

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE: 6th April, 2022.

LOCATION: Bedford Hotel, Tavistock. 5.30pm.

ATTENDEES:

Janna Sanders - BID Manager (JS)

Nigel Eadie – Original Pasty House – (NE)

Katherine Wing – Wings Accountants (KW)

Valerie Davenport – Kaleidoscope (VD)

John Taylor – Grenville Estates (JT)

Paul Williamson – TTC (PW)

Steve Lewington – Too Hoppy - Beerman (SL)

Valerie Davenport – Vice Chair, chaired the meeting in CP absence.

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Chris Palmer.	
2	MINUTES OF THE LAST MEETING	
	Minutes from the Board meeting 16.02.22 were accepted as a true and accurate record of the meeting - proposed by SL, seconded by NE. All Directors agreed.	
3	GETTING THE WORK DONE - COMMUNICATION AND BID TEAM ORGANISATION	
	<ul style="list-style-type: none"> JS recently met with Layla Vowles (LV), currently working at Harford Bridge – asked her to assess Visit Tavistock presence on website and social media with advice on taking it forward. Currently Tamar Marketing still doing our social media, but expensive option as no further support for JS. Updating website time consuming and when App is upgraded will further add to the workload. Perhaps LV could be the solution to social media/website and then potentially outsource other marketing work and blogs to Tamar Marketing – link with Tamar Valley important. Agreed - JS will meet with LV to explain our situation and suggest what needed – 1. Layla Vowles works for BID 5 hours per week, covering social media and website. 	JS
4	CORONAVIRUS AND OTHER BUSINESS SUPPORT/FUNDING	
	<ul style="list-style-type: none"> BID granted £30,000 Community Recovery Grant via WDBC – for Town WIFI – quote from Renovotec for initial survey which will give an insight into what can be achieved for the remaining £25,000. JS heard today that BID has been successful with the Devon Elevation Fund application - this needs to be delivered by 31st May to enable us to claim back the funds from DR Company – very little time – suggested BID request extra time as the grant has taken so long to come through. 	JS JS

	<p>£14,100 funding for:- development of VT marketing strategy through CACI report to cover - website updates; develop town merchandise; create new town trails; new window signage – JS reduced match funding to £2,900.</p> <ul style="list-style-type: none"> • THT Elevation Grant - Jo Butler to deliver group marketing report and marketing strategy - £25,000. • ERDF fund now closed – recent purchases/commissions – Tavistock marketing £3,800. Tavistock Placemaking - £4,080. Town APP - £2,580. Town Films/Children - £2,500. Jubilee Planning £2,499.00. • JS now secured £1,500 sponsorship towards hanging baskets for 2022 from three sponsors. Dartmoor Deli and Fulford’s expressed interest in remaining £500. • JT funding project costing £5,000 to cover development of a new Visit Tavistock heritage trail available to download from website. 	<p>JS</p> <p>JT</p>
5	FINANCIAL REPORT	
	<ul style="list-style-type: none"> • KW reported that she had updated the spreadsheet this afternoon – updates in hand with JS – a number of levy payers have now paid outstanding invoices. 	
6	HANGING BASKETS	
	<ul style="list-style-type: none"> • Existing and new baskets are with Blooming Baskets. • JS shared concerns regarding – TTC has confirmed they can fulfil the watering contract again for 2022. Cost £27 per basket. £5,130 for all existing baskets, plus £405 for new ones. Alison will charge £30 per basket for new ones – another £900. JS to coordinate delivery / contract with TTC. 	<p>JS</p>
7	AROUND TOWN Update on empty premises and Businesses closing/opening	
	<ul style="list-style-type: none"> • Refill shop open • Heather Jane & co opening soon – likely in Pannier Market surround • Saltrock opened in the old mobile phone shop on Duke Street • Fonehouse opened on the corner with Pepper Street • V’ausanse in the old corner Abode office/Gin Shop opening old Abode Office – JT informed BOD that the Businesses in old Abode were temporary fills (6-month deal). • According to Agent – HSBC has interest – no response to request for vinyl on window • Milagro SW moved out 	
8	LEVY QUERIES	
	<ul style="list-style-type: none"> • 7 Businesses taken to Court in December for unpaid invoices still have not paid. Discussion:- Agreed that VD, JS and may be JT would visit various businesses. • JS has agreed with Carol Jenkins to delay any court dates for 021-22 invoices until June. 	<p>VD/JS/JT</p>
9	MARKETING/PROMOTIONS	
	<ul style="list-style-type: none"> • Tavistock Guide 2022 - looking fabulous (JS had proof which she showed to BOD) – new Businesses have participated including some that BID have been trying to encourage for a long time. • BID has committed to join the Tavistock Times Business Club for £3,588 for year – this includes weekly advert across all publications – including other Tindle areas, which will be the focus. • Group travel – no further movement but have ERDF funds available. 	

	<ul style="list-style-type: none"> Jo Butler suggests membership of wewantgroups.com for £250 – approval. Discussion:- wait until we clear up other budget requirements. 	
10	EVENTS	
	<ul style="list-style-type: none"> Fiver Fest – mixed reports as always – fewer businesses taking part so perhaps not as exiting for Customers – BOD decided not to proceed with June dates but to leave until October. Easter Trail – Alice in Wonderland theme 9th -23rd April. Paint the Town – Some lovely garlands in town plus a great day on Saturday making bird boxes with Rob the Dartmoor Ranger. <p>Queen’s Platinum Jubilee –</p> <ul style="list-style-type: none"> Secured funding now totals £20,000 – mad up of £5,000 BID. £5,000 TTC (£2,500 in kind). £2,499 WDBC/ERDF and £7,700 Let’s Create Fund Working party consists of BD, TDCC, Cllr. Mann, West Devon Art Workshops, Tavistock Lions. West Devon Art Workshops project managing the River of Hope Pageant with local schools. Tavistock Lions assisting and will steward on the day Cllr. Mann leading on the project overall. Miss Ivy Events project managing the Jubilee Gala Day. Tim Randall looking at whether we can fund a screen on the Square to show broadcasts of Jubilee events in London with films in the evening (Fri/Sat 8pm.) in the Guildhall – weather etc. Miss Ivy asked to provide food on the Square on Fri/Sat evenings – JS talking with Geri and Richard about this yesterday. 	
11	GIFT CARD	
	<ul style="list-style-type: none"> Ongoing issues with accepting cards, terminals being changed and also the expiry date on the card. It would be good if we could dedicate someone to managing this – not dealt with adequately. New businesses:- Tavistock Cycles. No.5 Aesthetics. Milagro SW. Karen’s. 	
12	COLLABORATIONS – Town Marketing – As JS only just received notification that we have funding from Deven Elevation Fund, nothing further done at present. Cllr. Hutton has been assigned as TTC Representative.	
13	BID MANAGER UPDATE – Nothing further to report.	
14	CHAIR UPDATE – Nothing further to report.	
15	AOB – Looking at ‘sustainable Tavistock’ - does NE have further information regarding Visit Plymouth Green Tourism scheme? – big ambition – individual businesses sign up – receive certificate for whatever they are offering and build on with ‘green things’ – money from Community Renewable fund.	
16	DATE OF NEXT MEETING - 11 th May, 2022 – venue to be decided	
	Meeting closed at 6.45pm.	