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**Minutes** of the special meeting of the   
BOARD of the GREATER YARMOUTH TOURISM

AND BUSINESS IMPROVEMENT AREA LTD   
held on **Tuesday 31st January 2017** at Maritime House

**Present**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | *Gareth Brown (GB) (Chairman)* | *March 2020* |  |  | *Tony Reeve (TR)* | *March 2017* |
|  | *David Marsh (DM) (Retiring Chairman)* | *March 2018* |  |  | *Steve Cozens (SC)* | *March 2017* |
|  | *Peter Jay (PJ)* | *March 2018* |  |  | *Charles Reynolds (CJR)* | *March 2017* |
| *A* | *Amy Greenwood (AG)* | *March 2018* |  |  | *Lyndon Bevan (LB)* | *March 2017* |
|  | *Albert Jones (AJ)* | *March 2018* |  |  | *Vacant Position* | *March 2017* |
|  | *Jane Reynolds (JR)* | *March 2018* |  |  | *Margaret Farrow (MF)* | *March 2017* |
|  | *Kevin Huggins (KH)* | *March 2018* |  | *A* | *Ken Sims (KS)* | *March 2017* |
|  | *James Grey (JG)* | *March 2018* |  |  | *Gregg Haddon (GH)* | *March 2017* |
|  | *John Potter (JP)* | *March 2018* |  |  | *Terri Harris (TH)* | *March 2017* |
|  | *Oliver Hurren (OH)* | *March 2018* |  |  | *Vacant Position* | *March 2017* |

**\*A = Apologies**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Councillors** |  |  | **Officials** |
|  | *Cllr Barry Coleman; (BC)*  *GYTABIA Vice Chairman and Chairman of GYBC Econ Dev.* |  |  | *Alan Carr (AC)*  *(GYTABIA CEO)* |
|  | *Cllr Paul Hammond (PH)* |  |  | *Karen Youngs (KY)*  *(GYTABIA Project Management)* |
|  | *Cllr Demetrius Mavroudis (DMv)* |  |  | *Kirsty Burn (KB) (GYBC Marketing)* |
|  | *Cllr Michael Jeal (MJ)* |  |  | *Asa Morrison (AM) (Air Show Director)\** |

\*for the Air Show item

|  |  |  |
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| 1. |  | **Apologies For Absence** |
|  |  | Apologies were received from Amy Greenwood, Ken Sims. |
|  |  |  |
| 2 |  | **Declaration Of Interest** |
|  |  |  |
|  |  |  |
| 3. |  | **Minutes & Matters Arising From The Previous Meeting 10 Nov 2016** |
|  |  |  |
| 4. |  | **Financial And Company Issues** |
|  | 4.1 | Levy Collection Update |
|  | 4.2 | Financial Report |
|  | 4.3 | Annual Tourism & Business Awards |
|  | 4.4 | Meetings Programme 2017 |
|  | 4.5 | Co-opted non-voting board members |
|  |  |  |
| 5. |  | **Air Show 2017** |
|  | 5.1 | Operational Issues |
|  | 5.2 | Revised Budget |
|  |  |  |
| 6. |  | **Small Projects – Scoring Appraisal** |
|  | 6.1 | To finalise the budget allocation to small projects |
|  |  |  |
| 7. |  | **Any Other Business** |
|  | 7.1 | Market Place project |
|  |  |  |
| 9. |  | **Date Of Next Meeting** |
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|  |  |  |
|  |  |  |

**Appendix C**

**Marketing -** these projects have been prioritised by the Marketing Working Group

|  |  |  |
| --- | --- | --- |
| 13 | PR | £14,000 |
| 14 | Radio/Weather campaign | £28,000 |
| 15 | On-Line Promotions | £10,000 |
| 16 | 2-hr drive Essex/N.London (pre-Easter) | £0 |
| 17 | 2-hr drive Essex/N.London (April) | £16,000 |
| 18 | 2-hr drive Essex/N.London (May) | £16,000 |
| 19 | 2-hr drive Essex/N.London (June) | £16,000 |
| 20 | 2-hr drive Essex/N.London (Sept/Oct) | £16,000 |
| 21 | 1-2 hour drive | £15,000 |
| 22 | Research | £10,000 |
| 23 | Social Media/Facebook | £5,000 |
| 24 | On Line Adword - Pay Per Click | £5,000 |
| 25 | TV Production | £15,000 |
| 26 | Retargeting & prospecting | £5,000 |
| 27 | Visit Norfolk | £3,800 |
|  |  | **£174,800** |

**Small projects -** projects less than £10,000 – to be prioritised by the Board.

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| 28 | Hemsby Hanging Baskets | £3,430 |
| 29 | Filby in Bloom | £3,400 |
| 30 | GY Wheels Festival | £6,000 |
| 31 | Feastival/Eating Out Week | £5,000 |
| 32 | Hemsby Beach Cleaning | £4,900 |
| 33 | UK Beach Volleyball | £6,200 |
| 34 | Fritton Village Sign | £4,000 |
| 35 | Gorleston Cliff Top Fireworks | £3,500 |
| 36 | Caister Village Experience | £2,000 |
| 37 | Hemsby Toilets | £1,175 |
| 38 | Martham Scarecrow | £650 |
| 39 | Brush With the Broads | - |
| 40 | GY Film Festival | - |
|  |  | **£40,255** |