

ITEM	ACTION	BY WHEN	BY WHOM
	<p>He will also play a key role in developing new website.</p> <ul style="list-style-type: none"> • New web site • Initial sub-group meeting for new web site planned for 30th May with New Mind. They will be staying overnight and their visit will include 'get to know the Bay'. All directors invited to the website sup-group meeting. SD College has potential students who could help support work of collating information. • 2017 Destination Guide. 55K requested so far – continuing to monitor. • Contingency plans • It was agreed to develop contingency plans with a provisional budget of approximately £15k to be in place should additional promotion appear necessary. Pattern of trade this year seems to be of bookings' coming in very late which makes forecasting difficult. Would be possible to go out with boost to sale with only 48 hours notice if this became necessary. • Consumer Newsletter • Using very large database of approximately 180K. • Last mailing only 9.5% open rate. Believe we need to improve quality of database. Should focus on only contacts that have opened or clicked through in the last three years. This should reduce list to about 60K. Need to start rebuilding database of a greater quality, compliant with new legislation and with greater segmentation. • Facebook continuing to perform well. Proposing using Maureen McAlister to manage Twitter and Instagram over the summer. Budget cost £2800. Maureen is very experienced. Agreed. • International Marketing • Decision taken to postpone Chinese Market proposal. • Group Marketing • Positive meeting with Foremost Group on 11th May. Meeting expressed support for October Group Leisure Show and Showcase in March. Propose to maintain good communications. • Work commenced in preparation for Group Leisure Show 12th October at NEC. Including visuals and group directory. Also preparing mosaic video. Stand will include four tables to be sub-let. Agreed cost of £400 per table. There are approximately 62 group operators who will be invited to take a table and also additional space in group directory. • 2018 exhibition and conference • Proposed to hold 2018 exhibition and conference on Thursday 8th March and combine with group showcase. For this first year propose using Steve Reed to promote Group Showcase event. 	<p>June</p> <p>Summer</p>	<p>CC</p> <p>CC</p>

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	<p>Expect attendance from about 100 group buyers. They will be able to attend exhibition in the morning and then be taken on site visit in the afternoon when conference and ERBID general meeting will take place. There will be overnight stays in host hotels with a speed-dating event Friday morning. All agreed.</p> <ul style="list-style-type: none"> • Photography is in hand. Mailed out to current users of image library to help identify any gaps with current photos. Will also upgrade existing library to be able to provide high-resolution images. • Seafood Coast photography also progressing. Work is in hand to provide 7 short films. • All photography assets will be available for all levy payers. • Press and PR • Two enquiries this month – from Sunday Times magazine and a Danish journalist. • Visitor information operating smoothly. Our partner, DSSRV, has moved in. • Performance Monitor • Board confirmed that they consider current format good. Important that survey does get through to the right people. Propose setting up a closed Facebook group for BID. Agreed to take this idea forward. • Food and drink subgroup met for first time on 9th May. • Considered good meeting. Next step is to confirm actions. • Developing website very important step. Also agreed to develop a family of publications. Initially proposed setting up Café and Tea-room trail, and Pub trail. Will start preparation work now for 2018, coordinating information with new website. • ERBID can promote national food events to the industry – e.g. wine week. Setting up food festival is the other key activity. Seafood Coast project is appointing Anna Trait as part-time food festival co-ordinator. • England Seafood coast project is developing well. Developing itinerary of bookable short break activities – e.g. Brixham Fish Market. Important to make sure there is enough support in the office to cover all the work. • Visit Devon. • They are the official DMO for Devon, and the Devon brand is very 	Ongoing	CC

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	<p>strong. Concern is being expressed from all the ATP partners as Visit Devon is struggling. Agreed that the English Riviera believe in the partnership and wish to support Visit Devon, but there do need to be benefits to the BID.</p> <ul style="list-style-type: none"> • There is a willingness to try and make this work. 		
3.	<p>GOVERNANCE & FINANCE</p> <ul style="list-style-type: none"> • The finances of the BID are in good health. At the end of April the levy income stood at £440K. Since then, this has increased to over£463K, which is the target in the budget. About 95% of the levy has been collected so far. On 22nd may, the council obtained 75 liability orders for approximately £24K, giving them the power to take enforcement action. • The Council will provide a list of non-payers, and also the 73 businesses that paid after receiving their summons. We are receiving good support from the Council. • Half-year budget review • It is intended now to carry out a half-year budget review. Income is now known and some costs have firmed up. This review will be completed by the end of July and will include some narrative. BID company is been set up as a mutual organisation and will not be subject to tax. Income can be carried forward to the following year. • Associate Partners • Initially 8 non-tourism businesses have confirmed their support. A section is being set up on the website to recognise these businesses and also with those businesses that helped with the initial set-up of the BID. All directors to continue to seek associate partners support. • Work on office lease from TDA progressing. • Articles of Association • Governance sub-group met to review Articles of Association. Draft circulated to board and agreed except for final check. Will be signed off at next board meeting. Businesses are members and they need to allocate individuals to represent them. • ERBID Company membership application • Confirmed that letter will be sent out in June to all levy payers inviting them to become members of the BID Company. Agreed to insert date for membership application in membership charter. • The election of Directors will take place in October, with request for applicants in September. Agreed that election should be run by an independent body. Will see if council can undertake this role. 	Ongoing	Directors

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	<ul style="list-style-type: none"> Staffing - All contracts of employment completed. Working now on finalising job descriptions. Agreed purchase of mobile phone. 		
4.	<p>COMUNICATION</p> <ul style="list-style-type: none"> B to B newsletter has just been sent out to 853 contacts. Still developing format and timing. Board members to feedback any comments on contents. June newsletter will be a printed copy to go out with membership letter and there will be no digital version. Aim to obtain sponsorship for June newsletter. Simon Jolly has contacted ERBID to seek a representative for the Torbay Line Rail User Group (TLRUG). The group aim to meet quarterly. R.Cuming was proposed for this role. 		
5.	<p>ANY OTHER BUSINESS and DATE OF NEXT MEETING</p> <ul style="list-style-type: none"> Communication Difficulty with obtaining information for air show regarding road closures affecting the tourist industry. Communication has not been good. KM to pass on feedback and try to make improvements for the future. New Coastal Destination Group CC has been invited to chair new Coastal Destination Group which would work alongside DCMS on national strategy. Consider that it will be helpful to the English Riviera to have this high level representation. Great Place meeting confirmed ERBID as partner, helping to develop the cultural element on the website. Awards English Riviera has achieved 10 seaside awards and 3 blue flags. This is the same level as last year and considered a good achievement. Date next meeting 29th June at TLH. 	June	KM