

# BOARD MEETING

Thursday 10th December

11:00: Start

13:00: End

## 1. Welcome

## 2. Member Communication

## 3. Operational Review

## 4. Project Updates

## 5. AOB

### Attendees

CRE: Clive Rowe-Evans  
KC: Kerry Carruthers  
DB: Dean Bullen  
JH: John Harding  
MG: Michael Graham  
SH: Cllr Shaun Horton  
MK: Mark Kibblewhite  
JD: Jo Dooley

### Directors Granting Proxies

Mo Driffield

### Apologies

Mo Driffield  
Pete Gibson  
Karl Battersby  
Ben Gilligan  
Jayne Nendick  
Richard Bradley

## 1. Welcome and directors

Confirmed that due to ongoing commitments, CRE has provided discretion to MD at the start of the initial lockdown as she is unable to attend meetings, however, MD continues to feed in monthly to CRE and KC. All will be reviewed in the new year to ensure the board is representative within meetings.

## 2. Member Communication

Confirmed the written resolution was actioned and issued to members on the 3.12.2020. CRE stressed the importance for all directors to support the board decision and to complete their resolution asap and certainly no later than the 31.12.2020

EOY accounts communication presented to the board for discussion following confirmation that the accountants have filed with Companies House.

**ACTION: KC TO ISSUE EMAIL TO MEMBERS ON BEHALF OF THE BOARD WITH EOY ACCOUNTS ATTACHED** 

Board to consider frequency and content of information to be sent to members. Additional discussions took place around the value and feasibility of a GM or scheduling the AGM for October 2021.

## 3. Operational Review

KC: Provided update to the board that BG has discussed and reviewed current practices and suggestions have been forwarded to CRE by KC to review.

CRE: Requested the review to be shared with the full board in January/February

JH: Requested for it to be submitted in document form to streamline discussions within the board meetings.

## 4. Project Update

### Yorkshire Coastal Route

**KC:** Provided an overview which outlined the role and responsibilities of the directors that have formed the working group, inclusive of the current situation with trademarks, technical development and tender process.

## **ACTIONS: KC to circulate approved route to public agencies for comments for road safety and congestion feedback**

Following concerns raised by DB and JH following points raised by directors that all decisions needed to be reviewed and re-approved by them, KC reiterated the boards decision earlier in the year "to provide responsibility, with budget to the route working group". Updates will be provided, but advised that by having to bring everything back to the main board at this stage, would set the project back a further 4-8 weeks.

JH and MK: Suggested utilising the consultants services to enable the project to be expedited.

MG: Offered to connect route group to feedback for cycling/walking variations

Jo Dooley joined the meeting

KC: Opened an invitation to NYMNP/ERYC/SBC to jointly look at how the route product could be built into existing marketing campaigns underway by the DMOs.

### **Savings Advisory Service**

KC provided an overview of the businesses engaged with, including those that have directly accessed the service and the savings that had been identified. Following changes which the supplier has made and recent activity, KC is instructing to cancel the contract before the savings identified outweigh the savings identified.

Above discussed in greater detail with the board, but no objection to cease contract after current work has been completed.

Request to the board to consider and feedback: Alternative support which can be provided to businesses which is tailored to specific sectors and sizes of businesses.

Meeting with ERYC arranged for January to review options and JN has discussed an opportunity with KC for further consideration.

### **Scarborough Gift Card**

Update since launch in November:

Over 60 participating businesses

## Over £25,000 worth of cards had been purchased

Marketing overview provided

KC requested the board to consider the gift card proposal put to them in July 2019 and for directors to provide feedback should they wish it be rolled out in other areas.

**ACTION: JD to send KC details of a different scheme which may be more effective in smaller areas.** 

## Scarborough Christmas

Board updated on the changes which have been made to ensure the activity is COVID compliant, inclusive of current occupancy at 70%. Additional information was provided about the supplier and the team recruited from Scarborough to deliver the experience and signposting to local businesses, gift card scheme and how LYC is proving to be very effective in reaching the correct audience to directly promote businesses.

## 5. AOB

N/A



**MINUTES ACCEPTED ON JANUARY 12TH 2021**