



ITEM	ACTION	BY WHEN	BY WHOM
	<p>would want to start obtaining information on who was completing the surveys to enable us to increase participation. The objective is to achieve more engagement from the levy payers with the survey.</p> <p>Group marketing</p> <ul style="list-style-type: none"> <li>• The attendance at the Group Leisure Exhibition in October had been a success and the first time the industry had been represented at such an event for many years. However, delegates at this show were down on previous years. There are now a number of different businesses from Torbay that promote at these exhibitions and it is considered that a more unified approach would be beneficial for the future with everyone together in one space. There are two other exhibitions this winter that may be worth attending. After that it will be easier to decide best practice for the future.</li> <li>• Steve Reed is coming down in November to continue preparation for the Torbay Group exhibition next spring and this is potentially the best approach of bringing group operators to the Bay to showcase the area.</li> <li>• Group directory was well received.</li> <li>• Consider it may be beneficial to form a sub-group.</li> </ul> <p>In-Resort Guide</p> <ul style="list-style-type: none"> <li>• Considered that the current format is not working as well as had been hoped. Have decided to produce sector-specific publication; Pubs -- Cafes and Restaurants – Attractions. Using a similar format to the successful Group Directory and if the BID company managing this in house believe they will benefit from much greater engagement. However it would mean that they could not all be produced at the same time. A final decision still to be made on this.</li> </ul> <p>Regional marketing.</p> <ul style="list-style-type: none"> <li>• New proposals from RH to tackle Exeter Plymouth and Taunton in a similar format to this year's Exeter campaign. Projected cost to cover the three areas would be £75k and currently only £50k has been allowed in the provisional budget. Final decision on scope of campaign still to be taken.</li> </ul> <p>Destination Guide</p> <ul style="list-style-type: none"> <li>• Though sales are progressing well, income is still unknown. Agreed to delay publication of the guide to the first week of January as fulfilment requests don't start till then.</li> </ul>		

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	<ul style="list-style-type: none"> <li>Starting to consider options for reducing costs in the future by reducing pagination to achieve a weight under 100g which would half the postage costs and possibly considering a different format of A5, which would again reduce costs. To be considered for the future.</li> </ul>		
3.	<p><b>GOVERNANCE &amp; FINANCE</b></p> <ul style="list-style-type: none"> <li>The election for directors had been managed in a very professional way by the council's election team. The count had been monitored and the results posted on the website today. An email of the outcome will be forwarded to levy payers next week.</li> <li>Congratulations were expressed to all the successful candidates along with thanks for the work of the directors over the last year.</li> </ul> <p>Finance</p> <ul style="list-style-type: none"> <li>Accounts for September showed the BID finances in good health. These accounts were agreed. A list of non-payers had been prepared, but due to changes in the council procedures agencies had not yet been appointed to collect these outstanding monies.</li> <li>Work was now being undertaken to update expected costs of all the ongoing marketing projects to ensure projected year-end accounts were as accurate as possible. This will affect how much money is available to be transferred over to next year's TV advertising campaign. It was noted that actual expenditure in this current year on destination marketing will be in excess of the £465k figure in the business plan. Draft budget for 2018 had been updated following the last board meeting and the meeting of the finance subgroup. This had resulted in some changes in the core expense which was fully supported by the financial sub-group, and endorsed by the meeting. The objective has remained keeping our overheads to a minimum to ensure maximum spend on destination marketing. It is down to the new board to set the 2018 budget.</li> <li>Carolyn is working with Visit England and the Seafood Coast project and the TDA to explore future funding options. The inclusion of the English Riviera in the Mayflower project has now been accepted.</li> </ul>		
4.	<b>Communications</b>		

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	<ul style="list-style-type: none"> <li>• CC and MB had attended the meeting with David Weston on the growth of AirB&amp;B.</li> </ul>		
5.	<p><b>ANY OTHER BUSINESS</b></p> <ul style="list-style-type: none"> <li>• The board expressed their condolences to the family of Roger Stringer who has passed away. He was a long term tireless supporter of Tourism in the Bay.</li> <li>• LM thanked the Board for their support over the last two years in achieving such a successful start for the BID Company – it really had been a team effort.</li> </ul>		
6.	<p><b>DATE OF NEXT MEETING</b> Dates of future board meetings – 30<sup>th</sup> November</p>		