

MINUTES OF THE MEETING OF THE BOARD of the GREATER YARMOUTH TOURISM & BUSINESS IMPROVEMENT AREA LTD held on TUESDAY 12th MARCH 2019

Present:

Commercial Directors

Present	Firstname	Surname	Term
	Gareth	Brown	2014-2021
	Lyndon	Bevan	2019-2021
Yes	Steve	Cozens	2019-2021
Yes	Margaret	Farrow	2019-2021
	James	Grey	2018-2020
Yes	Gregg	Haddon	2019-2021
	Terri	Harris	2018-2020
Yes	Kevin	Huggins	2018-2020
Yes	Oliver	Hurren	2018-2020
	Ben	Jay	2019-2021

Present	Firstname	Surname	Term
	George	Jermany	2018-2020
	Albert	Jones	2018-2020
Yes	Helen	Lewis	2018-2020
Yes	Martin	Marsh	2018-2020
Yes	Andrew	Norris	2018-2020
	John	Potter	2018-2020
Yes	Toni	Reeve	2019-2021
	Jane	Reynolds	2018-2020
Yes	Matt	Smith	2018-2020
Yes	Rob	Warner	2019-2021

Local Authority Directors

Other

Yes	Cllr Barry Coleman	Yes	Alan Carr
Yes	Cllr Michael Jeal	Yes	Karen Youngs
	Cllr Demetrius Mavroudis	Yes	Asa Morrison
Yes	Cllr Malcolm Bird	Yes	Paula Boyce

Honorary Presidents

Yes	David Marsh	Yes	Ken Sims
	Aileen Mobbs	Yes	Alan Carr
Yes	Malcolm Bird		

1. APOLOGIES FOR ABSENCE

Apologies were received from Terri Harris, Andrew Norris, Ben Jay, Gareth Brown, Albert Jones

2. DECLARATION of INTEREST

There were no declarations of Interest

3. MIINUTES OF THE PREVIOUS MEETING HELD 28th NOVEMBER 2018

- 3.1 Councillor Jeal again expressed concern that the press had detailed the dates of the Maritime Festival although the board noted that there was no guarantee that it would go ahead this year. It was agreed that we should have made this decision at the board but that the press was released before a decision had been made

4 MATTERS ARISING

4.1 Noted that a refund had been made to Prestige bars of £2300

4.2 Noted that Gorleston Priory project was still progressing

5 LEVY COLLECTION & FINANCIAL REPORT

5.1 Levy Collection

5.1.1 No update on collection as council officers were at a busy period of the year.

5.2 Budget

5.2.1 DM presented a statement of account but there was little change from the last board meeting

5.3 Request for Information

5.3.1 Alan Carr reported that Phil Thompson has asked to see a full set of detailed accounts DM agreed to ask the accountants for their advice and report back in the next few days

6 AGM and ANNUAL TOURISM LUNCH

6.1 This year's tourism and business awards will be held at the Town Hall and thanks were given to GYBC for hosting the event

6.2 Important to ensure that all who are nominated for an award are pre-informed

7 ANNUAL GENERAL MEETING

7.1 KY reported that Whitby has complicated politics so it will be interested to see how it works

7.2 Agreed dates of 1st-2nd & 3rd October.

8 BID RENEWAL UPDATE

8.1 BID renewal update was agreed

8.2 One of the points to come out of the workshops was the concern that the BID company should use local companies

8.3 RWE were happy to pay the £9500 however were not happy about the £12k cap. Possibilities of ways around this were discussed including removing them from the BID and using them as sponsors for the Maritime or other events for £9.5 k

9 COMMITTEE/COUNCIL

9.1 Alan Carr attended the Econ Dev meeting in February to notify council of the BID's intentions which went well

9.2 GYBC will be running the BID ballot this year

9.3 Noted that voluntary BID ballot payers can still be on the board but that BID levy payers have to pay a year's levy before applying for a position on the board

9.4 Membership will consist of levy payers and voluntary subscribing members

10 KEY PROJECTS

10.1 Great Yarmouth Fireworks

10.1.1 It was agreed to retain Titanium as the firework company for a second year.

10.1.2 Meetings with Heart, Beach & Harbour were planned

- 10.1.3 Asa had prepared a Delivery Schedule
 - 10.1.4 DM reported that by May we will have a budget or a cancellation plan.
 - 10.1.5 It was agreed that AM & AAC would work toward cutting the fireworks budget to £4,000 whilst retaining the 'roadshow' element of the evening.
 - 10.1.6 Lions were on board to man the event
- 10.2 Maritime Festival**
- 10.2.1 Asa reported that the Minerva would be the main ship at the festival and would have 6 public sailings and 1 corporate sailing
 - 10.2.2 A naval ship would also be in attendance
 - 10.2.3 DM reported that 2 sponsors currently being chased Batemans and Seajacks
 - 10.2.4 Need to find more sponsorship this may take the form of a boat and caravan show/display
 - 10.2.5 Final decision to be made in May whether it will be a full Festival or tall ship sailings
- 10.3 Gorleston Switch On**
- 10.3.1 Given that the next Switch-On was in Year 1 of the new BID no commitment can be made. It was agreed to wait until the ballot – ice rink have agreed to wait until then
- 10.4 Seafront Decorative Lighting**
- 10.4.1 Steve Cozens reported that they had the 26 repaired units back and they would be reinstalled starting tomorrow.
 - 10.4.2 They requested that they be informed on a regular basis which units weren't working
- 10.5 Footfall Counters**
- 10.5.1 Reported that there was no fault in the system and the figures reported were accurate
 - 10.5.2 MJ requested that the BID liaise with the town centre and their footfall data
 - 10.5.3 Kevin Huggins expressed the view that the footfall counters were a waste of money. Their usefulness was to be reviewed in the next couple of weeks
- 10.6 Hemsby Hanging Baskets**
- 10.6.1 To be installed within the next couple of weeks
- 10.7 Gorleston Seafront Planning for Concessions**
- 10.7.1 Concerns were raised about the applications for further food concessions on lower marine parade in Gorleston. Board agreed that objections to the application cannot be made on grounds of competition. Board agreed a letter to be written to borough council raising concerns.
 - 10.7.2 Paula reported that GYBA had to find ways of generating additional income and that they had spoken to all the traders about the planning applications before they went in.
- 10.8 Marina Centre**
- Marina Centre future information had been made available

11 ANY OTHER BUSINESS

- 11.1 Vote of thanks to Barry as he is not standing after May as a councillor David Marsh proposed that he was made an honorary present. Micheal Jeal seconded and all agreed
- 11.2 Gareth said that he was still on board as Chairman but his job changes mean that he would not be available for all meetings

12 DATE OF NEXT MEETING

Agreed as 14th May 2019