



**We Are Weymouth Ltd**

**Minutes of Board Meeting**

Date: **Wednesday 16<sup>th</sup> December 2020**

Time: **11.00**

Location: **Zoom**

Item	Details	Action
1.0	<p><b>Attendees</b></p> <p><u>Present: Board Members :</u></p> <p>Chris Truscott, Chair, McDonalds</p> <p>Ian Ferguson, Vice Chair, Weyline, BeeCars, StreetCars</p> <p>Lynne Fisher, (LF) – St John’s Guest House</p> <p>Jonathan Oldroyd (JO) Gloucester House Hotel</p> <p>Graham Perry (GP) The Bridge Fair Trade Shop</p> <p>Keith Treggiden (KT) Rendezvous, The Slug and Lettuce, Royal Oak</p> <p>Tamsin Mutton-McKnight (TM-M) Sealife Centre, Merlin</p> <p>Claudia Webb (CW) BID Chief Operating Officer</p> <p>Cllr John Worth</p> <p>Helen Heanes – Economic Development, DC</p> <p>Edward Warr – Town Centre Manager, WTC</p>	
2.0	<p><b>Apologies for Absence</b></p> <p>Cllr David Gray</p> <p>Cllr Clare Sutton</p>	

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3.0	<p><b>Declarations of Interest</b></p> <p>None</p>	
4.0	<p><b>Matters arising from Previous Minutes</b></p> <p>None</p>	
5.0	<p><b>Improving</b></p> <ul style="list-style-type: none"> <li>• Weymouth Quay Regeneration Project – CW gave brief update on status of project – Premises are being investigated and DC to write to government to request extension and approval of amendments to project. WAW to have sight of any press release before it goes out. CW to seek clarity on project dates</li> <li>• Weymouth Station Gateway Project – CW gave brief update on status of the project – It is now in the design stage and the preferred design has been agreed by the project team</li> </ul>	
6.0	<p><b>Marketing and Events</b></p> <ul style="list-style-type: none"> <li>• Marketing Update -In the Bag PR have been running an advent calendar on Facebook. The engagement has been low so far. DR (Dawn Rondeau) to review with ITB in the New Year.</li> <li>• Totally Locally Shop – CW has applied for Totally Locally Shop registration and is waiting for confirmation. DR to contact businesses to sign up once this is done.</li> <li>• Marketing 2021 – CW to discuss marketing proposal and research/creation costs for 2021 with ITB. Plan needs to be “shovel-ready to go when it becomes appropriate to do so. Proposal should be geared towards staycations. Proposal to be discussed at next Board meeting.</li> <li>• Accommodation Booklet reprint – It was recognised by Board members that this is valuable for all accommodation-based levy payers. The Board agreed to the reprint for 1000 copies. Tourist information provision as a whole to be discussed with WTC. EW confirmed that a proposal for digital wayfinding points would be going to the full council in early 2021.</li> </ul>	
7.0	<p><b>Governance and Engagement</b></p> <ul style="list-style-type: none"> <li>• Change to Articles of Association – CT has had a discussion with Jane Biscombe (WTC Town Clerk) and is chasing feedback from Dorset Council.</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Sub-committees - GP, JO, HH and EW have offered to form an Improve sub-committee.</li> <li>• One to One Business Mentoring Proposal – The Board was concerned at the costs for this and would like DR to review in 2021 as she has a lot of experience in this area.</li> </ul>	
8.0	<p><b>Recruitment and Staffing</b></p> <ul style="list-style-type: none"> <li>• DR has completed the majority of her training with CW</li> <li>• Interviews for the Operations Assistant post will be on 21<sup>st</sup> December with a view to the successful candidate starting on 18<sup>th</sup> Jan 2021</li> <li>• The Board agreed to pay CW for her remaining holiday entitlement.</li> </ul>	
9.0	<p><b>Financial Report</b></p> <p>This was circulated prior to the meeting.</p> <ul style="list-style-type: none"> <li>• Levy payments Update– CW, GP, CT and DR attended BID levy discussion meeting with Dorset Council in December. No further action to be taken with regards to chasing up levies and position to be reviewed in January 2021. Board to see any communications to go out before DC send them. BID team to draft a letter to go with the next reminder. DC have apologised for the errors made.</li> </ul>	
10.0	<p><b>Funding Applications</b></p> <ul style="list-style-type: none"> <li>• Wessex Folk Festival – The Board appreciates the work of the festival at attracting a slightly different demographic to the town in a shoulder month. KT and CT to meet with organisers to discuss their funding application further. Application to come back to next board meeting.</li> </ul>	
11.0	<p><b>A.O.B.</b></p> <ul style="list-style-type: none"> <li>• Chris Wells of ITSA (a levy paying company) has applied to join the Board. His application was approved unanimously.</li> <li>• Resort Marketing Proposal – The Board declined to approve this as they believe that the readership is mainly visitors who are already in the area and that circulation is limited. The Board would like to look at advertising with Resort later in 2021 when both our financial and Covid situations are clearer.</li> <li>• Neighbourhood Plan – GP and CW attended the first meeting and have requested a place on the steering group. GP to give updates.</li> <li>• Natalie Merry from Weymouth College to attend the Jan 2021 Board meeting as an observer with a view to joining.</li> </ul>	
12.00	<p><b>Agenda Items for next meeting</b></p> <ul style="list-style-type: none"> <li>• Marketing Update</li> </ul>	

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	<ul style="list-style-type: none"> <li>• Finance Update</li> <li>• Project Updates</li> <li>• Sub-committee updates</li> <li>• Recruitment Update</li> </ul>	
13.00	<p><b>Date of Next Meeting</b> 27<sup>th</sup> January 2021 @ 11am @ Pilgrim House</p>	

Signed as a true record by

Chris Truscott  
Chairman .....

Date .....