

**Minutes of the meeting of the Board of Directors of the Greater Yarmouth
Tourism & Business Improvement Area held on 12th March 2020**

Commercial Directors

	First name	Surname	Term		First name	Surname	Term
	Gareth	Brown	2014-2021	Apologies	George	Jermany	2018-2020
Present	Lyndon	Bevan	2019-2021	Present	Albert	Jones	2018-2020
Present	Steve	Cozens	2019-2021		Helen	Lewis	2018-2020
Apologies	Margaret	Farrow	2019-2021	Apologies	Martin	Marsh	2018-2020
Present	James	Grey	2018-2020	Present	Andrew	Norris	2018-2020
Present	Gregg	Haddon	2019-2021		John	Potter	2018-2020
Present	Terri	Harris	2018-2020		Toni	Reeve	2019-2021
Present	Kevin	Huggins	2018-2020	Present	Matt	Smith	2018-2020
Apologies	Oliver	Hurren	2018-2020	Apologies	Rob	Warner	2019-2021
Present	Ben	Jay	2019-2021				

Local Authority Directors

Other

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

Honorary Presidents

Apologies	David Marsh		Present	Ken Sims
	Aileen Mobbs		Present	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 6 FEBRUARY 2020

The minutes were accepted as a true and accurate record.

4 MATTERS ARISING FROM THE PREVIOUS MEETING

- 4.1 Pontins update: The CEO read out the following statement in respect of the former Pontins site at Hemsby. The drafts circulated are for “an outline planning permission with the means of access only considered as part of the application. The outline establishes the principle of development and sets out the parameters for development. The next step if the planning permission is to be implemented is an application for details or reserved matters not approved at the outline stage including the siting, appearance landscaping dwellings of the development”.

- 4.2 **Local Study Visit.** Proposed and agree that we should postpone the ‘Southern Parishes’ until June.

5. FINANCIAL & COMPANY ISSUES

5.1 Budget Statement

The Company Secretary circulated Budget Statement which was noted.

5.2 Annual Accounts Year ended 30 September 2019

It was proposed, seconded and subsequently agreed to recommend the annual accounts approval by the Annual General meeting

5.2 Membership of British Destinations and Visit Norfolk

Asa outline the benefits of both these organisations and it was subsequently agreed to re-join;
Cost: British Destinations (£1995) and Visit Norfolk (£3250)

5.3 AGM and Tourism Lunch

5.2.1 A final reminder to all Board members to book their tickets for the tourism lunch

5.3.2 Also a reminder that the AGM takes place at 11am in the Council Chamber.

5.3.3 AJ agreed to help transport props from Maritime House to the Town Hall and back 23rd and 25th.

5.4 Elections

The Board noted the results of the 3 ballot categories as:-

5.4.1 Café/Restaurants food retail: ELECTED: Herbert Gray

5.4.2 Visit Accommodation: ELECTED: Andrew Norris and Helen Lewis

5.4.3 Suppliers/Services: ELECTED: Martin Marsh

5.4.4 AAC reminded those unopposed board members that their position would need to be ratified at the AGM

5.5 Resignation & Co-option:

The Board noted that Rob Warner (Parkdean Resorts) has difficulty attending Board meeting due to the nature of his regional position. He therefore wishes to tender his resignation but asks that the Board co-opt Craig Austin, the General Manager of Cherry Tree to ensure that Parkdean Resorts retain a direct interest in the work of GYTABIA. AGREED

6. WORKING GROUPS

6.1 Facilities, Maintenance, Access

6.1.1 Decorative lighting (seafront)

-Steve Cozens reported that he was building up a supply of spare units that can be used to replace faulty units. The aim is to get all repairs completed ready for Easter.

-SC advised that all colours were working although he was still awaiting the blue lights from China.

-All board members were asked to monitor the lights and to report any faults to Albert Jones so that speedy repairs can be implemented.

6.1.2 Ceiling of Light

- Cllr Bird reported that it was unlikely that the Ceiling of Light will be replaced.

- Several board members expressed their disappointment and asked that the BID could be consulted on any plans for lighting in Regent Road

6.2 Marketing

Asa reported that:-

6.2.1 The Marketing Group had appointed TMS Media, Media Managers, Blakeborough PR and destination Research UK

6.2.2 The MG recommend that marketing/publicity be postponed to plan for a high profile 'recovery campaign'. This was approved later in the meeting.

6.2.3 Blakeborough PR had already undertaken a 3-day visit to the Borough

6.2.4 Daily Mirror 'Head of Pictures' has visiting GY at Easter

6.2.5 The MG had agreed the basics of a new TV advert

6.3. Events Working Group

6.3.1 Maritime Festival

- The Events Group nominated and the Board agree to appoint Ben Jay as the new Chairman of the Maritime Festival Delivery Group. AGREED
- The key priorities were accepted as Sponsorship (we are now working with TMS Media) and visiting ships (currently in negotiation with 3 ships) NOTED

6.3.2 Fireworks:

-No further information

6.3.3 Punch & Judy:

- Details of how businesses could get involved would be in the newsletter

6.3.4 Aerobatic Fireworks

- Display muted for June display however it was agreed that no money would be spent on an HRA report and if this was the case then the event would not go ahead.

6.4 Other Projects

6.4.1 Application for support funding for the Bowls Festival

- The application was considered and it was agreed to sponsor the event for £3,000

6.4.2 Application for support funding for the Arts Festival

- The application was considered and it was agreed to sponsor the event for £2570

6.4.3 Working with Seachange/OutThere

- The plans by the Chairman and Vice-Chairman to meet with Seachange Arts to explore ways of working together were noted.

It was noted that Cllr Michael Jeal did not take part in any of these discussions about Seachange

7 ANY OTHER BUSINESS

7.1 Impact of Coronavirus

- Members discussed the Coronavirus and its impact on Great Yarmouth's visitor economy.
- It was agreed that any enquiries about coronavirus should be signposted to the PUBLIC HEALTH ENGLAND website. Clearly developments are occurring every hour and therefore any information circulated by GYTABIA could quickly become out of date.

7.2 It was agreed to write to the MP confirming GYTABIA support for the port gaining freeport status.

8 DATE OF NEXT MEETING

14th May 2020.