

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE: 19th January, 2022.

LOCATION: Bedford Hotel, Tavistock. 6.00pm.

ATTENDEES:

Janna Sanders - BID Manager (JS)
 Katherine Wing – Wings Accountants (KW)
 John Taylor – Grenville Estates (JT) - Zoom
 Steve Lewington – Too Hoppy - Beerman (SL)

Chris Palmer – Hansford Bell (CP)
 Nigel Eadie – Original Pasty House (NE)
 Colin Kirk-Patrick – Runventure (CKP)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Valerie Davenport. Paul Williamson.	
2	MINUTES OF THE LAST MEETING	
	Minutes from the Board meeting 19.11.21 were accepted as a true and accurate record - proposed by CP, seconded by CKP. All Directors agreed. The AGM minutes were checked, but not approved until next AGM.	
3	COMMUNICATION AND BID TEAM ORGANISATION	
	<ul style="list-style-type: none"> Hannah Govan is no longer assisting with BID social media. This responsibility has returned to Sarah Bartlett (Tamar Marketing). Most of her 5 hours a week are spent doing this – needs revision. Discussion with TTC, they need someone to help with social media. JS waiting to hear back from SW BIDs. Tim Randell – Tavy Links – looking at marketing services, will have different packages – manage website – manage social media – manage graphics – no idea on prices yet – Tim has a lot of local connections which could work for us. JS to pursue this with Tim Randell. Need to sort the overall budget for marketing. 	JS JS/KW
4	CORONAVIRUS AND OTHER BUSINESS SUPPORT	
	<p>BID Grants: application is in for a Community Recovery Grant via WDBC – Contact Jim Davis – aimed at a project that benefits community – multiple projects submitted – awaiting response to see which of those they would like more information on – including Town Marketing; Town WIFI; new signature town event (music/food).</p> <p>Business Support: handful of businesses have reached out for help with the new government funding available.</p> <p>Funding – ERDF funds allocated to Tavistock still to be utilised for:-</p> <ul style="list-style-type: none"> £2,000 for further vinyl's – some needed on old HSBC building £500 stewarding for Dickensian £1,500 additional seating around town centre Updates to Tavistock Local App - £2,500 	JS

	<ul style="list-style-type: none"> Videos to engage children in town £2,500 £3,450 for Town Marketing <p>Sponsorship – Confirmed sponsorship of - £1,500 sponsorship towards hanging baskets for 2022 from two sponsors – looking for a further £500</p>	JS
5	FINANCIAL REPORT	
	<ul style="list-style-type: none"> KW said that there had been an overspend in some areas. Bank balance £60,000 with £58,700 available – lots of plans to spend – there would be a deficit for the year – KW and JS to get together to look at what they can do. Some items are going to cost less than predicted. Money to come from Community Grant; Guide income and sponsorship. 	KW/JS
6	CHRISTMAS DEBRIEF - 2022	
	<p>Do Light Switch-on and Dickensian conflict?</p> <ul style="list-style-type: none"> ➤ Christmas Light Switch-On: Total Costs £5,610. Well received – entertainment proved popular - estimated attendance for the 30 minutes around switch-on was 2500 people - approximately 40% of businesses did not open late - peripheral businesses did not report the same footfall as those in the centre of town - crowd size unmanageable in current format meaning road closures and additional stewarding will be required moving forward at extra cost. ➤ Dickensian Evening: Total Costs £10,192. Attendance low – poor weather and coronavirus - lantern parade was neither well attended or watched by the public and does not serve to replace the light switch-on - the majority of businesses reported reduced footfall to normal years – obviously it was uncertain whether footfall would be up or down in the circumstances. <ul style="list-style-type: none"> JS proposed that Dickensian be last week in November to combine the two event – Friday 25th November, 2022 – save money by combining two. Agreed. Lions Trees of Light – requested date change. Some conflict with stalls – meet as Board and decide who goes where - whether a number of food stalls should be allowed? OPH and Lawsons worst Dickensian ever. NE - Lions/Rotary – perhaps do games instead of food? NE - decision to go ahead was taken late so we all lost business. KW - set up puzzle/trail in Dickensian Times? JS - dressing up in Dickensian costume seems to have tailed off – must encourage businesses to do this as it makes Dickensian what it is. JS - a number of lights have failed this year – kept on for much longer now which reduces lifespan – need budget for replacements – propose lights on from 2pm-11pm only. Agreed. 	
7	HANGING BASKETS - 2022	
	<ul style="list-style-type: none"> Quotes requested from Endsleigh Nursery and Rising Sun. No reply from Endsleigh, Rising Sun unable this year, might be interested again in the future. Blooming Baskets quoted £4,000 for existing 180 baskets. Need to go ahead now – agreed to go with Blooming Baskets but with some reservations. 	

	<ul style="list-style-type: none"> Need to order some smaller baskets and potentially new baskets for businesses on Plymouth Road - VD suggested looking at hanging baskets from the lampposts along Plymouth Road. 	JS
8	AROUND TOWN – not discussed	
9	LEVY QUERIES	
	WDBC took 7 Businesses to Court in December – do we send in the Baliffs? – All agreed - No. CKP to tackle some businesses on his patch. KW speak to Carol at WDBC.	CKP/KW
10	MARKETING/PROMOTIONS	
	<p>Tavistock Guide – JS meetings with Tim Roberts – change format this year to A5 with a gatefold. Reduce price for advertising.</p> <p>Group travel – New coach travel leaflets in progress - discussions taken place with Jo Butler, Sarah Bartlett and Mike Coombes regarding town’s group offering. Jo Butler been tasked to increase visits to Plymouth. JS working on Itineraries for a day in Tavistock and a longer stay (2 nights) Tavistock group travel has to include a visit to the Guildhall – JS suggested 3 different tours:- bronze – entrance and wander around on your own: silver - heritage tour (guided): gold guided tour/lunch etc? – offer hospitality, tourism – Richard Rundell – Manager of THT - give some thought to this and get back to JS with any suggestions – familiarisation information to work through.</p>	JS
11	EVENTS	
11.1	<p>Queen’s Jubilee – Nothing arranged at present with TTC and Lions for Jubilee weekend – JS to propose Gala Day and request partner support – TTC planting trees and doing a Beacon on the Pimple - Query over Jubilee lunch in a street party format – Lions suggested Picnic in the Park on Sunday 5th June.</p> <p>Simon Church (Bookstop) asking when things are taking place in the town so that decisions can be regarding when to close (he proposed Thursday as a substitute for Whitsun bank holiday) – JS to seek town-wide agreement if possible - depends what is going on in London and how much people want to join those celebrations on TV. JS on holiday, Jo will cover this.</p>	
12	GIFT CARD – No update available – communication with Miconex frustrating	
13	BID MANAGER UPDATE Nothing further to report.	
14	CHAIR UPDATE Nothing further to report.	
15	<p>AOB – NE concerned about a number of cars having parking tickets from parking overnight New Years Eve/Day – Directors appreciated that the Enforcement Officers had a job to do, but felt it was a little insensitive over New Year – bad for business as people wouldn’t want to come to Tavistock. NE asked JS to speak to WDBC/DCC.</p>	JS
16	DATE OF NEXT MEETING –16 th February, 2022	
	Meeting closed at 7.55pm..	