AJH had been talking to Les Barber regarding coach friendly status for Minehead and a proposal would be presented to the September Board meeting.

A Minehead Market Research Meeting would be held with Visit Somerset on Thursday, 5 September 2019 at the Beach Hotel from 10am to 12noon. All Board members were invited.

8 BID Manager's Monthly Report

JW read AJH's report, which had been previously circulated. GS reported that Avon and Somerset Police stated that there were not the serious anti-social behaviour issues in Minehead that there were in other and larger towns in the

County. Recorded incidences were low. AH and MC explained that this was due to a lack of reporting in Minehead, which was an ongoing concern.

AH had recently received a survey of BT phone boxes that BT wished to disconnect. Most of them were in the Taunton area, but some were in West Somerset. JL advised that the phone box outside the Regal Theatre was to be renovated.

9 Financial Update

CC circulated the 'profit and loss' figures up to 30 June 2019 and spoke to the accounts, as follows: The bid levy collected up to this date was £93,500. Since then a further £12,880 had been collected, making a total of £106,380, which was 96% of the total receipt due. There were 243 BID levy payers.

Other revenue outstanding was from the West Somerset Railway for extra hanging baskets. GS advised that he had chased Sam White and the payment would be made in the near future.

Total administrative costs needed to be clarified and CC would look at re-ordering the accounts so that they better reflected where monies were being spent or coming in.

£18,000 + VAT was coming from SWT for the first series of year 2 levy payments.

The bank balance as at 13 August 2019 was £53,389 (excluding the £18,000).

CC advised that the accounts would be prepared in time for the AGM. He was looking for a qualified accountant to do this and it was agreed that he would approach Lentells in Taunton.

ACTION: CC to approach Lentalls in respect of preparing the accounts for the AGM.

CC confirmed that all expenditure figures over £500 were approved by the Board, sub-committees having autonomy to spend up to £500.

10 AGM - reminder of rules and protocols - 23 September 2019

CC reported that notice of the forthcoming election of Board members had been sent to levy payers inviting nominations for Directors. The deadline for completed nomination papers was 16 August. None had been received to date.

GS advised that notices of the AGM needed to be sent to the levy payer, which in the case of a national brand, would be to head office. The levy payer only could vote or could put forward a proxy. It was noted that according to the Articles of Association the election of Chair should take place at the Annual General Meeting.

It was agreed that a meeting for BID members should be held to enable all gripes and concerns to be aired and responded to in an informal setting, with nibbles.

A discussion took place as to whether this should be a separate meeting on a different date to the AGM or whether it should take place after the protocol of the formal meeting. GS to give both options consideration.

11 AOB

Meercat Associates

Clarification was needed on why the potential savings and the actual savings were not the same. Rishi Sood would be asked to explain this.

Examples of businesses who had made the cost of the levy back in savings were needed for the newsletter.

12 Date of next Board meeting – Tuesday 17th September 2019

Note post meeting – after speaking with AJH it has been agreed a meeting will take place prior to the AGM to feedback on the open BID meeting on Tuesday 3rd September and to enable a number of proposals to come before the board.

It was agreed that the meeting held after the AGM should be a review of year one and a look forward to year two. There was a need to look more strategically and outwardly with a long-term plan.

Events and Public Realm sub-groups meeting and other sub-groups to be agreed.

Meeting finished at 7.50pm

SW – 16.8.19