

## MINUTES OF THE BOARD OF DIRECTORS 'MEETING

**DATE:** 17<sup>th</sup> November, 2021

**LOCATION:** Zoom call at 6.15pm.

**ATTENDEES:**

Janna Sanders - BID Manager (JS)

Chris Palmer – Hansford Bell (CP)

Katherine Wing – Wings Accountants (KW)

Nigel Eadie – Original Pasty House (NE)

John Taylor – Grenville Estates (JT)

Valerie Davenport – Kaleidoscope Toys (VD)

Steve Lewington – Beerman (SL)

Item ref	Agenda Item	Decision/Action
<b>1</b>	<b>APOLOGIES</b>	
	None were received	
<b>2</b>	<b>MINUTES OF THE LAST MEETING</b>	
	Minutes from the Board meeting 20.9.21 were accepted as a true and accurate record - proposed by JT, seconded by VD. All Directors agreed.	
<b>3</b>	<b>COMMUNICATION AND BID TEAM ORGANISATION</b>	
	Jo Macaskie assisting predominantly with event planning. Sarah Bartlett (Tamar Marketing) was managing BID social media. Recently enlisted help from Hannah Govan (THT Social media Assistant/Kick start scheme) for 8 hours a week as part of her THT contract – IE no cost to BID. Sarah Bartlett will now focus more with JS on marketing strategy, group travel, newsletters and blog content. Hannah available until end January – will revisit then. BOD discussion – give this arrangement 2 weeks trial.	JS
<b>4</b>	<b>CORONAVIRUS AND OTHER BUSINESS SUPPORT</b>	
	<p>JS applying a Community Recovery Grant via WDBC (end Nov) – BOD discussion – JS to contact Jim who allocates funding to ascertain what he thinks he can get if we follow this route – perhaps £10,000 for Town Wi-Fi.  <a href="https://www.westdevon.gov.uk/community-recovery-grant">https://www.westdevon.gov.uk/community-recovery-grant</a></p> <p><b>Funding</b> – ERDF funds allocated to Tavistock still to be utilised for:-</p> <ul style="list-style-type: none"> <li>• £2,000 for further vinyls – some needed on old HSBC building</li> <li>• £500 stewarding for Dickensian</li> <li>• £1,500 additional seating around town centre</li> <li>• Updates to Tavistock Local App - £2,500</li> <li>• Videos to engage children in town £2,500</li> <li>• £3,450 for Town Marketing</li> </ul> <p><b>Sponsorship</b> – Confirmed sponsorship of -</p> <ol style="list-style-type: none"> <li>1. £1,000 thanks to Hansford Bell for the main stage at the Christmas light switch-on event</li> </ol>	JS

	<p>2. Sponsorship of Christmas lights in the Churchyard:- £1,000 Kirby Estate Agents. £500 DCC (Debo Sellis locality fund). £500 TJ and LJ's Fish &amp; Chips. £500 The Original Pasty House. Sign being created by Tavi Signs for the Churchyard</p> <p>3. £1,000 sponsorship towards hanging baskets for 2022 from two sponsors – looking for a further £1,000</p>	
<b>5</b>	<b>FINANCIAL REPORT</b>	
	KW had not been well but would be back to work on Monday. She reported that 73% of levy payments had been received so far (before COVID this was 81%). WDBC issued Court Summons 10th November.	
<b>6</b>	<b>AROUND TOWN</b>	
	Gelato Ice Cream Parlour has closed and equipment moved to other premises on Duke Street - De la Torres is for sale – Iconic Optician on Brook Street now open – New landlord at Tavistock Inn – Premium Restaurant/Bar with outside eating area proposed next to Bryant's – Couple of businesses looking at Abode.	
<b>7</b>	<b>LEVY QUERIES</b>	
	WDBC has issued summons to various businesses in arrears with payments – BID had agreed that levy can be paid in installments. VD / JS to visit.	VD/JS
<b>8</b>	<b>BUSINESS SUPPORT/LOBBYING</b>	
<b>8.1</b>	Tavistock Launderette requested support regarding trader parking on Market Road which is affecting their trade. Due to lack of line marking, DCC cannot enforce the 45 minute wait time, so traders are taking advantage of this and parking all day. This means a reduction in convenient on-street parking for locals. The road is owned by TTC. Discussion held with TTC, WDBC and DCC. DCC has offered to paint the lines if TTC would finance, however, Town Clerk advises that the road surface needs attention and retaining wall to river. Part of bigger package costing £30k. Once finance is available work will commence, but unlikely until middle of 2022. Tavistock Launderette has been informed. BID asked to appeal to traders to use the car parks rather than tying up customer parking.	JS – January Newsletter
<b>9</b>	<b>MARKETING/PROMOTIONS</b>	
	<p><b>Great Goosey Gander</b> – event well received on the whole, some businesses experiencing increase traffic to premises – others reported no interest in their experience/offer – doesn't replace Goose Fair – SL commented that it needs to be positive offer for the town – BOD happy to revisit again for 2022.</p> <p><b>FiverFest</b> – good response and turnout. Again, some businesses reported that their offer was not taken up but depends on what offer is – other businesses always do incredibly well. Ultimately not so much about offer/redemptions but showing what is available on the high street.</p> <p><b>Gift card</b> – increased effort going into promoting this – JS to see Scent Station who has experienced difficulties with redeeming the cards - £8,000 of unused gift cards at present. Encourage usage by putting out on social media/email with details on – more information to retailers 'buy one for Christmas' – posters in windows – 'dummy's guide by the till' - JS can extend this into New Year.</p> <p><b>Advertising</b> – Continued marketing in Tavy Links and Tavi Times. Adverts booked in Moorlander for Christmas. Annual publications include – Enjoy Dartmoor (DNP), Visit Dartmoor, Visit Devon – Sarah working on our first Visit Tavistock newsletter. Discussion regarding potential collaboration with Naturebreak (Anthony Rawlings), suggesting £20k – collaborate with TTC, WDBC, THT. JS will look at this in further detail.</p>	<p>JS</p> <p>JS</p> <p>JS</p>

<b>10</b>	<b>EVENTS</b>	
<b>10.1</b>	<p><b>Light Switch on:-</b> All plans in place, lights installed. Seth Lakeman turning on lights. Local Schools have allocated children with key worker parents. Snow globe confirmed. Up lighting of town hall by PL1 Events confirmed. Additional stewarding being provided by the Lions Club for a donation. Jo will be helping on the evening. Regular COVID reminders will be given out over the PA system, sanitizer will be available on tables around the Square.</p>	
<b>10.2</b>	<p><b>Dickensian:-</b> All plans in place – finalised layout with TTC today. Risk assessment completed with additional attention given to COVID. Portaloos have been ordered (£200) and additional signage will be put in place (awaiting quote from AA signs). TTC requested that additional marquees be erected to provide some ‘space from the crowds’ security for Stewards. First Aid support secured with Medicare South West for £400. Businesses are responsible for their own safety with queues.</p>	
<b>10.3</b>	<p><b>Lantern Parade:-</b> Workshops filling up so hopefully there will be a number of local families taking part. Sadly no local schools were able to do their own lanterns to take part so families are being encouraged to do this independently.</p>	
<b>10.4</b>	<p><b>Free from three parking:-</b> still waiting for confirmation from WDBC so we can start marketing shopping from 3-5pm under the Christmas lights.</p>	
<b>10.5</b>	<p><b>Christmas window display and costume competition:-</b> form will be circulated this week – Cllr. Hutton confirmed to judge these.</p>	
<b>11</b>	<b>COLLABORATIONS</b>	
	Tavistock Heritage Trust – soft opening of Guildhall now timetabled for the day after Dickensian - discussion with Geri Parlby.	
<b>12</b>	<b>CAR PARKING / COACHES</b>	
	Updated Coach Driver leaflet in progress – awaiting high-res logo which is proving difficult to source. NE suggested JS speak to Steve Hughes, Plymouth BID.	JS
<b>13</b>	<b>BID MANAGER UPDATE</b> Nothing further to report.	
<b>14</b>	<b>CHAIR UPDATE</b> Nothing further to report.	
<b>15</b>	<b>AOB</b>	
<b>15.1</b>	<p><b>Christmas lights</b> – Lights for Plymouth road arrived with one broken, Ian Lashbrook expressed concerns about their long-term viability – Blachere offered two seasons of guarantee, but would not swap out the entire order – new light arriving today – all five to be installed next week. DCC Highways making lampposts ready for installation at no charge.</p>	
<b>15.2</b>	<b>BID website</b> – now separated from Visit Tavistock – now 2 sites.	
<b>15.3</b>	<p><b>Hanging baskets</b> – VD explained that A ScentSation has offered to do these – get compost locally – Community Gardening has no capacity to help. Normally start planting up in January. BIDBOD has reservations about doing it ourselves – where is the come back if the baskets fail? What is the contingency? BIDBOD felt that the baskets this year were not as good as usual (Blooming Baskets). JS to ask Rising Sun and Endsleigh to quote.</p>	
<b>16</b>	<b>DATE OF NEXT MEETING</b> –15 <sup>th</sup> December, 2021 at the Bedford Hotel at 6.00pm. Christmas drinks?	
	Meeting closed at 7.45pm..	