



**ACTION POINTS
OF THE SHROPSHIRE TOURISM (UK) LTD BOARD MEETING**

WEDNESDAY 30th MARCH 2011 1PM

ROYAL AIR FORCE MUSEUM, COSFORD

Directors present:

GL, LD, GB, DC, JM, JC.

Company Officers present:

Rod Hughes – Finance Director, Simon McCloy – Chief Executive,
Catherine Collier – Business Manager, Jodie Stephen - Business Support Officer

1.0 Apologies
PM, TH.

2.0 Election of Chairman
Glen was unanimously elected as Chairman of the company.

3.0 Minutes of the last meeting held on 9th March 2011 at Grove House, Shrewsbury
The minutes were agreed as a true and accurate record

4.0 Matters arising

Glen informed the board of the meeting he had with Katie Foster. He said there were grants available to bid for, Shropshire Tourism was eligible to bid on its own for the Regional Growth Fund and there did not seem to be any immediate prospect of a joint bid with Shropshire & Telford Conferences. Judie asked why Shropshire Tourism was not included as an eligible bidder for local destination funding. Simon stated they were not a DMP or part of the newly formed DDP's, and had not been invited by Shropshire Council to meetings or to be involved in anyway. There was however a meeting to be arranged for April with Mike Owen and Mark Pembleton and the board which hopefully may lead somewhere positive.

ACTION: Lesley and Glen to look into opportunities for funding.

5.0 Finance Director/Chief Executive Report

Further to the year end accounts he had presented at the AGM prior to the meeting, Rod reported on the company accounts as they stood at present. There was £2,500 of income still to come in before 31st March, £1,500 of which to be invoiced, and £26,000 of expenditure still to go out including £17,000/£18,000 of staff salaries. He stated there was no reason to vary the predicted forecast of £14,000 profit before the end of April 2012.

Simon added there were DTS assessment renewals still to chase and IT income to be invoiced for. There were no major debts outstanding and if the SLA was paid in April there would be no need to draw from the company overdraft.

The current bank balance stood at £40,000 with £15,000 due to go out.

ACTION: Shropshire Tourism to raise the invoice to Shropshire Council for the Service Level Agreement of £20,000.

Rod stated there had been some changes to the original AGM Finance Report that had been approved by the board on 9th March. These included the change in the amount to be awarded for the SLA and also in the staff salaries in light of Catherine's departure.

Simon mentioned that the vacancy for a Marketing and Business Support Assistant had been advertised in the Job Centre, on the Job Centre website, on the www.stmem.com website and on a notice board outside the office.

6.0 SLA Update

Glen and Simon reported that they had attended a meeting with Shropshire Council to discuss the SLA on Monday 21st March. The result of the meeting was a half-measure with the possibility of an additional tranche of funding later in the year. The SLA had been reduced by 67% to £20,000, with a possible additional £5,000. The Council had agreed to give £12,000 towards the 2012 Shropshire & Welsh Borders brochure, and £2,000 towards business support services and £6,000 towards Press & PR services, but both only for a 6 month period. The additional £5,000 may be available for IT support such as maintaining records on Englandnet, events, local authority attractions etc on the www.shropshiretourism.co.uk website.

Lesley stated that maybe the Council do not understand the role of Shropshire Tourism. Judie suggested putting information on the Members website regarding the lobbying that has taken place from Shropshire Tourism to the Council.

ACTION: Shropshire Tourism to upload information to the Members website to show the actions they have taken to lobby the Shropshire Council.

7.0 Any other Business

Glen informed the board that lunch for Pat had been arranged for Thursday 7th April at Goldstone Hall to celebrate her time as Chair.

He also thanked Catherine for all her hard work and for helping make Shropshire Tourism what it is today and wished her the best of luck in her new job.

Glen also mentioned he had spoken with Katie Foster and she was not happy with the title of the new Conferences website, 'The Official Conference Site for Shropshire'. It was suggested this title was altered to include another word other than 'Official'.

John brought up the issue of member incentives that had been mentioned in the AGM. It was suggested that some type of loyalty card would be a good idea for the number of years a business has been in membership. Although Simon pointed out that it is actually new members that tend to spend more money than long standing members as they buy into the 'One Stop Shop' approach of membership, assessment and website.

Simon suggested there be further discussion on rewarding members at the year end based on profits generated in the form of rebated membership fees.

8.0 Date of next meeting

Wednesday 11th May 2011 at 10am at The Lion Hotel.