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**Minutes** of the meeting of the
BOARD of the GREATER YARMOUTH TOURISM AND BUSINESS IMPROVEMENT AREA LTD
held on **THURSDAY 10th September 2015**

at Maritime House

**Present**:

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| David Marsh | Asa Morrison | Toni Reeve |
| Lyndon Bevan | James Gray | John Potter |
| Cllr Barry Coleman | Oliver Hurren | Amy Greenwood |
| Malcolm Bird | Jane Reynolds | Alan Carr |
| Ken Sims | Cllr Bert Collins (Hon President) | Karen Youngs |
| Terri Harris | Cllr Andy Grant | Kevin Huggins |
| Tony Smith | Cllr Katy Stenhouse | Peter Jay |
| Toni Reeve | Cllr Michael Jeal |   |
| Kirsty Burn | Cllr Demetrious Mavroudis (Observer) |  |

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| 1.0 |  | **APOLOGIES FOR ABSENCE** |
|  | 1.1 | Apologies were received from Andrew Bowyer, Jonathan Newman, Linda Dyble |
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| 2.0 |  | **MINUTES OF THE PREVIOUS MEETINGS** |
|  | 2.1 |  The minutes of the BID Board meeting on 16th July 2015 were approved as a true and accurate record. |
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| 3.0 |  | **MATTERS ARISING FROM THE MINUTES** |
|  |  |  |
|  | 43.2 | ***Ref 20.2.4 Esplanade Banners/Beach Cannons/North Drive Decorative Lighting*** |
|  |  | Cllr Jeal reported that the beach cannons were in good working order the continued cost for maintenance of the bulbs was the issue. GYBS have asked for a clear steer from GYTABIA about the future of the cannons. Cozens to be chased for projected budget for enhanced technology to replace the outdated and expensive bulbs. |
|  | 43.3 | Cllr Bird reported that the North Drive LED’s were being repaired in 2 weeks.  |
|  | 43.4 | ***Spirit of Enterprise Awards*** |
|  |  | Still 2 seats available for the Awards night on the 20th November |
|  | 43.5 | ***British BIDs*** |
|  |  | More investigation was needed before committing to accreditation with British BIDs. |
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|  | 43.6 | ***Study Visit*** |
|  |  | Need to check that the proposed date in October does not clash with the In Bloom judging. |
|  |  | Need to look at a wider range of businesses to visit within the trip including High Streets and Services & Suppliers to include interests of all BID levy payers. |
|  |  | We have been invited to speak to Weston super-mare about our BID |
|  |  | Need to put out study visit details later this year to find expressions of interest. |
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| 4.0 |  | **LEVY COLLECTION UPDATE** |
|  | 4.1 | Projection of £480k income this year. To date we have received £439,714.00 |
|  | 4.2 | £325k has been received from GYBC to date |
|  | 4.3 | VAT complications to be ironed out at a meeting on Monday to agree the SLA’s |
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| 5.0 | 5.1 | **REPORT ON FIREWORKS RESEARCH** |
|  |  | Some scepticism on value of research particularly without a baseline. Suggestion of doing another evening as a control point. A copy of the report would be issued out upon request. |
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| 6.0 |  | **FINANCIAL AND COMPANY ISSUES** |
|  | 6.1 | ***Budget*** |
|  |  | Projected budget papers were handed out. (Please see attached) |
|  | 6.2 | ***Board Elections*** |
|  |  | Board elections to be carried out early next year. The papers when issued will indicate all areas/trades to be represented on the board. The new chairman will be elected at the first new board meeting in March 2016 |
|  | 6.3 | ***PIPs*** |
|  |  | Did not win contract for PIPs so will cease trading 31st October. Columns have to be removed by that date. |
|  |  | Old columns proposed to be used by placing on private land such as holiday parks and attractions with the intention of selling advertising. 1/3 to be used for advertising GYTABIA events, 1/3 to be used by the business whose land it is, 1/3 to be used as advertising to bring in an income. |
|  |  | Cllr Jeal congratulated David Marsh for doing an exceptional job under very difficult circumstances |
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| 7.0 |  | **PROJECTS UPDATE** |
|  |  | See attached |
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| 8.0 |  | **KEY PROJECTS 2015-2016** |
|  | 8.1 | ***Great Yarmouth & Hemsby Fireworks*** |
|  | 8.1.2 | Great Yarmouth Fireworks dates agreed at 27th July 2016 to 31st August 2016 & a date in October |
|  |  | Possibility of going out to tender as a combined tender between Gorleston, Hemsby & Great Yarmouth suggested. |
|  | 8.1.3 | Agreed that longer display time is not necessary but an enhancement would be the key. |
|  | 8.1.4 | Suggestion for music timed with fireworks would prove impossible without financing a sound system along the Esplanade – Great Yarmouth |
|  | 8.1.5 | Reported that compensation had been paid to a trader whose property had been damaged reportedly due to cinder debris from fireworks – Great Yarmouth |
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|  | 8.2 | ***Maritime Festival 2016*** |
|  | 8.2.1 | 2016 dates will be the 10th and 11th September  |
|  | 8.2.2 | Reported that the Saturday of this year had been the best Saturday of the life of the festival |
|  | 8.2.3 | The Board thanked Alan for all his hard work on the Festival |
|  | 8.2.4 | The Board agreed to write to Aileen and thank her for her hard work on the Festival |
|  | 8.3 | ***Gorleston High Street Christmas Light Switch on*** |
|  |  | November 22nd from 12 noon with fireworks at 6pm and ice skating rink in Priory Gardens to encourage whole use of High Street. |
| 9.0 |  | **PROJECTS FOR DISCUSSION** |
|  | 9.1 | ***Car Park Discount Scheme*** |
|  |  | Another meeting needed to further project. |
|  | 9.2 | ***Comedy Week*** |
|  |  | A project to encourage adults without children. Would run from Saturday for 10 days through to Sunday. Possibility of June/July or September/October. Venues to finance the cost of the event and the BID company to provide the marketing and co-ordination package. Board agreed to further scoping out. |
|  | 9.3 | ***Eating Out Week*** |
|  |  | Another project to encourage adults without children. Would run from Saturday for 10 days through to Sunday. Possibility of June/July or September/October. Venues to finance the cost of the event and the BID company to provide the marketing and co-ordination package. Board agreed to further scoping out. |
|  | 9.4 | ***Airshow 2017*** |
|  |  | Projected date for the airshow is Thursday 29th June through to Sunday 2nd July. Progress has been made and the early signs are that this would be a very viable project. Board agreed for Asa to continue working on project and bring some projected budget figures to the next Board meeting. |
| 10.0 |  | **CONTRACTUAL PROJECTS** |
|  | 10.1 | ***Decorative Lighting*** |
|  |  | Decorative lighting the rolling repairs need to be kept updated. Festive lighting to be chased. |
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| 11.0 |  | **APPLICATION PROCESS 2015-16** |
|  | 11.1 | The latest updated funding application forms to be sent out with newsletter inviting businesses to come forward with ideas for projects by 31st October 2015 |
| 12.00 |  | **COMMUNCIATIONS**  |
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| 13.00 |  | **AOB** |
|  |  | A webcam in Hemsby suggestion was put forward although a suitable location would have to be found. |
| 14.00 |  | **DATE OF NEXT MEETING** |
|  |  | 12th November 2015 |