



Board Meeting Agenda

Date: 26TH JANUARY 2023

Time: 11:00

Location: Pilgrim House

Item		Time
BOA2601- 1	Welcome	11.00
BOA2601-2	Apologies for Absence	11.05
BOA2601-3	Declaration of Interest	11.10
BOA2601-4	Observers	11.15
BOA2601-5	Matters Arising from Previous Minutes	11.20
BOA2601-6	Governance a. Levy update	11.25
BOA2601-7	Finance Report a. Updates and budgets	11.30
BOA2601-8	Marketing and Events a. ITB and LWP reports b. Subcommittee minutes incl. for discussion	11:40
BOA2601-9	Improve a. Subcommittee minutes incl. for discussion	11:50
BOA2601-10	Funding applications a. SQUIB b. Strategy for funding requests	12:00
BOA2601-11	BALLOT (attendance by C.Boyd campaign support) a. Schedule b. Ballot List update (DR & HH) c. B-plan update d. Flyers e. Launch - Canvassing f. Campaign g. Feb & Mar meeting	12:10
BOA2601- 12	Date of next and subsequent meetings Feb 23 Mar 30	12:55
BOA2601-13	AOB	13:00

BID Board Meeting

Date: Wednesday 30th November 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Chair: Chris Truscott (CT), McDonald's
Vice Chair: Jonathan Oldroyd (JO), Gloucester House

Graham Perry (GP), The Bridge Fair Trade Shop
Lynne Fisher (LF), St John's Guest House
Cllr Jon Orrell (CJO), Weymouth Town Council (joined at 12:17)
Tamsin Mutton Mcknight (TMM), Merlin / SEA LIFE

In Attendance: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth

Observers: Cllr Rob Hughes, Dorset Council
Peter Vowles, Weymouth College
Helen Heanes, Dorset Council
Cllr Jon Worth, Dorset Council

Minutes

BOA/1103/1 WELCOME

The Chair opened the meeting and welcomed members.

BOA/1103/2 APOLOGIES FOR ABSENCE

Mikey Johnson, The Range
Ian Ferguson, Weyline
Jye Dixey – William Henry Wetherspoons

BOA/1103/3 DECLARATIONS OF INTEREST

No declarations of interest were made.

BOA/1103/4 OBSERVERS

CT welcomed observers to the meeting.

BOA/1103/5 MINUTES OF THE LAST MEETING

D1 - The minutes of the last board meeting were approved as a true and accurate record

BOA/1103/6 GOVERNANCE**LEVY UPDATE**

DR presented the current levy collection situation to the board with respect of outstanding debt and enforcement. CT thanked DR for getting more detail on the situation and the board were unanimous in agreeing to continue with pursuing all outstanding debt, recognising the sensitivity of collection during the Christmas months, but this is for businesses who have been given a disproportionate amount of time to pay and that the Bid must be committed to a fair system for all.

A levy payer complaint was received challenging their status indicating they were a charity but they're a community interest company. DR had responded in January 2022 to them post December board and they were again challenging the decision. DC responded that they should pay under the BID levy rules. It's a legal bill and they don't fall under the exemptions and need to pay it. All agreed it was reasonable

A1 - DR respond to levy payer

BOA/1103/7 FINANCE REPORT**UPDATE AND BUDGETS**

CT, JO, GP DR and MM, previously held a meeting to give a better oversight of the financial situation for the rest of the BID term. The reports reflect what has been committed to spend what our actual income is, less the provision for bad debt, but also recognizing that the bad debt provision is more than it appears, (we've assumed that 15% of levy income, will be bad debt). The good news is that the bad debt is less than that.

GP noted that the bottom line is showing £56,000 but this doesn't include the BID Ranger, hanging baskets or any project funding for example for dusk til dark next year which need a commitment in this years' finances.

DR outlined that all three hadn't been agreed at board so the report was reflective of agreed commitments not assumed future commitments. GP clarified that future projects hadn't been accounted for and difficult decisions would need to be made

CT summarised that we can't afford currently to do these three things; The Bid Ranger, the Dust til Dark and the hanging baskets because that takes us to higher than what we have as a balance left to spend.

We need to be mindful that we might receive more income, and if we WIN ballot we can move dusk til dark and half of hanging baskets into next year, but we have to budget it out of BID 2 because if we're not here we need to have that money to pay for the services.

DR commented that if we lose the ballot we can cease the Ranger contract and pay for the hanging baskets.

CJO asked whether we can pass our uncertainty and future funding onto those organisations that are looking for funds: hanging baskets and the dawn til dark because it's very hard for us to commit

to the full funding. CJO asked if there could be a break clause when we know later in a few months with the hanging baskets, although it's against the interests of the town council, can we hang on till early spring to commit or purchase from a national supplier.

There were no other questions regarding finances and the board agreed to discuss each project as it came to board for funding later in the agenda

BOA/1103/8 MARKETING AND EVENTS

ITB & LWP AUG & SEPT SUBCOMMITTEE REPORTS

The reports were received by the Board. There were no questions.

DR highlighted the success of the light switch on with 60,000 people more than in 2019 and 20,000 more than last year. Although we, didn't hit a world record, we delivered on our objective to increase footfall and spend. The shops and businesses were very busy with businesses recording record sales, many said thank you.

CT thanked DR for her efforts and congratulated the team on good coverage. Agreeing that not only was the town busy, but we got some great PR and a number of really good quotes from DR.

Future PR includes the Jurassic coast feature expanding on work with JCT, Steampunk features and Dorset Tourism award which DR had applied for, and we'd won a commendation for our Christmas activities.

DR informed the board that we are finishing the we are celebrating campaign and already working on the We are Award winning campaign trying in with DTA, Weymouth business awards and delivering a national promotion for the town.

BOA/1103/9 IMPROVE

BOA/1103/9/A MINUTES OF IMPROVE SUBCOMMITTEE

The minutes were received by the board with no questions.

BOA/1103/9/B BID RANGER DISCUSSION

JD raised concern about the current model and thought that a partnership approach may be better. GP highlighted that we had tried to have a closer partnership before with CSAS, however this hasn't been fruitful, which is why the BID Ranger pilot was introduced.

DR presented the business feedback which was in the board pack.

GP expressed concern about ongoing commitment to the Ranger and how we can ensure affordability, perhaps cutting back on marketing spend as this appears to be a levy payer priority.

Jo expressed a cutting back during quieter months, whilst CT said we should keep levels the same due to it being darker months with potentially higher crime. We should support the ranger 7 days a week coverage, as the businesses are seeing tangible benefits, and if we have to choose we should choose hanging baskets and the ranger over a production in the next BID term.

TMM raised matter that the feedback from the from the steering groups and businesses in the town is that people seem to have far more faith in the Ranger and understand that the Ranger is provided by the BID. Businesses have confidence in the current scheme a view shared by board. We've not

had a good experience with CSAS over many years. TMM highlighted that If it comes to one or the other, the evidence suggests that we follow the Ranger. HH concurred that evidence in previous meeting suggested this approach too.

D1 - CT proposed to support £13k for a BID Ranger service until post ballot for seven days a week, 10-6. The vote was unanimous

CJO raised matter that CSAS don't need to be funded to move on rough sleepers and drunken people when other organisations are tasked with that and the police are delivering on high level crime, so we need to support the levy payers who want this particular service and the Ranger seems to be an effective scheme.

Concerns were raised regarding CSAS knowledge that the contract is not agreed JO advised that CSAS had implied funding from We Are Weymouth at a recent meeting. CT requested DR send a letter to John Newcombe ensuring that there was no misunderstanding on funding. DR advised that a letter had been sent in July but would follow this up as a matter of urgency.

A1- DR send J.Newcombe letter regarding CSAS knowledge that the contract for funding is not agreed

BOA/1103/10 FUNDING APPLICATIONS

BOA/1103/10/A WEYMOUTH SAILING CLUB

DR presented a funding request from Weymouth Sailing Club in October and Andrew Mercer (AM) returned to the November meeting to answer questions. CT highlighted that the request is for £7,000, however with finances tied up and no surety of a YES vote, concerns were raised regarding agreeing to money not available. AM understood the financial predicament and was happy to take a lower sum and indeed reduce the agreed amount as sponsorship became available from other sources. The board agreed that it would be good for BID to support the scheme in some form or other and requested a delay until January when the finances would be more transparent. GP highlighted that he liked AM pragmatic approach and DR to continue discussing what we can do ahead of January presentation.

GP then raised concern regarding all our other yearly commitments such as WFF FITS and others, to decide on priorities.

A1 - DR meet with AM ref sailing application ahead of January board

BOA/1103/10/B ACTIVATE

DR presented that there was an agreement by the board to continue to support a Dusk 'til Dark event, provided by Activate Performing Arts. This year is also the *Inside Out Dorset* festival, and it is proposed that the festival is launched in Weymouth, with enhanced activity in the town over two days.

Kate Wood (KW) and Dom Kippin (DK) attended the meeting.

CT outlined the financial constraints of our current situation and requested information on timeline for artists as well as dates for financial commitment. KW agreed that they would approach the artists to delay payments and only secure booking for April based on the Yes vote. There is no surplus budget in the current bid term to be able to pay for a future financial year. This is contingent upon BID 3 continuing. KW agreed that half would be expected in BID term 2 and the remaining half in

BID term 3 and would stay in touch with DR when speaking to the artists should they not be able to wait until March.

CT asked why we are not using UK acts. DK highlighted the fact that there was less available due to lack of investment and high calibre talent especially with regards an impactful moving artistic display of a high quality and that international acts have a greater draw and make it special; a reason for people to stay. DK also outlined that travel has been mitigated as funding is coming from the Basque Government. The European artists are now getting funding from their own regional or national governments to come to perform in the UK.

CT thanked activate and KW and DK left the meeting

TMM highlighted that if we're having to decide on what we commit to, we shouldn't commit to an Autumn event because the benefit of that isn't in this BID term anyway. If we're allocating money from this BID term the priority should be things that we can deliver before the BID ends and therefore either they must accept that they're not going to get a commitment from us until post ballot or they don't get a commitment and they need to find the money from somewhere else. And if later there is something we can then do to help them up weight it.

All agreed that we can't commit to £10k until after ballot.

A1 - CT requested DR reply to activate to ensure they know that it is absolutely our intent to want to support them as we talked about, we can't confirm that until April and for them to inform us if this affects the act they had hoped to book.

BOA/1103/11 BALLOT

BOA/1103/11/A UPDATE

DR highlighted the Business plan she had prepared for the council and sent to the board, with critique by Friday 2nd Dec.

HH reminded the board that DR had included Asda, landlords and 2 more roads in the bid 3 term and this needed to be agreed at board prior to the final list for Civica.

DR highlighted British Bid observation on charging government institutions. British BID believe govt should be committed to the town putting money into the BID to see the town better and making the town a better place for both their employees and town. GP said he thought we should be charging govt buildings. This was backed by the rest of the board. CT said we need to be fair.

D1 - The board agreed to the changes on area and exemptions.

BOA/110311/B NEXT STEPS

It was agreed that DR discuss finances with GP regarding business plan in order that DR submit the business plan to Dorset council ahead of deadline

BOA/1103/12 DATES OF FUTURE MEETINGS

December – none only subcommittees January 26th next meeting

BOA/1103/13 AOB

Decision and Action Log

Meeting: BID Board Meeting
Date: Wednesday 30th November 11am

BOA/1103/5 MINUTES OF THE LAST MEETING

D1 - The minutes of the last board meeting were approved as a true and accurate record

BOA/1103/6 GOVERNANCE

A1 - DR respond to levy payer

BOA/1103/9 IMPROVE

D1 - proposed to support £13k for a BID Ranger service until post ballot for seven days a week, 10-6. The vote was unanimous

A1- DR send J.Newcombe letter regarding CSAS knowledge that the contract for funding is not agreed

BOA/1103/10/B FUNDING APPLICATIONS

WEYMOUTH SAILING CLUB

A1 - DR meet with AM ref sailing application ahead of January board

BOA/110310/C ACTIVATE

A1 - DR reply to activate to ensure they know that it is absolutely our intent to want to support them but we can't confirm that until April and for them to inform us if this affects the act they had hoped to book.

BOA/AA03/11/A

D1 - The board agreed to the changes on area and exemptions.

BOA/AA03/11/B

MARKETING SUBCOMMITTEE
8th Dec 11am

Informal Marketing Subcommittee

Date: 8th December 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Tamsin Mutton-McKnight (TMM), SEA LIFE Weymouth
Andy Cooke (AC), Loving Weymouth and Portland
Jye Dixey (JD) – JD Wetherspoons

Apologies:
Lynne Fisher (LF), St John's Guest House
Pippa Gibb (PG), In the Bag PR

Minutes

MAR/2212/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 Review of Oct minutes no matters outstanding

MAR2212/2 CHRISTMAS ACTIVITIES

Discussed Nativity Trail, ongoing elf trail and Santa weekend,
DR requested AC provide photos and footage upload to sharepoint
DR requested AC upload Steampunk to Sharepoint
Discussed small video clips to piece together the whole of xmas in one video

A1 - AC to piece together all xmas clips.

MAR2212/3 UPDATE FROM LWP

Andy discussed his report, there was an increase of 200 subscribers to Fbook over xmas which was encouraging.

DR requested feedback regarding upload of events and gigs. AC said nothing new at present (already on websites) but chasing NYE content.

JD enquired as to whether it was necessary for every gig for every venue to be uploaded as this seems time consuming. AC said it was part of contract.

DR and TMM agreed detail was necessary (when searching for information).

DR requested AC focus on accommodation in Jan/Feb

AC suggested DR send newsletter encouraging people to send info on accommodation and gigs in NY

A1 - DR to ask PG for 5-year summary

DR outlined award winning campaign starting Jan with weekly post and features in press and advised that PG has invited nationals to visit Weymouth on this premise.

DR highlighted future campaigns post- ballot needed to be agreed and asked SC views on the We Are Green/Sustainable/Improving. Thoughts on what to call the campaign (discussed agenda item (MAR2212/5)

MAR2212/4 DINOSAUR TRAIL & ACTIVITIES

Dinosaurs were discussed, incl venues. DR highlighted importance of working with different venues.

DR has sent Jotform out via social media to gain interest in Dino trail.

JD mentioned dino footprint pavement stickers with trail dates on.

A1- DR to price pavement stickers and action if within budget.

JD raised concern about dinos inside venues.

DR highlighted issues with vandalism and need for protection on trail.

DR mentioned issues with installation across the whole BID areas given the need to be inside.

A2 - DR to investigate having one or more dinos outside.

TMM shared comments on how Bristol, Norwich and Birmingham do it and whether we could follow their lead in future years. See links.

www.brak-charity.org/gogodiscover/
www.bbc.co.uk/uk-england-norfolk-57804983

DR mentioned permanent purchase and moved around every 12 weeks to eliminate need for planning permission and cost saving – for 2024 with a focus on a year-long dino project

JD said perhaps something cultural to add to long term goals. This may mean working with Bournemouth and Poole BIDs to create a Dorset wide project

TMM mentioned sand sculptures. See link

<http://blog.sandinyoureye.co.uk/2018/sand-drawings/sand-drawing-blackpool-beach-sea-life-blackpool/>

TMM mentioned working with Sandworld and promenade Sand Sculptures.

AC mentioned Drone footage may be good PR

MAR2212/5 GREEN/SUSTAINABLE/IMPROVING

DR mentioned a form of recycling plastic for use in craft projects and showed a pic (see link)

https://i2-prod.plymouthherald.co.uk/incoming/article7352126.ece/ALTERNATES/s1200/1_whale-with-correct-sign-2.jpg

With the onus on poppy's being recycled plastic, this may be a good way to collect plastic and enhance our green campaign, perhaps working with WTC on this installation.

TMM said not to forget that our core audience is family

JD commented that perhaps green activities would be great working with WP Marine, Litter Free Dorset etc.

PG is looking into sustainable holidays such as camping.

TMM said If our promo is May-Jul, this is pre-schoolers and grey pound time, so we need to be mindful of this.

JD highlighted sustainable activities don't need to be expensive. We could link with Sealife if we looked more at sustainability.

AC felt calling it 'Green' could backfire as we are not a green town. Maybe 'We Are Caring' would work better!

TMM suggested we had a pledge to improve our sustainability, perhaps getting businesses to sign up to a pledge.

JD suggested bringing to full board for opinion and link to RSPB Swannery and fisheries as well as Seallife.

DR has set up Sharepoint for all to drop links in to.

A1 - DR bring title of next (GREEN) campaign to board meeting for vote

MAR2212/6 BALLOT

DR asked opinions on clips for promos and testimonials

A1 - DR to provide list of levy payers happy to be filmed for Jan.

A2 - DR to bring flyer to Jan sub-committee for discussion.

Next Meeting Date: Thursday 12th Jan

ACTIONS & DECISION LOG

MAR/2212/1 D1 Review of Oct minutes no matters outstanding

MAR2212/2 A1 - AC to piece together all xmas clips.

MAR2212/3 A1 - DR to ask PG for 5-year summary

MAR2212/4 A1- DR to price pavement stickers and action if within budget.

A2 - DR to investigate having one or more dinos outside.

MAR2212/5 A1 - DR bring title of next (Green) campaign to board meeting for vote

MARKETING SUBCOMMITTEE

5th Jan 10am

Informal Marketing Subcommittee

Date: 5th Jan 2023
Time: 10:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR), Chief Operations Officer, We Are Weymouth
Tamsin Mutton-McKnight (TMM), SEA LIFE Weymouth
Andy Cooke (AC), Loving Weymouth and Portland
Jye Dixey (JD) – JD Wetherspoons
Lynne Fisher (LF), St John's Guest House
Pippa Gibb (PG), In the Bag PR

Minutes

MAR/2301/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

DR shared reports and docs at start of meeting. The previous sub minutes were not available and will be issued in the coming week.

A1 - DR to circulate December minutes to SC

MAR/2301/2 UPDATE FROM ITB

PG gave her report on ITB highlighting Telegraph and group travel features. Currently chasing press trips. Award winning outreach commencing including town wide as well as business specific awards plus 12 weeks social media posts.

Dorset Tourism Awards also highted WAW commended on the biz and uk pages and other Weymouth businesses.

Starting to pitch Dinosaur trail.

MAR/2301/3 UPDATE FROM LWP

AC gave report on LWP highlighting 10,000 visits to LWP main page in Dec.

Instagram posts in December were 460,000.

Facebook group now has over 9k members.

MAR/2301/4 CHRISTMAS UPDATE

DR shared stats on Christmas, Elf Day footfall was up 20k on last year and Sunday had 5k more than previous year.

Ops team updating over 1,000 names to our database, good for our CRM and future targeted marketing. Good feedback from retail customers regarding all Christmas activities. Anecdotally Limelight, Sausage Factory and Nautico Lounge.

The trail helped us recognise the importance of QR registration rather than paper based.

LF highlighted December was quiet for accommodation providers.

DR agreed that 83% of visitors who responded were from Weymouth.

DR mentioned that 60% were new to this year's events. 75% of people who answered the survey spent £20-£100.

49% of people who attended saw advertising via social media.

Poor weather also played a part.

JD shared that The William Henry haven't recovered pre-covid stats. In fact, October was busier than Christmas.

PG commented that Covid has impacted the way people behave and we can only really compare to last year, not pre-covid.

JD and TMM added they felt it was an important metric and that Nationals are using 2019 as a guide.

TMM highlighted it was very much a family Christmas this year.

JD mentioned NYE was busier. PG suggested that his business was more in line with the Night-time Economy.

AC commented that it was always going to be a tough Christmas with the current energy crisis and that the town was overflowing with customers and without the BID, would have impacted the business community immensely.

DR also mentioned the free parking on 28th Dec ensured that 70,000 people returned to the town, making the most of the free parking.

LF suggested surveying businesses to ensure we get the Christmas offer right, we may need to look at refining to do the right thing for the whole BID area.

A1 - DR assured the subcommittee that a Jotform will be coming out in due course.

JD suggested focussing on NYE and asked why we didn't have fireworks.

AC commented that fireworks happened once in 2019 and is not a legacy and DR shared the practical constraints of Fireworks on NYE.

However, LF concurred that we need to make more of NYE and the town's fancy dress offer.

A2 - AC suggested contacting businesses in the summer to talk about Christmas.

MAR/2301/5 DINOSAURS

DR shared the 24 businesses wanting to be part of dinosaur activities, be it a workshop, trail or installations covering the geography and sectors within the BID.

LF asked if one of the performances on the launch day could happen at the clock tower, not just in the town.

The group discussed locations and decided that New Bond, St Thomas and St Mary Street would be good for interactive performances with dinosaur egg in Cineworld.

DR showed dinosaur video. <https://www.hiredinosaurs.com/hire-spinosaurus>

DR explained issues with vandalism and the need for dinosaurs to be inside with next year identifying a new dinosaur scheme as per suggestion at last subcommittee.

DR mentioned the need to market forthcoming slabs in February and informed the S/C that the operations team were working on Britain in Bloom and hanging baskets, trying to form a BIB subgroup and that a WAW uk post would be forthcoming.

MAR2301/6 BALLOT

DR shared the marketing flyer for ballot. The SC gave feedback which was incorporated into the leaflet. Highlighting the importance of not numbering projects, as different businesses have different priorities

DR shared importance of leaflet being distributed and that we would probably use Stampn but there would also need to be buy in with the Board's involvement in hand delivering them and letters pre-ballot too.

MAR2301/7 SUSTAINABLE/GREEN CAMPAIGN

SC discussed JD's involvement with Marine Litter Project and a new initiative to clean the town up. The spring clean is called Rise and Shine. TMM discussed the biodiversity project in the harbour and that having this (spring clean of the town) could only enhance our future campaign.

DR suggested instead of the heading our next We Are Green, it might be worth considering using We Are Improving. To bring to Board meeting

A1 - DR to suggest title We Are Improving at next Board Meeting

A2 - PG will promote Rise and Shine via social media and encourage JD to get directly in contact.

DR shared a schedule for posting on social media to ensure all channels are covered and campaigns and messaging doesn't overlap e.g. business of the week always on a Wednesday.

Key messages are Crime Reduction, Business of the week, PR Newswire, Current Campaign and any improve projects. Plus moving forward vox pops for promo of the BID.

ACTIONS & DECISION LOG

MAR/2301/1 A1 - DR to circulate December minutes to SC

MAR/2301/4 A1 DR assured the subcommittee that a Jotform will be coming out in due course.

A2 - AC suggested contacting businesses in the summer to talk about Christmas.

MAR2301/7 A1 - DR to suggest title We Are Improving at next Board Meeting

A2 - PG will promote Rise and Shine via social media and encourage JD to get directly in contact.

in the bag

Monthly Report
December 2022



in the bag

MONTHLY REPORT
We Are Weymouth (BID) | December 2022

Coverage

Link to coverage:

<https://www.dropbox.com/sh/o4vr8e8252pqnxj/AABJU5WWhDadpxa7GyB-piTua?dl=0>

Date	Publication		Reach	AVE
01.12.22	Dorset Echo	Print	10,196	£362.70
01.12.22	Dorset Magazine	Print	12,000	£630.45
01.12.22	Group Travel World	Print	23,000	£3,211.38
01.12.22	Group Travel World	Print	23,000	£471.96
02.12.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23165128.weymouths-steampunk-christmas-weekend/	43,436	£353.00
02.12.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23156302.clipper-weymouth-dfsdfsdfg/	43,436	£353.00
03.12.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/hopes-closed-down-bar-weymouth-000100623.html	993,472	£26,667.00
03.12.22	Dorset Echo	Print	10,196	£898.56
03.12.22	Dorset Echo	Print	10,196	£936.00
03.12.22	Dorset Echo	Print	10,196	£126.36
04.12.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23168760.weymouth-town-filled-steampunk-second-year-running/	43,436	£353.00
05.12.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/steampunk-weekend-returns-weymouth-style-000100359.html	993,472	£26,667.00
05.12.22	The Daily Telegraph	Print	1,136,292	
06.12.22	Dorset Echo	Print	10,196	£870.48
08.12.22	Swanage and Wareham Advertiser	Print	9,379	£91.85
15.12.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23193968.santa-filled-fun-coming-weymouth-weekend/	43,436	£353.00

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | December 2022

16.12.22	Dorset Echo	Print	10,196	£257.40
17.12.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/santa-filled-fun-coming-weymouth-050000213.html?guccounter=1	993,472	£26,667.00
20.12.22	Dorset Live (Web)	https://www.dorset.live/news/dorset-news/weymouth-shoppers-free-parking-boost-7949452	0	£10.00
01.01.23	Dorset Magazine	Print	12,000	£776.25
01.01.23	Dorset Magazine	Print	12,000	£688.50

Total reach for December: 4,443,007

Total Advertising Value Equivalent for December: £90,744.89

Total reach for 2022: 75,636,184

Total Advertising Value Equivalent for 2022: £2,051,947.58

We Are Active

- Chased all press trips for coverage publication date:
 - The Sun
 - British Muslim Magazine - due to go into print for winter edition out soon
 - Liaised with Group Travel World to confirm second article - coverage obtained and shared with levy payers

We Are Celebrating

- Liaised with BNPS to arrange for them to visit the Nothe for photography - promenade pictures appeared in the Telegraph
- Uploaded Steampunk round up release to website and circulated media alert to key media contacts
- Drafted Santa weekend blog and uploaded to websites
- Drafted Santa Filled Fun media alert and circulated to key media contacts
 - Shared more photography with Dorset Live
- Drafted We Are Celebrating round up report
- Confirmed mention of Christmas activities in Group Travel World

We Are Weymouth Marketing Strategy

- Began planning We Are Award-Winning press release and outreach schedule
- Content creation for We Are Award-Winning, will schedule into Hootsuite
- Drafted We Are Award-Winning press trip outreach
- Drafted Dorset Tourism Awards press release and circulated to key contacts

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | December 2022

- Added Dorset Tourism Awards press release to websites
- Followed up with freelancer Olivia Buxton to discuss press trip opportunities
- Liaised with Dorset Living to arrange interview opportunity with Dawn Rondeau - follow up and chase responses in the New Year]
- Pitched We Are Exploring into UK Mums TV for Feb half term ideas

Social Media

- Scheduled 'Business of the Week' for January
- Scheduled New Year's Eve posts

Advertising

- Liaised with Dorset Magazine on advertising opportunities - declined for now

AOB

- Drafted PR Newswires
- Uploaded images to Mastershare
- Phone calls with BID team
- Circulated monthly reports to WAW team
- Published press releases on WAW website and BID website

Upcoming activity

We Are Award Winning launch

We Are Exploring planning

in the bag

Monthly Report
November 2022



in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2022

Coverage

Link to coverage:

<https://www.dropbox.com/sh/39zq1778764e9xh/AADR9pNTG2arsgRYviLXGAdSa?dl=0>

Date	Publication		Reach	AVE
01.11.22	Group Travel World	Print	23,000	
02.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23095366.elf-world-record-among-2022-christmas-festivities/	43,436	£353.00
03.11.22	Dorset Live (Web)	https://www.dorset.live/whats-on/whats-on-news/every-festive-christmas-event-taking-7775266	0	£10.00
03.11.22	Dorset Echo	Print	10,196	£198.90
03.11.22	Dorset Echo	Print	10,196	£914.94
08.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23106808.poppy-display-nothe-fort-hold-due-heavy-wind/	43,436	£353.00
08.11.22	BBC (Web)	https://www.bbc.co.uk/news/uk-england-dorset-63552850	9,724,171	£261,016.00
08.11.22	Dorset Echo	Print	10,196	£196.56
09.11.22	Greatest Hits Radio	Broadcast		
10.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23113770.recycled-poppy-display-nothe-fort-smaller-due-high-winds/	43,436	£353.00
11.11.22	Dorset Live (Web)	https://www.dorset.live/news/dorset-news/nothe-fort-covered-poppies-after-7809569	0	£10.00
11.11.22	Dorset Echo	Print	10,196	£271.44
11.11.22	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/community-poppy-project-nothe-fort/	236,253	£6,342.00
12.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23119315.pictures-now-available-nothe-fort-poppy-display/	43,436	£353.00
12.11.22	BBC (Web)	https://www.bbc.co.uk/news/uk-england-dorset-63597015	9,724,171	

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2022

12.11.22	Dorset Echo	Print	10,196	£152.10
13.11.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/remembrance-tribute-historic-attraction-poppy-050000916.html	993,472	£26,667.00
13.11.22	Great British Life (Web)	https://www.greatbritishlife.co.uk/things-to-do/23121963.christmas-weymouth-portland/		£120.00
14.11.22	The American (Web)	https://www.theamerican.co.uk/pr/diary-dates?search=Weymouth		
16.11.22	Group Travel World (Web)	https://www.grouptripworld.com/can-you-help-beat-a-world-record/	0	£42.00
18.11.22	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/dorset-split-christmas-free-parking/	236,253	£6,342.00
18.11.22	The West Dorset Magazine		0	£2,752.00
21.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23129948.elf-extravaganza-returns-weymouth/	43,436	£353.00
21.11.22	Dorset Echo	Print	10,196	£718.38
21.11.22	The Table Read	https://thetableread.co.uk/we-are-weymouth-we-are-christmas/		
24.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23130045.free-parking-weymouth-selected-dates-christmas/	43,436	£353.00
24.11.22	Yahoo! UK and Ireland (Web)	https://uk.sports.yahoo.com/news/free-parking-weymouth-selected-dates-050000380.html	993,472	£26,667.00
24.11.22	Dorset Echo	Print	10,196	£720.72
26.11.22	Dorset Live (Web)	https://www.dorset.live/whats-on/whats-on-news/weymouth-christmas-lights-guide-when-7862911	0	£10.00
26.11.22	Planet Radio (Web)	https://planetradio.co.uk/greatest-hits/dorset/news/elves-wanted-weymouth/	236,253	£6,342.00
26.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23152021.christmas-lights-turn-elf-gathering-weymouth-2022/	43,436	£353.00
26.11.22	Yahoo! UK and Ireland (Web)	https://uk.sports.yahoo.com/news/hundreds-brave-rain-celebrate-christmas-191628013.html	993,472	£26,667.00
28.11.22	Dorset Echo	Print	10,196	£2,478.06
29.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23153701.weymouth-backs-bid-jurassic-coast-museum/	43,436	£353.00

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2022

29.11.22	Dorset Echo	Print	10,196	£751.14
29.11.22	Dorset Echo (Web)	https://www.dorsetecho.co.uk/news/23155312.ministry-steampunk-christmas-weekend-weymouth/	43,436	£353.00
29.11.22	Yours Magazine	Print	244,754	34,357
29.11.22	Bournemouth Daily Echo (Web)	https://www.bournemouthecho.co.uk/news/23158340.dorset-tourism-awards-full-list-finalists-ahead-ceremony/	118,482	£3,180.00
30.11.22	DorsetBizNews (Web)	https://www.dorsetbiznews.co.uk/big-guns-inspiring-innovative-finalists-for-10th-dorset-tourism-awards-are-announced/	772	£21.00
30.11.22	Yahoo! UK and Ireland (Web)	https://uk.news.yahoo.com/revealed-finalists-dorset-tourism-awards-000100606.html	993,472	£26,667.00

Total reach for November: 25,044,121

Total Advertising Value Equivalent for November: £437,144.32

Total reach for 2022: 71,182,981

Total Advertising Value Equivalent for 2022: £1,960,321.85

We Are Active

- Chased all press trips for coverage publication date:
 - The Sun
 - British Muslim Magazine

We Are Celebrating

- Circulated Christmas launch press release to national publications and offered press trips (freelancers Olivia Buxton and Jane Fry)
- Liaised with Dorset magazine to provide information and images on all Christmas activities
- Drafted Elf Extravaganza press release and circulated for sign off
- Circulated Elf Extravaganza press release to key media contacts (national and local)
- Drafted post event email round up for elf weekend, with footfall stats - circulated for sign off
- Circulated Elf Extravaganza round up email to key local contacts
- Pitched Christmas press release into Yours magazine for feature on things to do at Christmas - asked for info on the Nativity Trail - coverage now appeared

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2022

- Liaised with Open Mike Productions - producers of Channel 4's 'The Last Leg' to discuss potential filming at Elf World Record Attempt
 - Sadly could not attend due to budget restrictions but keen to come next year
- Drafted Steampunk press release and circulated for sign off
- Circulated Steampunk press release to key media contacts
- Liaised with The Associated Press to discuss filming at the Elf Extravaganza (weather was an issue)
- Liaised with Guinness World Record PR department to discuss Elf World Record Attempt - good contact for 2023 event
- Shared Elf Extravaganza photography with journalists post event
- Liaised with Greatest Hits Radio to arrange interview with Dawn regarding Steampunk weekend
- Pitched Christmas events into the i newspaper for round up of free festive events to attend across the country
- Pitched Christmas events into The Caputurist for round up of festive events
- Liaised with Getty photographer to invite him to Steampunk events - pitch out to national picture editors

We Are Weymouth Marketing Strategy

- Drafted Jurassic Coast Trust Museum press release (with Dawn) and circulated for sign off
- Circulated Jurassic Coast Trust Museum press release to key media contacts - coverage appeared
- Drafted Dorset Tourism Awards press release and circulated for sign off
- Circulated Dorset Tourism Awards press release to key media contacts

We Are Weymouth Public Relations

- Liaised with the Dorset Echo to discuss poppy art installation
- Liaised with ITV Meridian to share poppy photography - coverage appeared
- Drafted and circulated poppy update emails to all local media
 - Less poppies than planned
 - Difficult weather to hang the poppies in
- Liaised with Getty Images photographer to show poppies - for nationals
- Liaised with BBC South Today to discuss poppy installation and potential filming
- Liaised with BNPS to discuss poppy installation and potential photography
- Liaised with Greatest Hits Radio to discuss poppy installation and update on progress

in the bag

MONTHLY REPORT

We Are Weymouth (BID) | November 2022

- Liaised with the Nothe Fort to keep everyone up to date on when and where with the poppy installation
- Arranged for Jye to do a BBC Radio Solent interview regarding the poppies
- Circulated images of poppies in situ to key local media contacts - coverage appeared
- Liaised with Dorset Living magazine to arrange for Dawn to answer questions for the My Dorset feature - need to submit with photography

Social Media

- Scheduled 'Business of the Week' for November/December
- Scheduled more poppy posts
- Liaised with ITB social media strategist to set up Christmas events targeted Facebook advertising (paused after Steampunk)

Advertising

- Continued to Liaise with the Dorset Echo on potential advertising opportunities
 - Staycation - booked a full page
 - Submitted artwork
 - Book small front page banner ad for weekend before Steampunk
 - Submitted artwork
- Liaised with Bauer Media to discuss We Are Celebrating
 - Booked radio advertising and signed off jingles
- Liaised with Dorset Magazine to discuss advertising next to a Weymouth feature - declined

AOB

- Drafted PR Newswires
- Uploaded images to Mastershare
- Phone calls with BID team
- Marketing subcommittee Zoom
- Circulated monthly reports to WAW team
- Published press releases on WAW website and BID website

Upcoming activity

Events push - Christmas

We Are Award Winning planning

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. DECEMBER 2022

KEY SOCIAL MEDIA STATS DECEMBER 2022 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 70,564 (70,300)

Monthly total Social Media visits to profile pages:- 10,200 (11,489)

306 (366) daily visits to Facebook profile page

Cumulative Facebook post reach 1,161,500 (1,161,500)

Instagram Followers 15,662 (15,633)

Instagram total post reach 119,880 (94,100)

Instagram reels views 37,264 (37,748)

Total Social Media Reach 1,600,780 (1,255,600)

Facebook Account Reach 436,200 (294,000)

Instagram Account Reach 24,000 (14,100)

18,000 (25%) of our Facebook followers live within 50 miles of Weymouth with approx 15,000 in the Weymouth/Portland/Dorchester area

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£9,600.00 (£7533.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 9,350 at month end an increase of around 250 month on month. Engagement rates continue to grow and we have started to encourage the posting of business recommendations.

December on social media was in the main focused on promoting Xmas and New Year events particularly those organised by We Are Weymouth.

WEBSITE STATS NOVEMBER 2022

December user sessions 12,200 (17,200)

Events listings have been regularly updated and total number listed as of today stands at 102, the number dropped once Xmas events had finished but we are now concentrating on building the listings up for the new year

Unbranded events listings are now embedded in weareweymouth.co.uk

Printing a 2023 QR Code Events Poster will be done by first week of February for distribution to accommodation providers etc

We continue to maintain and build the GIG guide at <https://www.love-weymouth.co.uk/love-weymouth-gig-guide/> .

YOUTUBE STATS DECEMBER 2022

Youtube Subscribers – 1,075 (1,070)

Youtube Video Views – 1,200 (1,300)

Youtube Minutes Viewed – 2,334 (2,598)

GENERAL

Attendance at following WAW and other Xmas events taking photos and video:-

Steampunk Weekend , Fri, Sat and Sunday

Nativity Trail Sat

Santa Weekend Sat

Chase the Pudding Sun

Harbour Swim Xmas Day

ANDY COOKE 10/01/2023

LOVE WEYMOUTH REPORT TO WAW MARKETING COMMITTEE RE. NOVEMBER 2022

KEY SOCIAL MEDIA STATS NOVEMBER 2022 (FACEBOOK & INSTAGRAM)

Facebook Page Followers:- 70,300 (70,110)

Monthly total Social Media visits to profile pages:- 11,489 (7,729)

366 (257) daily visits to Facebook profile page

Cumaltive Facebook post reach 1,161,500 (980,000)

Instagram Followers 15,633 (15,610) ... October Instagram outage caused issues and drop in followers

Instagram total post reach 94,100 (54,000)

Instagram reels views 37,748 (12,100)

Total Social Media Reach 1,255,600 (1,034,400)

Facebook Account Reach 294,000 (138,700)

Instagram Account Reach 14,100 (15,500)

18,000 (25%) of our Facebook followers live within 50 miles of Weymouth with approx 15,000 in the Weymouth/Portland/Dorchester area

**Value of Social Media reach based on average boosted post cost of £6.00 CPM
£7533.00 (£6,206.00)**

The We're Loving Weymouth and Portland Facebook Group continues to build member numbers which stood at 9,100 at month end an increase of around 200 month on month. Engagement rates are growing well and we plan to start encouraging the posting of business recommendations in the new year

Throughout November advanced promo posts were made on both Facebook and Instagram for WAW related Xmas events that between them had a cumulative reach of 330,000. Other town wide Xmas events were also posted regularly to build

the Xmas buzz. WAW Facebook events were Co-hosted on LWP during the month resulting in them going out on our feed, reach stats are not available right now for these in FB insights.

WEBSITE STATS NOVEMBER 2022

October user sessions 17,200 (20,800)

Events listings have been regularly updated and total number listed as of today stands at 153, of these 55 are also on Xmas list and 66 in Gig Guide

Unbranded events listings are now embedded in weareweymouth.co.uk

We will be printing and delivering a 2023 QR Code Events Poster for distribution early 2023 to accommodation providers etc

We continue to maintain and build the GIG guide at <https://www.love-weymouth.co.uk/love-weymouth-gig-guide/> . As the guide becomes better known a growing number of venues are regularly advising gig details. Christmas events list has been created and will stay live until year end

Cineworld weekly movie listings are now available on the events list

WAW Press Releases Published:

Xmas Events

<https://www.love-weymouth.co.uk/get-ready-for-weymouths-bumper-christmas-events-programme-22/>

Elf Extravaganza

<https://www.love-weymouth.co.uk/elf-extravaganza-returns-to-weymouth/>

Jurassic Coast Museum

<https://www.love-weymouth.co.uk/we-are-weymouth-bid-campaign-to-bring-jurassic-coast-museum-to-weymouth/>

Steampunk Weekend

<https://www.love-weymouth.co.uk/weymouths-all-set-to-give-a-warm-welcome-to-steampunks/>

YOUTUBE STATS OCTOBER 2022

Youtube Subscribers – 1,070 (1,068)

Youtube Video Views – 1,300 (1,900)

Youtube Minutes Viewed – 2,598 (3,510)

GENERAL

Attended 2 x online marketing meetings

Attended 1 x face to face Xmas meeting

Visited Nothe Fort to take photos of Poppy Display for distribution to press

Full day attendance at Elf Day video and photos supplied to WAW archive

ANDY COOKE 06/12/2022



Please find below some stats relating to the work carried out as part of the BIDs partnership working with Visit Dorset.

Homepage Promotion

Nothe Fort (July and August) – pageviews 17,687

Dusk til Dark (September) – pageviews 2,815

Elf World Record Attempt (November) – pageviews 1,675

Weymouth content pages – 135k pageviews (Jan – Dec 22)

E-newsletter Features

Summer in Weymouth – Delivered to 19,739 contacts with 32% open rate.

Eventful Weymouth – Delivered to 20,380 contacts with 33% open rate.

Blog Posts

2 Days in Weymouth & Portland – 1,121 pageviews

Top 10 things to do in Weymouth – 3,547 pageviews

Social Media

Elf World Record Attempt – 2,867 Impressions, 2,889 Reach, 147 Engagements (Paid Promotion Facebook)

Steampunk Weekend – 4,251 Impressions, 4,173 Reach, 129 Engagements (Paid Promotion Facebook)

Dusk til Dark – 1,1795 Impressions, 1,714 Reach, 26 Engagements

Weymouth Blog (Top 10 things to do in Weymouth) – 5,526 Impressions, 5,476 Reach, 210 Engagements (Paid Promotions)

Victorian weekend at Nothe Fort – 1,458 Impressions, 1,372 Reach, 25 Engagements

New Content on Visit Dorset Website

A page was created for Weymouth Town Bridge

We created a Weymouth webcams page

We created a page and map for the Weymouth Heritage Trail.

Weymouth content has been refreshed and links to new pages included.

Informal Improve Subcommittee

Date: 13th December 2022
Time: 11:00am
Venue: Microsoft Teams
Present: Dawn Rondeau (DR),
Jonathan Oldroyd (JO),
Graham Perry (GP)
Mikey Johnson (MJ)
Helen Heanes (HH), Principal Economic Development Office, Dorset
Council
Charlotte Lidgley-Ryan, Weymouth Town Council

Minutes

IMP/2212/1 REVIEW OF THE MINUTES OF THE PREVIOUS MEETING

D1 - Previous minutes agreed no matters outstanding

IMP/2212/2 BID RANGERS & CRIME REDUCTION

Discussion ensued around Rangers and crime reduction.

JO Highlighted expansion of DISC to non-levy payers for a fee as well as expanding the ranger scheme.

MJ said direct costs would be for Ranger not DISC but charging a fee would create ownership.

JO mentioned David Sidwick £5k avail for hotel watch. Police unable to run Hotel Watch.

MJ informed that PCCO adamant BID can't apply for £5k, would need to be driven by GHLA or another organisation. JO to speak to Cumberland.

DR suggested using money partly for disc and partly for radios and asked JO to research what the grant can be used for.

Discussion ensued regarding CSAS/SWL. All SC supported SWL but agreed that for the new term, parameters needed to be outlines and contract put to tender.

GP showed concern about the collection of intelligence and feels that SWL deliver on reporting but we should also consider internalising the Ranger scheme. GP commented that businesses want to see results and whoever makes the reports wants feedback on consequences.

CSAS is supported by Dorset Police, The Dorset Police and Crime Commissioner, British Transport Police, BID and employed by DC and WTC.

MJ informed SC that CSAS is a qualification not an organisation and there is no reason that SWL cannot get the rangers qualified. Perhaps future funding could come from the above for our Ranger scheme.

A1 - JO to research what the grant can be used for.

A2 - DR to investigate ranger qualifications for new term

HH suggested speaking to Graham Duggan

JO suggested speaking to Police to gain their backing and ensure positive partnership relation.

GP suggested DC, WTC, BID and Police discuss partnership working, commencing with DR speaking with Jane Biscombe

IMP/2212/2 HANGING BASKETS

DR requested clarity on hanging baskets as DR needs to meet with Tara Williams in order for WTC to commence planting.

DR informed SC that the recording of the last Board Meeting outlined baskets as a priority whether we win the ballot or not.

GP concurred that the priorities were hanging baskets and that the Ranger and Activate were not a commitment post 'no' ballot but hanging baskets were a continued commitment regardless of yes or no outcome.

DR is assessing reducing financial commitment of hanging baskets to ensure affordability.

2022 budget was £28k, DR to discuss with TW between £20-25k in offer to support smaller projects such as Wessex Folk Festival and SQUIB

IMP/2212/3 JURASSIC

GP told SC that a Jurassic Coast Museum is under discussion for Weymouth but would need external funding. It would be a huge investment but huge tourist attraction.

S/C agreed that this would be a good initiative to support but that DC could provide economic data to provide stats to give weight to any applications for funding.

HH hadn't heard that DC were considering the Jurassic Coast Museum but could be a different department.

A1 - GP suggested DR to collate data for argument to support Weymouth Museum

DR mentioned Jurassic Coast Trust website investing £600 to have a Weymouth listing. JO PG and MJ agreed to pursue this.

IMP/2212/4 HERITAGE PAVING SLABS

GP working on final draft artwork

DR informed SC that installation is pencilled in for Feb.

IMP/2212/5 FLYERS

There was a desire to create a flyer for Weymouth which incorporates places to go, things to do see indoors and outdoors and could include Heritage Slabs, Sculpture Trail, Arts Mural trail or Nothe Fort. DR take to Marketing but wok on content in house.

A6 DL leaflet to be ready for print post 'yes' ballot. S/C agreed.

A1 DR to identify costs with distribution across Dorset.

A2 - CL suggested DR meet with Charlie Shepherd to enhance the events flyer, thereby sharing costs.

DR suggested including map in flyer with potentially WTC paying for local distribution and BID paying for any other areas withing 90 min drive of Weymouth. Poole, Bournemouth and Wimborne and Lyme Regis being top areas to target.

Next Meeting Date: 7th February

ACTIONS & DECISION LOG

- IMP/2212/1** D1 - Previous minutes agreed no matters outstanding
- IMP/2212/2** A1 - JO to research what the grant can be used for.
A2 DR to investigate BID Ranger qualifications for new term
- IMP/2212/3** A1 - GP suggested DR to collate data for argument to support Weymouth Museum

Strategy for funding requests

Potential NEW funding requests include:

- Volleyball
- Flyers for WTC
- CSAS
- Carnival 24
- Wessex Folk Festival
- Pirates
- Activate
- Motocross
- FITS
- Land train (already turned down as deadline was Dec)

We propose to issue the following statement:

**We are currently unable to process new funding requests
until we receive a YES vote at ballot on March 31**

If you wish to discuss an application please email info@weareweymouth.co.uk



Board Meeting Agenda

Date: 26TH JANUARY 2023

Time: 11:00

Location: Pilgrim House

Item		Time
BOA2601- 1	Welcome	11.00
BOA2601-2	Apologies for Absence	11.05
BOA2601-3	Declaration of Interest	11.10
BOA2601-4	Observers	11.15
BOA2601-5	Matters Arising from Previous Minutes	11.20
BOA2601-6	Governance a. Levy update	11.25
BOA2601-7	Finance Report a. Updates and budgets	11.30
BOA2601-8	Marketing and Events a. ITB and LWP reports b. Subcommittee minutes incl. for discussion	11:40
BOA2601-9	Improve a. Subcommittee minutes incl. for discussion	11:50
BOA2601-10	Funding applications a. SQUIB b. Strategy for funding requests	12:00
BOA2601-11	BALLOT (attendance by C.Boyd campaign support) a. Schedule b. Ballot List update (DR & HH) c. B-plan update d. Flyers e. Launch - Canvassing f. Campaign g. Feb & Mar meeting	12:10
BOA2601- 12	Date of next and subsequent meetings Feb 23 Mar 30	12:55
BOA2601-13	AOB	13:00