



## Minutes of Board Meeting

2.00pm on 29<sup>th</sup> September 2021 – Video Call

Present: Carolyn Custerson (CC) – Chief Executive, ERBID Company, Tim Godfrey (TG) – Partner, Bishop Fleming, Anthony Payne-Neale, Court Prior (APN), Clare Flower (CF) – Director Beverley Holidays, Richard Cuming (RC) – General Manager, Bygones, Kelly Widley (KW), Jason Garside (JG) – Managing Director, TLH Hotels, Kevin Mowat (KM) – Director of Place, Torbay Council, Simon Jolly (SJ) – RICC Managing Director, Martin Brook (MB) – owner, Pilgrims Rest Cottages, Pippa Craddock (PC) - Marketing & Development Director and Lorraine Stewart (LS) Torbay Council – minutes

CC/TG/CH/KM/MB/APN/KW/SJ/RC/JG/MB/PC

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><b><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></b></p> <ul style="list-style-type: none"> <li>• <b>Apologies</b> – Apologies: Chris Hart (CH) – Chief Executive, Wollens, Richard Cuming, Bygones.</li> <li>• <b>Approval of Minutes</b> – All agreed were an accurate record of the meeting. <b>Approval of Minutes</b> –(MB) queried page 4, Seafood Feast correction £20K ‘to’ not ‘from’ Torbay Council and (RC) amend record of his attendance to ‘Apologies’ as he missed a large part of the meeting due to IT issues. Subject to these amendments, approved.</li> <li>•</li> <li>• <b>Matters Arising</b> – Covered in the agenda</li> </ul>	
<u>2</u>	<p><b><u>Finance and Governance</u></b></p> <ul style="list-style-type: none"> <li>• <b>Management Accounts/Financial Year</b> The management accounts were included in the pack for all for their awareness.</li> <li>• <b>Levy Collection</b> TG updated that the final reminders have been sent out for those with outstanding balances for full payment by 31<sup>st</sup> October.</li> <li>• <b>Executive Team – Annual review</b></li> </ul>	

	<p>A proposal in relation to the annual salary reviews had been circulated on behalf of the Finance and Governance Group setting out their recommendations in relation to the three permanent members of staff. CC left the meeting whilst the details were discussed. This included advising that CC has requested to reduce her working week from 5 days to 4 days but with a clear understanding that she would be available to deal with any emergencies or media requirements on her day off. The Board voiced concerns about CC being able to deal with everything in 4 days but were reassured by CC that she was confident she could and would be delegating some of her work to both AW and KH. CC has discussed her proposals with AW and KH and they are all confident that this is a workable proposal. F &amp; G support this.</p> <p>The proposal put forward by the F &amp; G group was passed unanimously.</p> <ul style="list-style-type: none"> <li> <b>ERBID1/2 Transition</b>  TG advised that with the transition to ERBID2, TG and CC are proposing to change the date when the invoices are sent out (period covered would still be 1/1 to 31/12). The intention of the proposal is to move the payment date so that it is closer to Easter/start of the season with the obvious cash flow benefit. Full payment to be made by end of April. This would remove the need for an automatic instalment option. The board considered this to be a positive proposal and unanimously agreed that it should be put in place. <p>Cashflow will be monitored closely.</p> </li> <li> <b>Vaughan Parade Lease/ERBID Offices</b>  TG updated that there has been a new lease signed for a new office above Vaughans for the Executive team to move too, but the lease for Vaughan Parade is yet to be signed. There has been a suggestion that with regards to VIC that a market value rent appraisal is carried and Bettsworths have been approached to undertake this. </li> </ul>	
<p><b>3</b></p>	<p><b><u>Destination Marketing</u></b></p> <ul style="list-style-type: none"> <li> <b>2022 National Advertising</b>  CC shared some the initial new poster designs for the 2022 National Advertisements and asked for feedback on the proposed imagery and wording. All agreed that they did not agree with the proposed advertising comparing English Riviera to other overseas destinations and to revert back to the Meadfoot Bay single aerial shot as our hero image. CC advised that she would like to deliver the national campaign in two campaigns in 2022 in 2 stages – January and in March. Revised poster designs to be presented at the November Board Meeting and proposed campaign dates. </li> <li> <b>Events Budget</b>  CC &amp; MB provided an update on proposed support to be provided by the ERBID for Events for 2022. The focus is proposed to be on 4 key areas including – Walking, Agatha Christie, Seafood Feast and Xmas. </li> </ul>	

	<p>The proposal is to provide financial assistance to the following events –</p> <ul style="list-style-type: none"> <li>○ Springtime Walking Festival      £10k (+ £10k Sponsorship from TC)</li> <li>○ Seafood FEAST/Food Festival      £20k</li> <li>○ Agatha Christie (IACF)              £5k (ERBID Sponsorship of the Festival)</li> <li>○ Christmas/Winter Festival          £20k (lighting infrastructure)</li> <li>○ English Riviera Air Show            £20k (protecting ER branding)</li> <li>○ Paddle Board Festival                £5k (Spring Board Sponsorship)</li> </ul> <p>All agreed with this proposal.</p>	
<b><u>4</u></b>	<p><b><u>ERBID Key Communications</u></b></p> <ul style="list-style-type: none"> <li>● <b>2022 ERBID Exhibition/Conference</b></li> </ul> <p>CC advised that enquiries have been received asking if there will be a Tourism Conference in 2022. Angie Wright has sent an email to SJ at the RICC to ask for availability and SJ confirmed he has gone back to Angie with some availability</p>	
<b><u>5</u></b>	<p><b><u>AOB</u></b></p> <p>Nothing further discussed</p>	
	<p><b>Date of Next Board Meeting – Thursday 28<sup>th</sup> October at 2 pm</b></p>	