

**ERTC BOARD MEETING
WEDNESDAY 16TH MARCH 2011
VAUGHAN PARADE**

Present: Laurence Murrell, Carolyn Custerson, Tony Smythe, Steve Hurley, Nick Powe, Cllr Carter, Michelle Pugh, Robyn Brown, Will Ford, Pippa Craddock, Claire Jeavons, Cllr Beryl McPhail, Rebecca Waithman, Carol Wilkinson

	ACTION
<p>Welcome & Apologies Sue Cheriton</p>	
<p>Approval of Minutes of Last Meeting & Matters Arising</p>	
<ul style="list-style-type: none"> • Apologies for the error of the date on the minutes. The minutes should have read Wednesday 16th February 2011 and not Wednesday 19th January 2011. 	
<ul style="list-style-type: none"> • Minutes approved and taken as read. 	
<ul style="list-style-type: none"> • Pension arrangements – outstanding. SH has been asked by Sue Wiltshire to liaise with LM and CC about this. 	SH, CC,LM CC
<ul style="list-style-type: none"> • Terms & Conditions for new employees ongoing 	
<ul style="list-style-type: none"> • Trade Meeting on the 7th April – 105 people registered today and there will be 40 stands. 500 copies of the Great Days Out Brochure will be available at this event. 	CC
<ul style="list-style-type: none"> • Top 10 – ongoing. 	
<ul style="list-style-type: none"> • Website New Mind – Board approved payment of deposit for work. 	
<ul style="list-style-type: none"> • CC meeting New Mind 5th and 6th April. 	
<ul style="list-style-type: none"> • New Marketing Sub Group Meeting due to be organised. 	CC
<ul style="list-style-type: none"> • PR – Article in the Herald asking for organisations to help with PR visitors – no one contacted CC. This needs more development. 	CC
<ul style="list-style-type: none"> • Agatha Christie – Priority for Lydia Stone to organise. 	
<ul style="list-style-type: none"> • The Berlin Trip was a success with 94 different countries attending this event. CC believes that if things go right with the Agatha Christie route then it could help generate 1 million pounds for the industry. 	
<ul style="list-style-type: none"> • Geopark – It has been agreed for Colin Bowden to use Geopark logo on his coach used for the Geopark Tours. 	
<ul style="list-style-type: none"> • Political Landscape – a discussion took place with regards to how the potential mayoral candidates contact CC. It was agreed for CC to forward all correspondence from the Mayoral candidates to the Board for their information. 	
<ul style="list-style-type: none"> • Tony Smythe is now liaison person with the Business Forum. 	CC
<ul style="list-style-type: none"> • SH suggested to have an agenda item for any contact CC has had with anyone to liaise back to the board. All were in favour for this proposal. 	CC
<p>2011/12 Business Plan</p>	
<p>No minutes are required to be taken for this agenda item. Draft business plan considered in full. Very positive feedback from board. CC to update and circulate for next board meeting.</p>	CC

Finance Update

- NP updated the board with the latest information on Finance. Please see NP's notes (NP circulated prior to the meeting) for more information.
- Torbay Council has offered to pay for the next 3 years for audit reviews to take place. The auditors have 15 working days to undertake this work. All queried the 15 day period as all believe it should not take that long to complete. LM to liaise with Charles Uzzell to clarify.
- Discrepancies – cashing up at the end of the day, training has been given & is still ongoing.
- Income from promotional partners relating to 11/12 will be put into next years accounts 11/12.

LM

Company Issues

Appointment of Chairman

- JD and advert almost complete. It will be advertised in the Herald Express on Wednesday 23rd March as well as the Western Morning News. This will be advertised for 2 weeks. The closing date is Thursday 7th April and interviews will take place on Tuesday 19th April 2011. The interview panel will be CJ, PC and MP. CJ to circulate a copy of the JD and advert to the board on Monday 21st March 2011. This will be a 2 year post.
- The successful candidate will have to go through the Council Appointments Panel. SH to find out more information about this process and liaise with CJ. The meetings are held only when they are required. SH & CJ to liaise with regards to arranging a date for the Council Appointments Panel to meet.
- The Mayor agreed for more Directors to sit on the ERTC Board. The agreed number of the Board Members has been increased to 14 from 12, which was originally agreed.
- "Thanks" party (get together) to be organised to thank LM for all of his hard work and time being Chair of the Board.

CJ, PC,
MP
CJ

SH

CJ

Gateway Signage

- CC met with PC. CC has asked TOR2 to quote to erect free standing signs to welcome visitors to the English Riviera. CC is still waiting to hear from TOR2.
- CC to contact Corrian to confirm that Matthew Pritchard has authorised for the ERTC to use this picture.

CC

2012 Rate Card

- CC to email a copy of the rate card to the Board. CC requires feedback w/c 21st March 2011.
- For those that book online will be given a 5% discount.
- CC stressed that this is now a matter of urgency.
- 7th April 2011 the rate card will be available as an "off line". Following Board meeting agreed to delay rate card to allow development of proposals. To be fully discussed at next board meeting.
- The Rate Card will be available on the English Riviera Tourism Website.
- NP suggested to for a small admin fee offer a free professional photographer to take photo's of their premises – if they book online. Majority felt this is a good idea.

ALL

CC

CC

2012 PP direct mail piece

- Promoting to non advertisers – CC is due to contact 300 local business next financial year. CC had designed a piece of literature that aims to draw the businesses attention to join with the ERTC that being on their own is good but being part/with the ERTC their business could be better.
- This will be a direct mail shot for those currently not advertising.
- NP questioned that if the ERTC are asked to work with other places of interest / towns would the board consider that? A discussion took place with regards to where the board are and not happy to join with.
- LM suggests looking at this in more depth at the next meeting in April.

ALL

Marketing

New Geopark Experiences

- People are confused as to what Geopark means. CC has designed publications to be produced to help explain what Geopark means and the English Riviera is a Geopark.
- The leaflet will be given to visitors to read and explore the Geopark areas.
- NP queried if we can have / say South Devon Global Geopark. Suggestion to change the logo to read English Riviera Geopark. CC agreed.

Visitor Information Service

Nothing to report.

AOB

How's Business Survey

- 60 replied out of 250 requests. WF questioned if the system is working as he completed the questionnaire which did not appear to be logged on the results page.
- Suggestion to advertise the survey at the 7th April's event.
- SH mentioned the new Torbay Connected site that is due to be launched on Monday 21st March 2011. SH to provide more information.
- RB – ITV are possibly shelving Poirot and one of the episodes is filmed at Greenway.
- All to turn up and give support at the event on the 7th April 2011.

Date & Time of Next Meeting

April 2011 at 2pm

Venue: Vaughan Parade