



Minutes of Board Meeting

2.00pm on Thursday 25th February 2021 – Video Call

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

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

ITEM	ACTION	BY WHOM/ BY WHEN
<u>1</u>	<p><u>APOLOGIES, MINUTES, MATTERS ARISING:</u></p> <ul style="list-style-type: none"> • Apologies – Apologies: Helen Brenton (HB) • Approval of Minutes – All agreed were an accurate record of the meeting. • Matters Arising - Covered in the agenda 	
<u>2</u>	<p><u>Re-Opening/COVID Update</u></p> <ul style="list-style-type: none"> • PM’s Update/Roadmap <p>CC confirmed that as per Monday’s Government announcement that there are now some proposed dates for the roadmap for exiting the lockdown 3 restrictions. CC advised that still awaiting final guidelines for each of the key steps leading to the full reopening of the resort on June 21st. All government updates are being immediately circulated to Levy Payers and the prompt circulation of information continues to be really appreciated. A conversation was held over the reopening and how it affects each type of business. All agreed that targeted visitor communications need to be sent out to encourage visitors for April and May and to clarify what you can and can’t do at the different stages.</p> <p>TG advised the board that Helen Brenton has tendered her resignation from the Board. TG advised that himself and CC have discussed that they do not believe it is good time to look to replace as a Board member but will do so in the future</p>	CC

	<p>after the re-ballot. CH advised that he has read through the governance documents for the ERBID and that there is no need to replace at present as there is the required number of Directors on the Board for attending meetings. CH advised that it is detailed within the guidance that the Board can appoint a casual recruitment of a board member on a casual basis until after the ballot process. CC suggested Alex Foley of the Guardhouse in Brixham who she believes would be a good member to bring on board if he is agreeable as he would represent Brixham and also the Food and Drinks industry within the Bay and has been an active member of the Focus Groups. All agreed that they were happy with this suggestion and for CC to proceed to make contact.</p>	<p>CC</p>
<p>3</p>	<p><u>Finance & Governance</u></p> <ul style="list-style-type: none"> • 2021 Levy Collection <p>CC advised that 26% of the total levy invoiced was collected in January 2021 compared to 47% in January 2020. There was a small amount of businesses who accepted the monthly instalment plan and some who have accepted payment terms through to May. CC advised that now hotels will not be opening until 17th May we may need to look at this again as cash flow continues to be a major challenge. Currently CC and Sheena Powe are forecasting a 60% collection rate for this year. CC believes that the board may have to prepare themselves for a shortfall in the levy collection rate for this year.</p> <p>CC recommended to the Board that the options that have currently been offered to businesses for paying their levy invoices are left as it is and reviewed at the next board meeting. All agreed.</p> <p>TG asked if businesses can vote if they have not paid their levy invoice. Agree that clarification from MA needed.</p> <ul style="list-style-type: none"> • 2021 Management Accounts <p>TG advised that it is a bit early in the year to discuss in detail Management Accounts due to changes taking place within budgets and current levy collection.</p> <ul style="list-style-type: none"> • 2021 Destination Marketing Budget <p>CC advised that she is making adjustments to some of the budgets including increasing the amount of money paid to targeting new markets for promoting the Bay for visitors in the summer. CC that from looking at google analytics the demographic of people looking at the website traffic is nearly 100% domestic, younger people and from a wide range of locations further North.</p> <p>CC presented the new digital Escape the Everyday Marketing Campaign and asked for agreement to increase the spending on digital marketing from the Board and all agreed. ACTION – CC to proceed</p> <p>CC would also like to look at regional marketing and to look at a radio campaign for targeting regional advertising. CC will prepare a proposal to be brought to the next board meeting for discussion – ACTION – CC</p>	<p>CC</p> <p>CC</p>

4	<p><u>Destination Marketing</u></p> <ul style="list-style-type: none"> • National Advertising Update <p>Discussed above</p>	
5	<p><u>ERBID2</u></p> <p>Mo Aswat from Mosaic Partnerships joined the call.</p> <ul style="list-style-type: none"> • Consultation Process <p>A discussion was held over the first workshop that was recently held. Recommended that structure be revised to increase participation by attendees. Was agreed that Board members attending should actively engage in the discussion as Levy Payers to share their knowledge, experience and views.</p> <ul style="list-style-type: none"> • ERBID2 Communications Strategy <p>MA suggested social media being used to promote voting YES in the later stages of the ERBID2 campaign but as a closed Facebook platform.</p> <p>MA discussed the appeal process that would take place should an appeal be submitted.</p> <p>KM suggested that Torbay Council Communications team can assist with sending out communications as and when required.</p> <p>TG asked MA about the voting process for those levy payers who have not paid – MA advised that it is a different process so they would entitled to a vote.</p> <ul style="list-style-type: none"> • Communications <p>CC to forward a separate writing report to update the Board on communications.</p>	
6	<p><u>AOB</u></p> <p><u>Nothing raised.</u></p> <p><u>Next Board Meeting Thursday 25th March 2021.</u></p>	