

ERBID Board Meeting
Thursday 26th January, Toorak Hotel

PRESENT: L Murrell T Smyth M Salmon R Sundhom R Cumming K Mowat
 B Cole T Godfrey C Hart M Brook C Jeavons C Custerson

ITEM	ACTION	BY WHEN	BY WHOM
1.	<p>APOLOGIES</p> <ul style="list-style-type: none"> • Michelle Pugh and Pippa Craddock. • Notes from the last Steering Group meeting on 15th December had been circulated. Board minutes would now be prepared, initially by LM, for approval at the following meeting and would then be published on BID website. 		
2.	<p>DESTINATION MARKETING</p> <ul style="list-style-type: none"> • February board meeting will focus on firming up Destination Market Budget. Marketing sub group would review this prior to meeting. Allocation of funding and commitment to spend budget is a board decision. Actual payment is currently by two of the agreed three signatures (initial payments made and system is working). An expenses account is to be set up only requiring one signature. <p><u>1a) Exeter Campaign</u> Schedule finalised with R.H expected to cost £50k. Board gave approval for Exeter campaign. Campaign to starts 20th March. C.C will circulate artwork for Exeter posters to sub group for comment before signing off. Don't want to create cumbersome procedures.</p> <p><u>1b) Destination Guide</u> Early days, but request for guides are up on 2016 figures. This year 100k guides have been, 20 k up on last year. Need to maintain focus on promoting guide.</p> <p><u>1c) English Riviera Resort Guide</u> Rate card circulated to BID database. Herald Express report plans on target with sales and marketing activity taking place. C.C working closely with H.E. Production schedule critical with Exeter door to door distribution taking place w/c 10th April. Cannot afford any slippage with programme due to Easter dates. <u>System of evaluation being implemented.</u> Essential data on coupons includes postcode to identify Exeter response. Will also monitor website visits. Still considering including competition with distribution.</p> <p><u>1d) Visitor Information</u></p> <ul style="list-style-type: none"> • Agreed to operate a year round visitor service in line with business plan. Need to agree opening hours now to be able to recruit seasonal staff. • Agreed to open 7 days a week (10am to 5pm) from 1st June to end of September. 	Feb	DM Sub Group
		Feb	CC
		Ongoing	CC
		Feb	CC

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	<ul style="list-style-type: none"> • From mid February to end of May, 6 days a week (10am to 5pm) • and for the winter November to mid February 5 days a week (10am to 2pm). Budget for seasonal staff £5k. Will monitor to see how these times work. • For 6 day opening planned closed day is Sunday. • For 5 day opening planned closed days are Sunday and Thursday. • Will monitor to see how busy Sundays are and if this should be closure day. • Planning to share centre with Partner and will monitor how this works during first year. Extra volunteers for Visitor Centre would be very welcome. <p><u>1e) Consumer Newsletter</u> Now reinstating newsletter and have 165,000 opt in consumer emails (newsletter was cut in 2016 due to budget restraints). Cost is 1p per email plus cost of developing template. First mailing is to be to whole list. Approached platinum advertisers to fund this email, four at £250 each. Plan to send more emails during year.</p> <p>Due to later Easter falling in April March is a weaker month in 2017 compared to previous year. Will promote special offers for March in newsletter.</p> <p><u>1f) Website</u> Draft programme is to have a new modern and fully mobile responsive web site in place for Autumn. This is important to tie in with potential TV advertising campaign. Also allows for fine tuning of site before 2018 campaign starts. Consider an ambitious, but achievable plan. Important to make early decisions so work can start soon. Vital to consult industry first. Survey prepared – any final comments required now. Industry feedback very important and online survey to be distributed to seek recommendations regarding the functionality. Will also send out tender documents now to potential suppliers. Please forward any possible web builders to CC. Aim is for board to make a decision in March on development of new website. Need to continue to explain reasoning behind website.</p> <p><u>1g) Social Media</u> In business plan social media was considered to be of considerable importance, particularly in targeting new contacts. Provisional budget allocation was made of £30k. First step agreed initially to spend £3.5K on Facebook advertising at this important time in booking cycle. Evaluation of effectiveness put in place. Further development of social media campaign instructed.</p> <p><u>1h) Research</u> Current” how business” survey is accommodation oriented. Need to develop new survey which is comprehensive for all levy payers, but</p>	<p>Now</p> <p>Feb</p>	<p>All</p> <p>CC</p>

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	<p>still in line with regional practice. Communication sub group to look at first draft of survey. Need to be agreed in February to be launched in March. Agreed not to circulate old survey in interim period. Also agreed that BID campaign should set KPIs for future.</p> <p><u>1i) Visit Devon Partnership</u> Have already agreed with Visit Devon for the right to upload a number of ERBID businesses on their website with basic listing. We have been asked to promote upgrades to those sites. Agreed to this request. Needs to be managed well to avoid it taking too much time or confusing our partners. All agreed we should be seen to be working in partnership with Visit Devon who may play a significant role in regional tourism.</p>	Feb	Com. Sub Group
3.	<p>GOVERNANCE & FINANCE</p> <p><u>3a) Company Set Up</u> Appeal had been dismissed and company was set up from 1st January. This was a great achievement. All directors now registered. Bank account set up. Sheena has started work and new financial software also set up. VAT registration complete and PAYE expected next few days. Need to set up expenses bank account. All agreed to company year end coinciding with calendar year end. A financial meeting with Sheena will be held in next few weeks. First payroll had been paid. Meeting has been held with TDA to finalise lease for Vaughan Parade. It is hoped that this will be completed shortly. Great support from Woollen Mitchelmore. Also working to agree partnership arrangements for Visitor Information.</p> <p>Operational agreement with council now finalised. Council's transitional board has been effective and all assets now transferred from ERTC to ERBID.</p> <p><u>3b) Update on Levy Income</u> £177k now paid to council which represents about 35% of levy. Consider this is a good start for first 25 days.</p> <p><u>3c) Voluntary Contribution</u> Agreed that voluntary contribution to be based on business rateable value with a minimum payment of £150 as per business plan. Rules for V.C. Agreement to be confirmed, but must be in line with business plan. V.C would be able to apply for ERBID membership and therefore have voting rights. To be finalised during the following week.</p> <p>Agreed also to set up associated membership that would not have rights to become ERBID members, with proposed costs under £200. Associate members would also be encouraged to become sponsor of the BID.</p> <p>ERBID Company Membership - all levy payers need to be invited to</p>	Feb	TG/LM
		Feb	LM

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	<p>become company members to be able to vote and stand as directors. The governance subcommittee will meet to agree rules of membership.</p> <p>Board members voted for LM to become Chair and MB Vice Chair of board.</p> <p>Board Sub Groups – agreed initially to carry on with subgroups as set up under steering group. Make up of subgroup will be reviewed later in year.</p> <p>Destination Marketing - CJ, MP, PC, CC Governance & Finance – CH, KM, TG,LM Communications – BC, MB, RS, TS,RC Subgroups to organise own meetings, but need to keep CC updated. CC to attend when practical.</p>	Feb	Gov. Sub Group
4.	<p>COMMUNICATIONS</p> <p><u>4a) 15th March Exhibition/Conference</u> Arrangements for 15th March Exhibition/Conference developing well. Meeting will be self financing with stand holders paying £125 each. 37 sold already. Free lunch for first 250 to register funded by exhibitor charges. Speaker being organised. To be promoted from start of February</p> <p>Proposed that ERBID has two meetings for partners each year, Spring & Autumn. Plans for next meeting needs to start now. Expect to hold it in October before half-term.</p> <p><u>4b) B2B Newsletter</u> Continuing to develop B 2 B to website. 1st B2B newsletter sent out pre-Christmas. Next one planned early February. Will send out Newsletter monthly initially and then review. Currently have 600 partners’ emails. Working to increase this number of contacts. Will evolve format of newsletters. Agreed we need occasionally to send out printed information in post. Have placed information sheets in with levy bills. There will be at least one other posted communications later this year, which would include invitation to become company member.</p> <p><u>4c) Food & Drink Subgroup</u> Agreed very important to engage with the food & drink sector. Propose setting up a food & drink subgroup. This has the support of some key businesses within the sector. Subgroup could explore possibility of establishing a food festival for 2018. MS and CH willing to become involved. Potential to generate sponsorship. Need to listen to sector and agree ways of helping to promote business.</p>	Feb	CC
5.	<p>ENGLAND SEAFOOD COAST PROJECT</p> <ul style="list-style-type: none"> • Project is progressing well. • England seafood coast walks are to be published shortly translated in to German, French and Dutch. 		

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	<ul style="list-style-type: none"> Now apply for continuation funding. 		
6.	<p>ANY OTHER BUSINESS</p> <ul style="list-style-type: none"> As we develop terms and conditions of employment for BID employees need to consider Health & Safety issues. Blue Flag Accreditations – Torbay Council have confirmed they will not be funding this and imitative will stop this year. Consider this to be very detrimental to local tourism. When this happened in Cornwall it was quickly reinstated. Proposal that ERBID takes on responsibility of finding sponsors for Blue flags and under rights the programme. CC to investigate options. There is a need to act quickly and report back before next board meeting. Dates of future board meetings: Feb 23rd March 30th April 27th May 25th June 29th July 27th August 31st September 28th October 26th November 30th December 21st Agreed that board meeting would now start at 2.30pm to 5pm. Would keep timings under review. 	Feb	CC