

MINUTES OF THE BOARD OF DIRECTORS 'MEETING

DATE: 20th September, 2021

LOCATION: Zoom call at 6.00pm.

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)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Paul Williamson. Colin Kirk-Potter. Brett Kinsman-Dawe	
2	MINUTES OF THE LAST MEETING	
	Minutes from the Board meeting 18.08.21 were accepted as a true and accurate record - proposed by JT, seconded by VD. All Directors agreed.	
3	COMMUNICATION AND BID TEAM ORGANISATION	
	Jo Macaskie helped to organize the Tour of Britain event – really positive. BID Admin work (5 hours per week) subcontracted via Miss Ivy to Tamar Valley Marketing (Sarah Bartlett). 5 hours not enough to cover everything required – marketing, promotion, website and town app (updates needed) – how does this sit in the budget? KW and JS to look at this. JS to check with THT re: kickstarter assistance. JS to speak about invoicing to ensure that there is consistency.	KW/JS JS
4	CORONAVIRUS AND OTHER BUSINESS SUPPORT	
	<p>Media Campaign based around encouraging continued use of face coverings is being rolled out this week – adverts in Tavy Links and Tavistock Times, and on social media and posters for businesses</p> <p>Funding – ERDF funds allocated to Tavistock still available for:-</p> <ul style="list-style-type: none"> • £2,000 for further vinyls – some needed on old HSBC building • £500 stewarding for Dickensian • £1,500 additional seating around town centre <p>Further funding requested for:-</p> <ul style="list-style-type: none"> • Updates to Tavistock Local App - £2,500 • Videos to engage children in town £2,500 <p>Sponsorship of £1,000 for the main stage at the Christmas light switch-on confirmed from Hansford Bell. Any suggestions of others who could be approached? Any Estate Agents or a consortium? CP/Directors to think about anyone else and whether to approach Coop? Tesco?</p>	CP All

5	FINANCIAL REPORT	
	<ul style="list-style-type: none"> • KW had put VAT return and detailed report on drop box – needs approval – Directors agreed • KW and JS will meet to talk through budget before AGM, particularly with regard to surplus monies from last BID term 	KW/JS
6	AROUND TOWN	
	Empty premises – Antique shop on Market Street doesn't seem to be open – neither does Music Box on Paddon's Row - discussion regarding Ice Cream shop in old Abode premises and lack of presence in ActiveCo – nothing happening with HSBC building (owned by Conservative Club) – new optician, Iconic, on Brook Street	
7	BUSINESS SUPPORT/LOBBYING	
7.1	Media campaign as 4 above – support requested by de la Torres – JS delivered posters around town – no other Businesses recorded any similar abuse from Customers regarding face coverings – most happy to support and prefer face coverings to be worn. de la Torres also requested that commenting be turned off on Visit Tavistock site.	
7.2	Tavistock Town Council lettings procedure – JS emailed Town Clerk (Carl Hearn) requesting meeting regarding issues raised by a few levy payers in and around Pannier Market about TTC new tenants and duplication of business-type/concerns around permitted use in their agreements vs what the business is actually selling - how this impacts on other businesses in the vicinity - response had been received – TTC currently do limit types of business and do have clauses that can restrict permitted use - happy to look at what other landlords in the town to find good practice – JS to discuss further with Town Clerk - discussion regarding points raised – Directors agree that JS should continue to discuss with TTC but felt that the ball in in TTC's court and their respective tenants.	JS
8	MARKETING/PROMOTIONS	
8.1	JS looking at Great Goosey Gander event <ul style="list-style-type: none"> • Visited about 40 businesses last week to encourage participation. • Emailed Stags regarding livestock market – no reply. • Asked Pet Emporium to bring Ethel the Goose again. • Slow response – some businesses want to do National Fiver Fest – combine the two – Marketing - 'The Great Goosey Gander meets National Fiver Fest'. • Showcase town with series of experiences/offers to encourage people into town. Get individual businesses to offer something connected to their business: food outlets - Goosey Gander sausage roll; Quilting shop – package of Goose related materials; Kaleidoscope – free balloon with every purchase. • TTC Goose Fair Artisan market in Butchers' Hall Weds 13th October. • JS to investigate possibility of a few child rides. 	JS
8.2	Gift card <ul style="list-style-type: none"> • Need increased effort going into promoting Gift Card programme. • Encourage redemptions – (sold 26,875 cards – 14,000 have been redeemed) – social media – need fun campaign. 	

10	COLLABORATIONS	
	<ul style="list-style-type: none"> Tavistock Heritage Trust – opening of Guildhall now timetabled for December – discussion with Geri Parlby as they will link it with Dickensian evening. 	
11	CAR PARKING/COACHES Updated Coach Driver leaflet in progress	
12	AOB	
	<ul style="list-style-type: none"> Bedford Hotel now requesting £30 per meeting. Is BOD happy to approve this? AGM next month so will go ahead with Bedford then – consider further – perhaps alternate meeting space. JS agreed to sponsor a Tavistock Community Gardening bird box. BID website – having amalgamated with Visit Tavistock, JS suggesting that it is separated (BID not relevant to Visitors) – BKD quoted £30 per month for new Word Press site – we pay £150 per year to Visit Dartmoor for hosting of our Visit Tavistock on WIX. JS not approached Simon Lloyd yet about the potential of a new site for BID – discussion – agreed new site via Visit Dartmoor. 	JS
13	BID MANAGER UPDATE	
	<ul style="list-style-type: none"> Dickensian:- How do Directors’ feel with the cancellation of Goose Fair? – discussion – <ol style="list-style-type: none"> Could stagger arrival times – children early – adults later. Bring in Reindeer earlier – JS advise that Reindeer unable to come. Consider Lydford Alpacas. JS speak to TTC - JS and CP to have a meeting to discuss this – Directors’ need further meeting Giant scone proposed for cream tea next year worked out OK at the Bedford Hotel Town advertising signs to be revisited – JS and BKD have discussed and come up with good and economic solution – businesses could contribute as little as £10 per A3 board which could be rotated Town signs need to be updated with changes/new businesses 	
14	DATE OF NEXT MEETING – AGM 20th October, 2021 at the Bedford Hotel	
	Meeting closed at 8.13pm.	