

Minutes of the

BOARD of the GREATER YARMOUTH TOURISM AND BUSINESS IMPROVEMENT AREA LTD

held on 27th September 2018 at Maritime House

Present

	ELECTED DIRECTORS			ELECTED DIRECTORS	
Apols	Lyndon Bevan (LB)	Mar-19	Apols	George Jermany	Mar-20
P	Gareth Brown (GB) (Chairman)	Mar-20	P	Albert Jones (AJ)	Mar-20
Apols	Steve Cozens (SC)	Mar-19	P	Helen Lewis	Mar-20
P	Margaret Farrow (MF)	Mar-19	P	Martin Marsh (MM)	Mar-20
P	James Grey (JG)	Mar-20	P	Andrew Norris (AN)	Mar-20
P	Terri Harris (TH)	Mar-20	Apols	John Potter (JP)	Mar-20
P	Gregg Haddon (GH)	Mar-19	Apols	Jane Reynolds (JR)	Mar-20
Apols	Kevin Huggins (KH)	Mar-20	P	Toni Reeve (TR)	Mar-19
P	Oliver Hurren (OH)	Mar-20		Charles Reynolds (CJR)	Mar-19
Р	Ben Jay (BJ)	Mar-19	P	Matthew Smith (MS)	Mar-20
			Р	Rob Warner (RW)	Mar-19

	Councillors		Officials
Apols	Cllr Barry Coleman; (BC)	P	Alan Carr (AC)
	GYTABIA Vice Chairman and Chairman		
	of GYBC Econ Dev.		
	Cllr Demetrius Mavroudis (DMv)	P	Karen Youngs (KY)
			(GYTABIA Project Management)
P	Cllr Michael Jeal (MJ)		Asa Morrison (AM) (Air Show Director)
P	Cllr Malcolm Bird		David Helsdon (DJH) (Air Show Site Director)

	Honorary Presidents		Observers
P	David Marsh		There were no observers.
Apols	Aileen Mobbs		
P	Malcolm Bird		
	Ken Sims		
Apols			

^{*}Apols = Apologies P = Present

1		Apologies For Absence
	^	Apologies were received As recorded above
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2		<u>Declaration Of Interest</u>
		None declared
3.		Minutes & Matters Arising From The Previous Meeting held 21 May 2018
	3.1	The minutes were agreed as a true and accurate record Cllr Michael Jeal expressed his concern that the
		board had only received the budget figures the day before the meeting.

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		Matters Arising
	4.1	Cllr Michael Jeal expressed his concern that the board had only received the budget
	4.1	figures the day before the meeting.
	12	The Company Secretary advised the board that company accounts were confidential and
	4.2	that he was disappointed to discover that a board member had passed copies of all
		accounts the media.
4	A	Financial And Company Issues
1	4.1	
	<u>5</u> 4. <u>1</u>	Financial Report – It was 4 noted that GYTABIA had received excellent service from GYBC E
	2	levy collection services. Achieving a
		97-½% collection rate.
		Air show had a massive impact on finances net 315k loss resulting from loss of car park
	5.2	The Company Secretary circulated an air show financial statement and a full and
		comprehensive list of air show payments. Discussion points noted under Item 7 below.
		income and extra costs with counter terrorism at an extra 10k and water buoys at 20k
		Until 7 days before the air show still didn't have a licence
		Michael Jeal thanked DM for excellent accounts
		Reported that Maritime might not retain all sponsors.
	5.3	"The financial position was noted.
	<u>5.3</u>	
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5		BID Renewal
5	5.1	
5	5.1 6.15	AC circulated a progress report summarising the work and recommendations of the BID
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<u> </u>	<u>6.3</u> 5	Agreed to raise the lower threshold rate for inclusion into BID as most of the anti-BID
	.1.2	campaigners were from the businesses from the lower business rate threshold <u>It was</u>
		noted the BID Renewal Group would be working with the Mosaic partnership on an
		agreed timetable.
<u> </u>	5.2.	1200 hereditaments in the GY BID is one of the largest BIDs in the country
	3	
<u> </u>	5.2.	Noted that we need to prepare a press statement ready for those who will be excluded
	4	from the BID because of this who will say that they were cut out, so they couldn't vote
A	5.2.	Timetable will be approved before May election
	5	
.	5.2.	Company line is that any questions or press queries be referred back to either Gareth
	6	Brown/David Marsh/Alan Carr or Karen Youngs. Important to remember that this BID is not a renewal it is a new BID
		HOL a TEHEWALL IS A NEW BID
	F 2	A' C. I
<u>/</u>	5.2	<u>Air Sshow</u>
	7.1	It was agreed that the organisation of the event was exceptional and that the event was
		very popular with the public; evidenced by the very positive comments on social media.
	<u>7.2</u> 5	However whilst visitor numbers had been on target, visitor spend had been below
	.2.1	expectations resulting in some disappointed seafront traders. Agreed that there will be no
		air show in 2019. There was a large concern with environment issues with RSPB?Natural
	7.05	England and GYBC about even considering a June date for any future air shows
	7.35	The board discussed many aspects of the Air Show agreeing that it had undoubtedly raised
	.2.2	the profile of GYTABIA. Other options to consider to protect the reputation of the
		company:
		Continue connection with the sky by having a fly past once a week which is still an event. ESAG involvement would change enormously which would also reduce costs considerably
		- possibility to be investigated
	01	Question was asked about where and who the visitors to the air show were from and why
	Q1	they didn't come from further away. Agreed that reputation has be to be built up before
		people will commit from further distances.
	Q2	Certain amount of blame that people were scare mongered into not bringing their cars —
	QZ	although police were asking for extra car parking provisions the day before the air show
	Q3	Noted that the labour group will not support a future air show
	Q4	Noted that loss reported was actually income down carparking
	Q5	Board asked to consider a forces day as there are 48 air cadet groups in Norfolk
	Q6	Noted that it was important that the message goes out that none of this loss falls on GYBC
	Q7	Agreed to discuss replacement for air show in November
	Q8	The dispute with the ice cream vendor has no gone quiet
	Ω	Bar tender went out as percentage of turnover – he had a 36k turnover and wants £1.6k
	α5	back – the board agreed to spend 1.6k for a refund????????
I	1	and source agreed to sperior front or a retained front front
	7.4	It was agreed that despite higher than expected loss the event was worth doing.
	7.5	It was agreed that GYTABIA would not be staging an Air Show in 2019.
	1.5	It was agreed that OTTADIA Would not be staging all All Show in 2019.

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_	8.1	It was agreed in principle to stage the fireworks events in Great Yarmouth and Hemsby;	Formatted: Font: 12 pt
	0.1	although a final decision would be deferred to the November board meeting.	Formatted: Font: 12 pt, Font color: Auto
_	8.2	It was noted that the projected costs of the Maritime Festival will be up next year and	Formatted: Font: 14 pt
-	0.2	sponsorship is anticipated to be down.	Formatted: Font color: Auto
		There was an expectation from the public that the quayside would be full of Tall Ships	Formatted: Font color: Auto
_	8.3 6	Agreed to look at cutting the roadshow for the fireworks at the meeting in November	Formatted: Font color: Auto
_	<u>8.3</u> ⊕	Hemsby fireworks noted as being highly successful in 2018	Formatted: Font color: Auto
	**	Reported that Alan Carr has been reported to the police by the owner of the crazy gold on the	Formatted: Font: 14 pt
		The fireworks company paid for the repair of the damaged area reportedly caused by falling	Formatted: Font: 12 pt
		from the fireworks	Formatted: Font: 12 pt, Font color: Auto
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		Maritime Festival – costs will be up next year and sponsorship is down. Reported that there	Formatted: Font: 12 pt, Font color: Auto
		comments from the general public that it was getting a bit stale without the right number to	Formatted Table
		ships. Suggested that maybe it was held bi annually to get the right number of ships.	Formatted: Font: 12 pt, Font color: Auto
		ships. Suggested that maybe it was held of almidally to get the right humber of ships.	\ <u>\</u>
		Decorative Lighting – reported that this year is has been atrocious with many lights failing ev	Formatted: Font: 12 pt, Font color: Auto
		servicing and maintenance. Suggested that a reduction of up to 50% on both years be negot	
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		Agreed to defer new-all decisions on priority projects to the November board meeting meeting.	Formatted Table
		November.	The state of the s
		November:	Formatted: Font: 12 pt, Font color: Auto
		Alan Carr,	Formatted: Font: 12 pt, Font color: Auto
		Alan Carr reported that he would be leaving the borough council on October 19 th . Michael Je	Formatted: Font: 12 pt, Font color: Auto
		a vote of thanks and wished him well. Suggested that he becomes president of the BID	Formatted: Font: 12 pt, Font color: Auto
		The state of thanks and wished him well. Suggested that he becomes president of the BIB	Formatted: Font color: Auto
		Going to challenge GYBC about the SLA with loss of marketing budget etc. Discuss at Novem	Formatted: Font: 12 pt, Font color: Auto
		Some to chancing of the about the 35% with 1033 of marketing badget etc. Discuss at Novem	Formatted: Font: 12 pt, Font color: Auto
		HGV's Using Marine Parade – noted agreed to write a letter to Peelports	Formatted: Font: 12 pt
		The state of the s	Formatted: Font: 12 pt
		Noted that fireworks this year were spectacular	Formatted: Font: 12 pt, Font color: Auto
		Steve Cozens Note read out about committee set up – duly noted	
		State delens note reduced and about deliminated set up auty noted	Formatted: Font: 12 pt
		Ben Jay wants a breakdown of overheads	Formatted: Font: Bold, Underline
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		Any Other Business	Formatted: Font: 12 pt
-	9.1	Alan Carr informed the board that he would be leaving the Borough Council on 16 th	Formatted: Font: 12 pt, Font color: Auto
-		October. It was proposed, seconded and subsequently agreed that Alan Carr becomes an	
		and the state of t	Formatted: Font: 12 pt, Font color: Auto, Superscript

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	9.2	It was agreed that the Company Secretary should meet with GYBC to ascertain their	
		proposals to maintain GYBC staff support in accordance with the SLA.	1
	9.3	As requested Steve Cozens comments on the Air Show were read out to the board.	
	9.4	The growing concerns of the number of HGVs using the seafront was noted and it was	1
		agreed that KY should write to peel ports	
10		Date of next Meeting	
		To be confirmed.	1

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