

MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE: 21st September, 2016, AT 6.00PM

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Lisa Piper – BID Manager (LP)

Nigel Eadie – The Original Pasty House (NE)

Andrew Baker – Potter Baker (AB)

Giles Newby– Abode (GN)

Robin Rich – I Love Candy (RR)

Mandy Ewings – Original Barber Shop (ME)

Cllr. Harry Smith – TTC (HS)

Penny Samuels – Brocante (PS)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Rosie Ellsmore – Odds and Buds. Ruth - Boots	
2	MINUTES OF THE LAST MEETING	
	It was proposed by RR and seconded by ME that the minutes from the July meeting were accepted as a true and accurate record. Nigel Eadie chaired the meeting in the absence of a Chairman who would be elected at the AGM in October.	
3	GETTING THE WORK DONE	
3.1	Introduction of New Members LP introduced potential new Members – Penny Samuels from Brocante in Brook Street, Giles Newby from Abode in West Street, and apologies from Rosie Ellsmore from Odds and Buds in West Street and Ruth from Boots in Duke Street – all had expressed an interest in joining the BID Board of Directors. Kate Royston was also keen to get involved. Cllr. Harry Smith was the newly elected representative from Tavistock Town Council.	
3.2	Plans for the future Communication and BID Team organisation - LP advised the Board that Becky Hollyfield was doing 5 hours administration each week – vitally important that levy payers are kept up-to-date with what is happening – LP proposed the following should be implemented <ul style="list-style-type: none"> • weekly log on Tavistock BID site • monthly newsletter with paper copies available • closed Facebook group • LP looking at desk space options, including the Local Matters Shop, Elbow Lane every Thursday - Directors agreed to look as proposals • new Business Plan should be put on line • website needed for BID – old providers shutting down at end of year and e-mail is not working - Visit Tavistock site is app focused with very little update functions and search engine optimisation minimal – to compete with other towns we need a site that can be updated easily – suggest new site solely a website to enable a social media campaign to feed traffic to site – has quote from Westcountry 	

<p>Websites (Cameron) in the Hub - £750 tops – up and running in 2 weeks – other people had worked with this Company, all agreed that this should be done – LP will speak to him</p> <ul style="list-style-type: none"> • should be a new site created – Cameron Westcountry Websites would be willing to do this (around £2,000 to create site) – other Directors had experience of Visit Bude and Visit Plymouth which were good sites – it would need to be budgeted for ½ this year and ½ next year – NE suggested that a presentation should be given to Directors – LP will obtain 3 quotes and e-mail findings to Directors as the next meeting was the AGM and it was felt that this should be moved forward as quickly as possible • BH is creating a database of accommodation providers to upload and a research document to be left in rooms to gain insight into Visitor experience and help target our marketing more effectively – occupancy levels will be gained and fed through to businesses to see if Visitors are using the Town <p>South West in Bloom – 182 hanging baskets put up this year, more required for next year – costs will therefore increase by approximately £1,000. Need to look at other providers/sustainable planting – LP will do this and report back – Award ceremony will take place on 6th October at Taunton Cricket Club, LP and ME will be attending</p> <p>Christmas lights – Installation to take place 7th and 8th November</p> <ul style="list-style-type: none"> • 2 new external power boards needed on Paddons Row and Pym Street – cost £387+VAT • Liz from Festive Lighting coming down to Tavistock • LP trying to source external battery operated lights for all Christmas trees ordered this year as per the Business Plan • North Street does not have any lights • this year final contracted year, so need to look at a new 4 year deal on lease or purchase options – LP get quotes to look at in January <p>Dickensian - Road closure application needs to be submitted with consideration this year given to new regulations for moving cars on once road is closed – need to look at budget – shops need to be open on Sundays in December – newsletter going out soon, BH working on this tomorrow – next year Dickensian evening is to be 1st December</p> <p>Coaches – The number of coaches coming to Tavistock has decreased – through research it is apparent that this is due to a number of factors</p> <ul style="list-style-type: none"> • national numbers of people taking these types of holidays is down • coaches have less people on board, meaning they are unable to gain their incentives • increased incentives from other areas • operators changing tours <p>LP to meet with John Birch CPT accreditation on Friday next week to help raise the profile, and talk with Dwayne at TTC to create a new leaflet and incentive offers</p> <p>Signage –</p> <ul style="list-style-type: none"> • RR has now compiled all business names except the Hub which LP will do this week and send to Tavy Signs to up-date before Goose Fair –these will be black and white • new car park signage has been ordered by Cathy Aubertin, WDBC to highlight where other car parks are when one is full – due to be in place in 6-8 weeks • TIC signage required – LP needs to speak to SW Highways – Museum gets lots of people looking for TIC – get brown sign – will 	<p>LP</p> <p>LP</p> <p>LP</p> <p>LP/ME</p> <p>LP</p> <p>LP</p> <p>BH</p> <p>LP</p>
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	<p>Speak to Debo Sellis</p> <p>Events – LP working with DCC to ascertain vacant dates for Bedford Square with a view to encouraging Events organisers’ to bring events to Tavistock</p> <p>Marketing concepts to keep locals shopping in Tavistock – Totally Locally worked in the past, but has fizzled out due to lack of time from Volunteers – BID should support with time and help to create a monthly event ‘Fiver Fest weekend’ – ‘£10 weekend’ – ‘Buy 1 get 1 ½ price’ offer – alongside promotion of ‘hidden gems’ and ‘service business of the month’ – Sunday opening leading up to Christmas and Summer holidays – LP will speak to Rachel Harrison-French</p> <p>Rates – Meeting arranged with Geoffrey Cox to discuss rates and questions from Businesses</p> <p>Cleanliness of Town - Benchmark established from WDBC regarding cleaning routines – BID support Tidy Tavy and focus on key problem areas - LP speak to Tidy Tavy and Co-op – look into community payback scheme</p> <p>Pannier Market – Work on the roof is scheduled to commence next March and will take up to 7 months alongside repointing work on Duke Street which will involve scaffolding over a similar period – there will be no Monday openings next year at all</p> <p>Empty units – Propose that we encourage ‘pop up shops’ over the Christmas period</p> <p>Pirate fm – LP has heard from Pirate fm who are offering a £7.50 spot for Businesses in Tavistock – this information will be put into the newsletter</p>	<p>LP</p> <p>LP</p>
4	MARKETING/PROMOTIONS	
4.1	Totally Locally – dealt with under 3.2	
4.2	Sunday opening - dealt with under 3.2	
4.3	Social media – dealt with under 3.2	
4.4	Research – dealt with under 3.2	
4.5	Coaches – dealt with under 3.2	
5	AROUND TOWN	
5.1	Britain in Bloom – the way forward – dealt with under 3.2	
5.2	Signage – directional and TIC – dealt with under 3.2	
5.3	Town cleanliness and supporting Tidy Tavy – dealt with under 3.2	
5.4	Christmas trees – Voted that people want Christmas trees with lights on them – LP has a battery operated quote for £11.49 – put into the newsletter that these can be ordered – 80 last year – will be £1,600 for trees and lights – some lights may last until next year and may be the year after	
5.5	CCTV – Proposal for CCTV already in hand – Council not keen – this would be on an individual shop basis – ADT package – about £12/£13 per week – this will be circulated – this year will be done on an individual basis, next year we will approach the Council again – LP will sort this out	LP
5.6	Dickensian – dealt with under 3.2	
6	BUSINESS SUPPORT AND LOBBYING	
6.1	Pets at Home – Going to Planning committee 4 th /5 th October – requested change of use – may not be Pets at Home but another retail outlet LP will ring Graham Parker tomorrow	LP
6.2	Meeting with Geoffrey Cox – LP meeting with Geoffrey Cox at the end of the month (rates review) – get from levy payers what they would like to put to	

	him
6.3	AGM – 19th October – letters gone out – last year in Tavistock room – this year Gallery 26
7	PARKING
	Signage - dealt with under 3.2
8	FINANCIAL REPORT
	AB passed around the Annual accounts up to 31 st August, 2016 for Directors to look at – after talking through them – he proposed that they be accepted – ME seconded, all Directors agreed More signatories were required for the accounts – this will be sorted after the AGM
9	CHAIR UPDATE
	New Chair to be appointed after AGM
10	ANY OTHER BUSINESS
10.1	It was hoped to run sort of trail for Christmas like the one that is done at Easter
11	DATE OF NEXT MEETING
	AGM - Wednesday 19th October, 2016 at 6.00pm. at the Bedford Hotel

The meeting closed at 8.03pm.