

# **Minutes of the meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on 7<sup>th</sup> August 2019**

## **Commercial Directors**

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

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

## **Local Authority Directors**

Present	Cllr Paul Hammond	
Present	Cllr Michael Jeal	
Apologies	Cllr James Bensly	
Present	Cllr Graham Plant	

## **Other**

Present	Alan Carr
Present	Karen Youngs
Present	Asa Morrison

## **Honorary Presidents**

Present	David Marsh		Present	Ken Sims
Apologies	Aileen Mobbs		Present	Barry Coleman
Present	Cllr Malcolm Bird			

## **Guests:**

Present	Sheila Oxtoby	GYBC
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### **1 WELCOME BY OUTGOING CHAIRMAN**

The outgoing Chairman welcomed new directors to the meeting Cllr Paul Hammond and Cllr Graham Plant and agreed to chair the meeting for the last time

### **2 APOLOGIES FOR ABSENCE**

Apologies were received from Albert Jones, Jane Reynolds and Cllr James Bensly

### **3. MINUTES OF THE PREVIOUS MEETING HELD 14<sup>th</sup> MAY 2019**

- 3.1 Cllr Jeal queried the number of councillors on the board and the point of procedure. Sheila Oxtoby to check how legal the constitution is with GYBC and get back to the board
- 3.2 Malcolm Bird raised a declaration of interest
- 3.3 Last minutes recorded Paula Boyce as present – to change to record her apologies.

**4. MATTERS ARISING FROM THE MINUTES**

**4.1 Study Visit**

The board agreed that the study visit was very important and was a vital connection between traders, officers of the council and councillors. A straw poll to be emailed to board of their preference between Scarborough & Southend.

**4.2 Fireworks**

Asa announced that the final 3 firework displays will be enhanced although there will be no roadshow. Some traders have been negative about this but the traders who are sited away from the Jetty have experienced an upturn in trade. Ben Jay has offered to show traders promotional videos on his mobile screen sited on Sealife gardens and asked traders to get in touch if they were interested.

**5. BALLOT RESULT**

5.1 Alan, Karen & Asa were thanked for their work in bringing about a successful BID ballot

5.2 There followed a discussion about changing the BID's name in order to be more inclusive to nonspecific tourism traders. It was agreed that this needs to be deferred to another meeting and expert advice sort.

**6. BUDGET REPORT**

DM reported no further update on the last budget

**7. FORMAL APPOINTMENT OF SHADOW CHAIRMAN AND COMPANY SECRETARY**

The Board agreed unanimously with the appointment of Lyndon Bevan as Company Chairman and Matt Smith as Company Secretary  
An honorarium of £2k per year - deferred

**8. MARITIME FESTIVAL**

8.1 Michael Jeal suggested looking at holding the Maritime Festival bi-annually as it was a little bit samey. David Marsh concurred that changes were needed to be made

8.2 David Marsh resigned as Chairman of the Maritime Festival

**9. MARKETING & BROCHURE**

9.1 Gregg Haddon reported that the accommodation group were not happy with the announcement that there would be no brochure for 2020 and that the decision had been made with no input from the group

9.2 Concern was also raised by the board that there had been no marketing meeting for 18 months since Kirsty left. Asa agreed to hold a meeting the following day to discuss the future of marketing and what was required for this year's Maritime Festival

9.3 Sheila Oxtoby reported that GYBC have a marketing team that can be commissioned to do marketing through the board. Sheila said that there was a general lack of knowledge about the SLA of what is on offer from GYBC. GYBC would be happy to put on a demo at the next board meeting. Graham Plant reiterated that GYBC wants to work closely with the BID. Sheila to look at what communications were shared with the board about the brochure and marketing. Officers to attend future marketing meetings organised by Asa.

9.4 Ken Sims said that he would be stepping down from the marketing group

**10. FORMER PONTINS SITE, HEMSBY**

- 10.1 Concern was raised about the former Pontins site being given permission for housing event though its current status is that of a prime holiday area. The question was asked of the council if that status had been changed when granting permission. Sheila Oxtoby said that the core strategy hasn't changed, and each planning application is judged on its own merit. The planning officer will be asked to give a more detailed result.

**11. DEMENTIA**

Barry Coleman suggested that future marketing should revolve around a dementia friendly campaign and work closely with GYBC on this. He requested that this be on the next agenda. Michael Jeal suggested that a BID funding application for this be submitted.

**12. PAULA BOYCE REPLACEMENT**

David Marsh asked if the BID could help with selecting the new replacement officer. Sheila said that the advert for her replacement was out already and GYBC would keep the board updated. Paula will be starting her new post on the 1<sup>st</sup> October as GYBS Director of Operations

**13. MARITIME ADVANCE FUNDING**

Graham Plant proposed that £10k be delegated to the marketing committee and requested in advance from GYBC without the need for consent. Motion carried. Ben Jay left the meeting

**14. DATE OF NEXT MEETING**

Thursday 12<sup>th</sup> September 10.30am venue to be announced