

**Rediscover Peterhead Ltd**

**Minutes of the Board Meeting held online at 0800hrs on Thursday 8 April 2021**

**Present:**

**John Pascoe, Robert Emslie, Jean Gardiner, Terry Moran, Fred Bowden**

**In Attendance:**

**Leslie Forsyth, Manager; Kirsty Hickman, Marketing Assistant; Amanda Roe, Aberdeenshire Council; Mike Fearn.**

**1. Welcome**

1.1 John Pascoe welcomed Board Members to the meeting.

**2. Apologies**

2.1 None

**3. Declarations of Interest**

3.1 No new interests were declared.

**4. Minutes of the Meeting held on 18 March 2021**

4.1 The minutes were approved. Proposed by John Pascoe and seconded by Robert Emslie.

**5. Matters Arising from the Minutes**

5.1 It was noted that Wayne Parson’s name should be removed from the list of directors on the Companies House website.

**6. Finance Report**

6.1 The financial report was noted and approved.

**7. Manager’s Report**

7.1 Geoff Cooper presented his written report. The April Producers’ Market was very successful. Works at Drummer’s Corner meant that the market was laid out along Marischal Street. This worked very well, and we were lucky with the weather again. There was positive feedback from customers, stallholders, and businesses on Marischal Street.

7.2 The market had good coverage in the Press and Journal and the Buchanie, but the coverage on Facebook and our other digital platforms has had the most impact. The numbers participating and the overall reach has grown very rapidly, given that this was only the second market. The market was advertised on Buchan Radio in the run-up to the event, and Buchan Radio also broadcast live from the market on Saturday. There were nineteen stalls, virtually all food and produce. In light of business closures, it had been decided not to have any “non-essential retail” type stalls.

7.3 Leslie Forsyth highlighted the contributions of Geoff Cooper, Kirsty Hickman, and Alasdair Boyne in making the market such as success. The signs are very encouraging that the market will be an effective way to promote the town and increase footfall.

7.4 Video has been shot of four local businesses. This will be used for IIP, promotion of the town centre as it re-opens, and to encourage entrepreneurship locally. Budget allowing, we will do more and more of this. Xana Creative (our videographer) has been booked to attend the May Producers’ Market.

7.5 The second £5000 instalment of the Phoenix Fund was now available. The board discussed a range of options to use the fund. The manager was tasked to explore these and report back.

**Fred Bowden left the meeting.**

**8. Any Other Business**

8.1 The board were updated on the plans for Scottish Week, these were still fluid.

8.2 Arrangements were being made for the cleaning and gull control projects.

8.3 The Scottish Government were asking about the best way to communicate about town centres as they re-opened. Amanda Roe said that there would be further consultation about this.

8.4 The work at Drummer’s Corner was ongoing. A local group had offered to manage access to the performance space once completed. Ensuring the life of Drummer’s Corner was seen as a priority, and the manager would keep members informed as things developed.

8.5 The next Producers’ Market is on 1 May 2021.

**9. Date of Next Meeting**

9.1 Thursday 13 May 2021 0800hrs.

**Meeting Closed 0922hrs**