

Minutes of the Bournemouth Coastal BID Annual General Meeting held on 12 November 2015 at the Cliffside Hotel

1. Welcome

Paul Clarke, chairing the meeting welcomed everyone to the third Coastal BID AGM. He introduced Steve Taylor (Vice Chair and owner of Fab Frocks in Westbourne) and Stefan Krause (BID Manager) and thanked Oceana Hotel Group for their hospitality.

Paul commented that any BID business was able to attend the meeting, although only “members” of the company could vote and participate in the formal activities.

22 members and 17 others/observers were in attendance

2. Apologies

Apologies had been received from the following members: FJB Chine Boscombe, Ramada Encore Bournemouth, COOK, Garden Café Boscombe, Best Western Montague Hotel, Bournemouth Development Company, NCTA, Marsham Court Hotel.

3. Minutes of the AGM held on 15 October 2014

The Minutes of last year’s AGM were proposed as being an accurate record by Alun Williams, seconded by Des Simmons and approved unanimously.

4. Review of 2014/15

Paul Clarke introduced a video covering the 2014/15 year highlighting the key activities. (*A copy of this was subsequently made available on the Coastal BID website.*) The review included the autumn destination campaign and spring off season campaigns. It noted the BID support for the Wheels Festival, P1 Powerboats and Gardens of Lights as well as eight local events. Local marketing included the coastal walks leaflet, wayfinding and signage project and he also thanked Alun Williams who retired earlier this year for his work to establish the Coastal BID and noted the recruitment of Stefan Krause as his successor.

5. Amendments to the Company’s Articles of Association

The board proposes the following amendment to the Company’s Articles of Association. The quorum for director’s meetings shall be increased from two to five and absence without permission of the Directors from meetings for more than four consecutive months that that person’s office be vacated.

CURRENT MEMO AND ARTS COSTAL BID	PROPOSED AMENDMENT MEMO AND ARTS COASTAL BID
11 Quorum for directors' meetings	11 Quorum for directors' meetings
(2) The quorum for directors' meetings may be fixed from time to time by a decision of the directors, but it must never be less than two, and unless otherwise fixed it is two.	(2) The quorum for directors' meetings may be fixed from time to time by a decision of the directors, but it must never be less than five , and unless otherwise fixed it is five .
18 Termination of director's appointment	18 Termination of director's appointment
n/a	g) that person shall for more than four consecutive months has been absent without permission of the Directors from meetings of Directors held during that periodand the Directors resolve that that person's office be vacated.

Paul proposed to arrange a vote by hands if there’s a majority for these both amendments. If there’s no strong visible majority, there would be held a written ballot on each item. No member objected the procedure and Paul requested to have a show of hands of voting members in favour of these amendments. The voting was unanimously to accept these both amendments.

1. Election of new Directors

As per the Articles of Association, one third of the Board of Directors voluntarily stood down at the end of the second year of the BID.

Paul explained that in the event of a tie in the election for any position, the matter would be carried forward to the BID Board. Should there also be a tie at that point the Chairman would exercise his casting vote.

The following nominations had been received. There were no further nominations at the meeting. There was one place available in each sector and two places available in 'Other sector':

The following nominations have been received:

Boscombe: Andy Lennox Koh Thai Restaurant

Debbie Payne Rosscourt B&B

West Cliff: Sara Uzzell Whitehall

Southbourne: Des Simmons Bournecoast

Local Authority: Mark Smith, Bournemouth Tourism

Marketing: John Marsh Oceana

Other: Pat Coyne BH Live

Andy Woodland FJB Hotels / BAHA Chairman Tourism

Following an election for the Boscombe sector in which Andy Lennox respectively received the higher number of votes cast, a total of seven members were elected to the BID Board to serve for a maximum of 3 years.

Paul congratulated those who had been elected and thanked Debbie Payne putting her name forward offering her engaging with the Boscombe Representatives in the numerous projects over the upcoming year.

2. Presentation of the Annual Report and Accounts for 2013/14

Copies of the Annual Report and Accounts had been circulated in advance of the meeting.

Paul thanked Schofields for their help in preparing the accounts.

He highlighted a number of points, including

- Page 2 – the BID had levered not only on the £40,000 in cash which the BID has generated on top of the BID levy income as well as an additional £559,500 which we have levered in as a result of our partnership working, but which is not reflected in the accounts
- Page 3: actual net spend of £318,040 from a budget projected net total spend of £381,000. The CBID has earmarked £55k from the surplus for the renewal ballot costs in this and next financial year.
- Page 4: shows the changes to the Board over the last year – and lists the range of local organisations whom we invite to sit on the Board as co-opted, non-voting members. This ensures that communication channels are open at all times.
- Page 7: headline figures for our income and expenditure – and the surplus which has been carried forward.
- Page 12 which doesn't form part of our statutory return provides a more detailed breakdown of our income and expenditure.

The resolution to receive and approve the Annual Report and Accounts for 2013/14 was proposed by Lawrence Williams, seconded by Andy Lennox and passed unanimously.

3. Appointment of auditors for 2014/15

Based on the service over the last two years the resolution was put to appoint Schofields Chartered Accountants of Bournemouth as auditors for the 2014/15 Accounts. This was proposed by David Bailey and seconded by Peter Ruscoe and unanimously approved.

4. Looking forward

Paul took the opportunity to brief members on some of the new activities to be undertaken during 2014/15. He spoke about the variety of projects and events based on a detailed review of first two years which helped to meet members aspiration in a more strategic approach going forward and a growing wealth of research from previous year to ensure that the action plan has a really firm foundation. Paul highlighted challenges of reduced funding from government for local authorities, Challenge of globalisation in retail and tourism, and high demand to continue to deliver a variety of projects same time as preparing the renewal ballot 2017. Paul reminded that after the formal AGM two key speakers offer to discuss their statements of globalisation and impact of digital with the audience.

5. AOB

Paul took the AGM as the opportunity to thank all board members for their continuous support and engagement with the Coastal BID. Paul expressed the board's gratitude to John Green and Brendan Westwood who stood down this year by thanking them both for their time and input over the last year as Board members.

The meeting was formally closed and as guest speakers introduced:

Bill Cotton

Bournemouth Council Executive Director, Environment and Economy

Theme: Bournemouth Council's Ambition 2020 to Build a Better Bournemouth

Followed by

Brett Dixon

Online Marketing Director, DPOM, Lincolnshire

DPOM a UK leading Google Partner, featured in a number of industry publications.

Theme: bricks & clicks - Turn visitors into advocates

Information circulated on the nominations for Director

Nominations for Board Directors – as at 10 November 2015

Boscombe: 1 representative to be elected
Andrew Lennox (Koh Thai Restaurants) After being with the Coastal BID since its conception, I believe I have a strong understanding of the role and with businesses in both BID's I am also able to understand the difference in views from both the BID's perspective and the Levy payers. I remain committed to the BID and feel that still more value can be added to the levy payers money.
Debbie Payne (The Rosscourt Bed and Breakfast) I believe the Coastal Bid to be the way forward for investment in our town and it is imperative that business voices are heard. Having lived and worked in my own guest house, in Boscombe, for 17 years , I have been actively involved in the community from my first few weeks here. I was involved in the Single Regeneration Bid 6 , secretary of a residents association, took the chair of the newly formed BAHA in 2004. In 2007 set up a group for the small hotels and guest houses in Boscombe, which is still ongoing today. I am currently secretary of the Boscombe Business Association. I try to keep my group informed of events, news help with issues in the community and work with Boscombe Regeneration and the Boscombe Town centre manager as well as linking in with our local councilors. I am not afraid to stand up for what I believe in and challenge issues head on.
West Cliff: 1 representative to be elected
Sara Uzzell (Whitehall Hotel (Whitehall Hospitality Ltd)) I've been a co-opted (non-voting) member of the BID board as I chair Bournemouth's tourism marketing group. My aim is get the town's stakeholders to work together to get our marketing to deliver real results for local businesses. My day job is running two hotels in Bournemouth and I engage with BID initiatives to get 'value for money' from our levy. The BID's investment in marketing is vital to the future of tourism in Bournemouth as it is faces challenges and opportunities. The BID enables local businesses to work together to create opportunities, to assist growth across the coastal villages and promote tourism all year round. I am on the committee of BAHA and involved in other local business groups. I'm enthusiastic about Bournemouth, tourism and the value of the BIDs. I would like to be a BID board member as I consider it is vital to Bournemouth's success that we achieve a successful BID renewal.
Southbourne: 1 representative to be elected
Des Simmons (Bournecoast Ltd.) I have been involved with the Coastal BID since the steering group formation, prior to the first ballot. I led the BID through the successful first campaign as Chairman and then chaired the BID Board until my recent move to Chairman of the Bournemouth Tourism Management Board (BTMB). I have continued on the BID Board as part of the Executive Team since. I am also on the Bournemouth Accommodation & Hotel Association (BAHA) committee. My own company, Bournecoast Property Agents (including residential lettings, holiday lettings and buy-to-let sales), is a family-run business which has been based in Southbourne since 1960. I went to school and grew up in Southbourne, and apart from my time studying in London, have lived locally since. I have a passion for Bournemouth as a whole, for the tourism industry, for Southbourne and for everyone working together for the benefit of all.
Marketing: 1 representative to be elected
John Marsh (Oceana Hotels) Having grown up, lived and worked in Bournemouth for the majority of my life I am very passionate

about the town and keen to contribute to the successes of the tourism industry, reputation and local economy as a whole. I have worked in the hospitality industry for 14 years, running my own Pub business for 3 of them and currently employed as Webmaster for Oceana Hotels. I specialize in digital marketing; from social media to PPC and SEO campaigns, with a keen eye for design/branding detail and consistency. I also create online and offline graphic content, with some of my work including complete branding packages to help businesses increase consumer trust through familiar messages and style. I believe my objective and analytical approach, combined with the ability to communicate my area of expertise in a concise manner, will contribute to the overall achievement of CBID goals.

Other: 2 representatives to be elected

Pat Coyne (BH Live)

I am Venue Director for BH Live, a social enterprise and the south coast's leading leisure and event operator.

In Bournemouth I represent the BIC, the largest conference and events venue on the south coast, together with the Bournemouth Pavilion, a Grade 2 listed theatre.

I am an experienced Commercial Director with extensive knowledge of sales, marketing, finance, sponsorship, catering and venue operations - across sports, leisure, FMCG, entertainment and media sectors.

I have been actively involved in the Coastal Bid over the past 2 years; attending, participating and presenting at several Board Meetings.

I have been instrumental in launching Business Events Bournemouth, the sales and marketing body set up to promote business tourism and drive economic benefit to the town and Coastal BID members. I have a passion for delivering a joined up approach to town marketing and sit on a number of groups to achieve this.

Andy Woodland (FJB Hotels / BAHA Chairman)

I wish to stand as a Board Member of the Coastal BID because I understand how important the next couple of years will be for not only the BID itself but also for the Marketing of Bournemouth as a whole. I feel that the experience I have gained from working as a hotelier in Bournemouth and Poole over the past 20 years gives me a balanced view of what is needed to ensure any monies spent on Marketing can be measured and a positive return is achieved, I am not afraid of asking pertinent questions. With the ballot due within 18 months I feel I can use my position as Chairman of BAHA to reach many of the smaller hospitality providers and show them that I will ensure the right proportion of the BID income is used to generate more overnight visitors to the town.

Local Authority: 1 representative to be elected

Mark Smith (Bournemouth Council, Bournemouth Tourism)

