

Minutes of the meeting of the Board of Directors of the Greater Yarmouth Tourism & Business Improvement Area held on 6th February 2019

Commercial Directors

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

	First name	Surname	Term
Present	George	Jermany	2018-2020
	Albert	Jones	2018-2020
Apologies	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
Apologies	Rob	Warner	2019-2021

Local Authority Directors

	Cllr Paul Hammond		Present	Alan Carr
Present	Cllr Michael Jeal		Present	Karen Youngs
	Cllr James Bensly		Present	Asa Morrison
Present	Cllr Graham Plant		Present	Claire Dyble

Other

Honorary Presidents

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

1 WELCOME BY THE CHAIRMAN

The Chairman welcomed all Directors and Honorary Presidents.

2 APOLOGIES FOR ABSENCE

Apologies received as above.

3. MINUTES OF THE PREVIOUS MEETING HELD 28 NOVEMBER 2019

The minutes were accepted as a true and accurate record.

4 MATTERS ARISING FROM THE PREVIOUS MEETING

4.1 *Ref 28/11- 4.2 - Pontins Update*

4.2 *Ref 28/11- 5.2 Local Study Visit – Southern Parishes noted that GYBC were very impressed with the study visit to the northern parish. A visit to the southern parishes to be organised for May*

4.3 *Ref 28/11 – 9 Season Launch at Wellington Bowl
Very successful with good attendance and many ‘first-timers’*

5. FINANCIAL & COMPANY ISSUES

5.1 **Budget Statement**

The Company Secretary circulated Budget Statement which was noted.

5.2 Board Elections

5.2.1. the Chairman proposed that Gareth Brown be appointed as an Honorary President. AGREED

5.2.2 The CEO reminded Board Members that a call for nominations to serve on the board had been circulated in mid—January. When nominations closed on 27 Jan there were 15 nominations for 12 seats; based on the fair spread sectoral representation.

5.2.3 The nominations and the need for a ballot concluded as follows:-

CATEGORY	2019-2021				2020-2022		
	Sector Spread				Positions available	Candidates	
Retail	4	Toni	1	Kevin Huggins	2	2	unopposed
		Margaret	1	Oliver Hurren			unopposed
Attractions	4	Ben	1	James Grey	3	3	unopposed
				Terri Harris			unopposed
				Albert Jones			unopposed
Supplies	2	Steve	1	Martin Marsh	1	2	BALLOT
				Peter Paine			
S/F Catering	2	Matt	1	Demetris Mavroudis	1	2	BALLOT
				Herbert Grey			
Hotel/GH*	3	Gregg	1	Andrew Norris	2	3	BALLOT
		Jane	x	Helen Lewis			
				Sandie Stanley			
*seats reduced from 4 to 3 in line with equitable spread of levy income/no. of businesses							
Holiday Centre	4	Rob	1	Nathan ace	3	3	unopposed
		Gareth	x	John Potter			unopposed
				George Jermany			unopposed
Pubs	1	Lyndon	1		0		no nomination
	20		8		12	15	

5.2.4 Members noted the ballot arrangements.

5.2.5 The Chairman would be announcing the results at the AGM who will be asked to ratify

5.3 AGM and Tourism Lunch

5.3.1. The AGM and Tourism Lunch will be held at The Town Hall

5.3.2 GYBC have, once again, agreed to provide all the AV equipment and the staging.

5.3.3 Members were encouraged to book a table

6. WORKING GROUPS

6.1 Facilities, Maintenance, Access

It was noted that Cozens UK are now in partnership with GYTABIA and notwithstanding unforeseen complications will work within the £10k budget to keep the lighting functioning throughout the season until September

6.2 Marketing

6.2.1 Currently working on our position with traders and the radio and CCTV offer.

6.2.2 Visitor research has been commissioned with the company Destination UK

6.2.3 There were 8 presentations for the marketing offer – we now have a shortlist of companies who are currently requoteing with their final figures. It should be noted that not one company could provide all the services that we required for marketing

6.2.4 Upfront capital from next years budget requested for commissioning of TV advert which needs to be filmed during this season. This was agreed

6.2.5 Dave Smith has been welcomed back into the marketing group

6.3. Events Working Group

6.3.1 Maritime Festival

-trade bookings are live on gyta.com

-Hoping for 3 boats with tickets to be sold on the Maritime website

-The entertainment is all coming together

-Sponsorship pack has been agreed

-Hemsby lifeboat has agreed to put on a demonstration

-The decision of a sub committee and chairman for maritime to be discussed. It was agreed that the chairman would have to be a board member supported by advisors who can be from outside of the board

6.3.2 **Fireworks:** Titanium have been appointed as the firework provider

6.3.3 **Punch & Judy:** Proposals to be sent out to levy payers for hosting possibilities

6.3.4 Aerobatic Fireworks

Agreed that no funding would be available for any habitat risk assessment if requested by the RSPB. If this is the case then the event would not go ahead.

6.4 Other Projects

Winterton & Hemsby will be entering Anglia in Bloom with Belton & Gorleston making enquiries
A hot air balloon event was put forward for consideration

Pride march – Clare will be meeting with the organiser and will give the board feedback on the meeting. The event is to be held on June 27th

7 ANY OTHER BUSINESS

7.1 Agreed to put benefits of voluntary membership on the next marketing agenda

- Visit Norfolk – (Marketing 9th)
- Bowls Tournament (Events 10th March)
- Arts Festival (Events 10th March)

7.2 Apologies were given from the GYTABIA chairman to the office of mayor for confusion over the invitation in connection to the year launch celebration Michael Jeal accepted the apology

7.3 Noted that there is a possibility that Great Yarmouth will become a free port.

7.4 The next board will be asked to consider funding applications for Visit Norfolk, bowls tournament and the arts festival

8 Date of Next Meeting

12TH March 2020.