

Minehead BID Company Limited Board Meeting

Minutes of meeting held on: Date and Time: Wednesday 10 July 2019 at 6pm

DIRECTORS PRESENT:

Graham Sizer	GS	(Chairman)
Andrew Hopkins	AJH	(BID Manager)
Chris Corbett	CC	(Company Secretary)
Ryan Boulton	RB	
Jon Lee	JL	
Deborah Sawatzki	DS	
Naomi Waters	NW	
Samantha Murrell	SM	(Advisor)

Sarah Wilsher (Minutes)

AGENDA ITEMS**1 Apologies**

Beccy Brown	BB	(Advisor)
Mark Wathen	MW	(Advisor)
Sam White	SW	
Jim Whittaker	JW	

AJH explained that Councillor Andy Hadley had been the District Council's representative on the Board. However, with the change in administration we were waiting to hear who that chosen nomination was. However, as the local authority director nomination would alter in year 2 to Minehead Town Council CC would send AJH the paperwork to complete for Companies House so that he could be removed from the Board as the Somerset West and Taunton representation would then become an advisor.

Cllr Terry Venner would be the Minehead Town Council representative.

2 Anything to declare?

Nothing was declared.

3 Matters arising from previous meeting

Public Realm – GS reported that the benches that were to be stored in the depot belonging to Somerset West and Taunton Council (SWT) had not appeared. He had emailed Nicki Maclean to ask for their whereabouts. SM explained that Nicki was currently on holiday.

Postscript: AJH has confirmed the benches are at the Brunel Way depot as was agreed when the benches were released to us in May.

SM reported that Natalie Green and Julie Lynch had liaised in respect of the new litter bins on the seafront and Julie was now happy with what was proposed. The new bins would be seagull proof and extra-large litter bins would be provided outside food outlets.

4 Adoption of minutes of the previous meeting

Subject to the date of the meeting being corrected to 12 June 2019, the minutes were agreed as an accurate record of the meeting.

5 Meercat Associates Update

A spreadsheet had been received from Rishi Sood for the period up to the end of June 2019. A sum of £15,000 had been identified in savings to levy payers. Some levy payers had signed contracts with Meercat. Rishi felt that an estimated £50,000 in savings by the end of the contract period would not be unreasonable. He had talked to Julian's Laundry and the Regal Theatre. An update report would follow in September.

DS informed the meeting that people had been going around saying that they were from the BID and that they could provide a cheaper service. Also, some businesses were concerned with delays in Meercat's service. It was agreed that details of the scheme plus facts to counteract the rumours should be included in the next bi-monthly newsletter.

ACTION: AJH to include further details of the Meercat scheme, including facts to quash the rumours, in the next bi-monthly BID newsletter.

6 Events Sub-Committee Update

DS reported the following:

Cycling Grand Prix - There had been poor feedback on the event in a recent newspaper article with a manager of a retail outlet collecting negative comments from local businesses. It was decided that each street representative should talk to their levy payers and collate their comments. This would not be a formal survey, more of a chat to the independent traders. GS advised that the tourist accommodation providers had done well over the weekend and NW said that her tea room had been very busy on the Saturday, but quieter on the Sunday when rain had prevented sitting outside. RB suggested that comments from the tourist accommodation providers and hospitality sector be put into the bi-monthly newsletter.

ACTION: Feedback from tourist accommodation providers and the hospitality sector in respect of the Cycling Grand Prix to be included in the bi-monthly newsletter.

AJH advised that there had been no firm proposal from Minehead Cycling Club for 2020 at this time.

EAT Festival - As this was the first venture of the EAT Festival into this part of the County, it was agreed that BID would be providing extra marketing.

Vintage 40's Weekend - 1940's clothing would be available with Threads making dresses. DS suggested a band be hired to play war time tunes in Wellington Square, which would bring people through the town. AJH advised that he and GS had spoken to Robin Wishard earlier that day and ideas included a tank travelling through the town, a parade through the town on the Saturday with a military salute outside the Old Hospital and music on the Sunday (probably not Wellington Square due to the lack of a power supply). Robin was going to put forward a proposal for funding from the BID. West Somerset Railway would market the railway aspect whilst BID would promote the town's activities.

A meeting of WSR was being held this evening and Robin needed to know the decision of the BID Board regarding funding. AJH would email the Directors.

Ladies in Business - A positive meeting had been held. A banner needed to go outside Tesco on the fence and possibly one at the Rugby Club. CC offered to provide banners. The event would be for two nights. A jute bag with goodies would be provided. Every lady in business would be talked to and it would be clarified that this event was only for those ladies who ran their own businesses and paid the business rates. Funding would be discussed at a future Events Sub-Committee meeting.

ACTION: CC to provide banners to advertise the Ladies in Business event.

Kite Festival - This could fill a gap in the yearly calendar. It could take place on Culvercliffe or on the beach, with viewing from the seafront.

Steampunk Festival - a down payment of £1,500 had been made to David Smith.

An application for planning permission had been made for the Lifestyle Warehouse to become a cinema. This could create competition for the Film Society's screenings at the Regal Theatre. AJH said that another alternative was mobile outdoor screenings which could be put on for £1,500 to £1,800 per day.

7 Public Realm Sub-Committee Update

JL reported the following:

Bunting - Roy Porter of SWT would be stress-testing and checking the anchor points for the bunting to be installed by the end of July.

Benches - GS advised that benches were be positioned in The Avenue - outside Blueberry/Animal; outside Discount Bags; outside the Brainwave Charity/Lighting Company. Minehead BID signs, made by Active Signs, would be displayed on the benches.

Hanging baskets - the Company who had supplied the self-watering baskets had initiated a competition to find the best photo of the new baskets. A prize would be awarded of £500. Jenny Bashford had advised that the baskets were drying out and more frequent watering were needed. The cost of such had been included in the BID budget for this year.

Signage - Minehead Town Council were also looking at this with the intention of using S106 funding. A response was awaited from Neil Corfield, Highways Case Manager at SWT, following the walk around Minehead, concerning the responsibilities of SWT in respect to signage and other public realm related issues. SM agreed to chase.

ACTION: SM to chase Neil Corfield re signage responsibilities of SWT.

The proposed car parking survey could also affect the future provision of signage.

Certain signs for Blenheim Gardens could be progressed and paid for by the BID.

GS reported that the large signs listing businesses in The Parade and The Avenue together with maps needed to be updated with new business details, the addition of the BID logo and the replacement of the West Somerset Council logo with the SWT logo. The orientation of the map also needed to be corrected for directional purposes.

Multi-functional brackets for baskets, flags and Xmas trees were to be sourced for The Avenue. AJH had seen some in Honiton and details were to be sent to GS. GS circulated details of Christmas trees, available in Wellington, which could go in the brackets. 125 were currently in stock. He circulated a Project Proposal Form for 40 LED decorated 1.2m high trees at a cost of £4,000. DS proposed and RB seconded that the funding be granted. The proposal was AGREED.

It was noted that Somerset Highways had confirmed at a recent Minehead Town Council meeting that one tree in The Avenue would be felled due to disease. It was thought that BID could sponsor a replacement tree.

There were unappealing shop frontages in Friday Street where businesses had closed. AJH had been in contact with South West BIDs, who put vinyl covers on empty shop units. Kim Slader of SWT had warned that such an act could make the BID liable for business rates. It was therefore best to get the landlord's permission. The landlord of the shop near Paraphernalia had paid the BID levy so was contactable, but the contact details for BaileyMac's owner were not known. The Gravity Pilates Studio unit in Parks Street was also looking unattractive.

DS stated that Minehead Skip Hire were offering to pick up black sack waste, presumably for a charge. MeerCat Associates did not look into waste issues. The Somerset Waste Partnership (SWP) dealt with waste and were looking to work with Minehead as a community waste collector. The BID were

concerned regarding Minehead Skip Hire's intentions and it was decided that GS would talk to them.

ACTION: GS to talk to Minehead Skip Hire.

8 Marketing Update

AJH reported the following:

Marketing on social media and websites - it was agreed that this would work better if it was concentrated on one brand. DS was updating the Visit Minehead Facebook and RB, Instagram in addition to AJH. Minehead Visitor Information Centre (VIC) and Bryan Howe from MTC were updating their retrospective websites. The Visitor Centre had recently reinvigorated Love Minehead as a brand on social media. AJH would be talking to Sally Turner at the VIC about this as the use of Love Minehead could further dilute the brand/platform.

AJH was awaiting training to put content on the Minehead pages of the Visit Somerset website and wanted to try and get Minehead included in a number of nationwide publications.

Footfall monitor - this had not yet been delivered from Springboard. However, an application for listed building consent had recently been submitted to SWT for the footfall monitor to be attached to Greenslade Taylor Hunt in The Parade.

Improving the town's appearance - AJH had decided not to put in an application for heritage funding but would be talking to Jo O'Hara, the Heritage at Risk Officer with SWT, about tidying up the Queen Ann's statue in Wellington Square and opening up the vista to Blenheim Gardens.

9 BID Manager's Monthly Report

AJH spoke to his report which had been previously circulated. He advised that Cllr Habib Farbahi was no longer the Portfolio Holder for Asset Management and Economic Development. This role had been taken on by Cllr Marcus Kravis, who was a BID levy payer. AJH would be meeting with Marcus.

The year two invoices had gone out and were being paid.

10 Financial Update

CC circulated the profit and loss account for the 13 months ending 30 June 2019.

The profit was £49,557.90. CC advised that there was a need to itemise costings and income and set them out in the accounts more clearly so that it can easily be seen where money in has come from and how money has been spent. The figures for events/activities, etc. could also be used for comparison purposes.

The bank balance as at the end of June 2019 was £47,275.59.

11 AGM - 24 September 2019

GS stated that the ballot papers had to go out over the next week to 10 days and would be posted out by SWT. AJH would ask whether the Council could also label the envelopes. Twenty-eight days was allowed for nominations to the Board to come in and then another 21 days for their scrutinisation prior to the AGM.

It was decided that DS and SW would resign from the Board. Naomi had already formally resigned from the Board, but agreed to help with the sub-committees.

12 AOB

At this point AJH left the meeting. There had been an exchange of emails between Directors prior to the meeting in respect of the high value work and useful connections AJH had brought to the BID in the last year. As a result GS proposed and RB seconded that AJH's annual salary be increased by £4,000 backdated to 1 July 2018. The proposal was AGREED.

AJH returned to the meeting.

Levy paying

AJH reported that there had been an issue finding the correct owner for the kebab house in Holloway Street. Licensing at SWT have agreed that the owner changed last year so the BID levy for 2018/19 would need to be written off as it wasn't clear when the previous tenant had vacated the premises. The Board agreed. The levy for year 2 had gone to the correct person. Bailey Mac's levy had been written off.

Barclays Bank plc did not need to pay business rates for three months, but the BID levy starts from day one so the landlord was still liable for this payment.

A request had been made for bailiffs to go to the Golden House on Holloway Street. The Exmoor store would also be pursued. One BID payer had asked via a Freedom of Information request for details of those who hadn't paid. This had been provided.

13 Date of next Board meeting – Tuesday, 13 August 2019

Events and Public Realm sub-groups meeting and other sub-groups to be agreed.

Meeting finished at 7.30pm

SW – 13.7.19