

**Rediscover Peterhead Ltd**

**Minutes of the Board Meeting held online at 0800hrs on Thursday 8 October 2020**

**Present:**

**Jean Gardiner, John Pascoe, Robert Emslie, Terry Moran.**

**In Attendance:**

**Leslie Forsyth, Rediscover Peterhead Manager.**

**1. Welcome**

1.1 John Pascoe welcomed Board Members to the meeting.

**2. Apologies**

2.1 Bob Antczak, Fred Bowden, John Cameron. It was noted that Amanda Roe, Aberdeenshire Council, had also sent her apologies.

**3. Declarations of Interest**

3.1 Terry Moran’s interest as a director of the Albert Hotel was noted.

**4. Minutes of the Meeting held on 10 September 2020**

4.1 With the addition of Terry Moran’s name to the attendance list, the minutes were approved. Proposed by Jean Gardiner and seconded by John Pascoe.

**5. Matters Arising from the Minutes**

5.1 Members were updated on the CCTV installation at Drummer’s Corner, which was dependent on the programme of works for Drummer’s. Clarification was sought on whether the camera would be mounted on a pole or a building. This information would be given to members after the meeting.

**6. Finance Report**

6.1 The financial report was noted and approved.

6.2 The chair updated the board on progress completing the final part of the NESFLAG grant application.

**7. Manager’s Report**

7.1 Kirsty Hickman, our new part-time Marketing Assistant, started on 7 September.

7.2 Work on Invest in Peterhead is progressing, the website is almost complete and will soon be available for promotion purposes.

7.3 The Seafood Festival website frame has been finished. Work will now begin on content creation. The site will be used to promote the festival brand, as well as the 2021 street festival.

7.4 The Arc Cinema opened on 1 October. We supported the launch and were able to help with media coverage. We recorded our own video footage which we will use to support IIP.

7.5 The Christmas Town Trawl is being organised. Unique window stickers will encourage foot traffic across the town centre in the run up to Christmas.

7.6 We are on track for the household mail drop. This will promote the town centre to households in north Aberdeenshire in the run-up to Christmas.

7.7 Three marketing agencies are being talked to about a town marketing strategy. Progress on this will depend on funding applications currently in progress.

**8. Any Other Business**

8.1 The board discussed the need to recruit new members. It was agreed that the manager would take a report on this to a future meeting.

8.2 It was agreed to keep a watching on Drummer’s Corner and Yard regarding anti-social behaviour and mess. Concern was expressed about the consequences of MODO coming to an end. There is a need to ensure that, post the works programme, Drummer’s Corner is a well-used and managed focal point for the town.

8.3 It was provisionally agreed to hold the Annual General Meeting on 25 February 2021. It was highly likely that this would be an online event.

**Meeting Closed 0916hrs**