

EASTBOURNE HOSPITALITY ASSOCIATION
MINUTES OF EXECUTIVE COMMITTEE MEETING HELD: Tuesday 7th July 2020
York House Hotel at 12.30pm

Present: Mark Cotman (Chairman), Kristian Hayer (Vice Chairman), David Brachtvogel, Catherine Clifford, Heidi Cowderoy, Matt Huddart, Brid Phelan, Gaynor Sedwick, John Squires, Mel Stratford, Jonathan Webley, Chulin Xia, Jack Brownell (VE), Yvette Cowderoy (Secretary)
14 Attendees

Absent: Alex Adam

1	MINUTES of the Executive Meeting held on 2nd June'20 were passed as read & all action points have been amended to APPROVED .	Action
1.1	APOLOGIES: Shoes Simes & Roger Cotton	
2	<p>VISIT EASTBOURNE UPDATE: By Jack Brownell</p> <ul style="list-style-type: none"> • [See attached Destination Update for full presentation] <p>VisitEastbourne Highlights:</p> <ul style="list-style-type: none"> • COVID-READY! FREE accredited scheme from Business Alliance partnership: VE, EHA, BID & Chamber; Underpinned by Primary Authority; Busy rolling out this quality assurance system aimed at building customer confidence throughout town • Celebrating return of visitors to EB, running a competition • BBC South East Today & ITV Meridian have steered numerous dialogues • Still balancing social media update posts; plus, user-generated Instagram content • Celebrated Pier's 150th Anniversary • Stage Door Pub & DQ Terrace Bar & Cafe reopened doors on 4th July'20 <p>Event Highlights:</p> <ul style="list-style-type: none"> • "EBN Eye" located on Western Lawns: 9th July to 2nd August'20 • LTA confirmed 2021 dates [23rd to 28th August] -> Open British Seniors Grass Court Championships • BeachLife Drive-in Cinema: 11th & 12th July'20 at Princes Park; added more films to program due to high demands; £20 per vehicle; 150 spots per viewing • Latest event cancellations -> See full list • 10-Day EBN Walking Festival: New website now live; 30 walks submitted for September event; reduced capacity; Team working alongside "Beat the Street" https://www.visiteastbourne.com/walking-festival <p>General Highlights:</p> <ul style="list-style-type: none"> • DQ won South England Prestige Award under "Cultural Event Venue of the Year" category • Conference EBN continue to reschedule cancelled & postponed events • Continue to engage with MIA (Meetings Industry Association) • Heritage EBN returning to Butts Brow: Uncover Neolithic ancestors; 13th July to 2nd August; excavation first began in 2016 • Towner: Reopening from Wed 22nd July'20 with different opening times 	
2.1	<p>Questions:</p> <ul style="list-style-type: none"> • Sightseeing OpenAir Tourist Bus: Confirmed starting again from Saturday 25th July with amended timetable to allow for vehicle clean after each tour • BeachyHead Marathon: Going ahead as planned but reducing capacity with capped numbers [Website: 2020 entries temporarily paused; waiting further government guidance] 	
3	MATTERS ARISING FROM MINUTES (Action Points)	
3.1	Mark asked floor if there were any points from previous minutes to discuss? Due to fast-paced situation finding ourselves in, most action points now superseded.	
3.2	AP 6.2] Ron updated that Legers [https://www.leger.co.uk] has taken over Sheerings; not specialist in a UK market though; handed over Sheerings Ad from national paper	
4	MEMBERSHIP CONDUCT & ISSUES	
4.1	Complaint against Kristian Hayer (Vice Chairman) & Yvette Cowderoy (Secretary) received by Judith Brown (Sheldon B&B), particulars circulated prior to meeting.	

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	<ul style="list-style-type: none"> - Heidi read out comments on Shoes behalf; in support of Kris & Yvette's professionalism & proposed Exec should accept JB's membership resignation. - Mark recapped 3 choices in responding to JB: 1) Do thing, 2) Disciplinary/written warning or 3) Membership Dissolution - Heidi aggrieved that one member can dominate much valued time/energy from the ones working hard for greater good & struggled with her behaviour over past 6mths - Catherine confused over why JB incorporated her into this, as knows nothing - Mark queried Jonathan/Ron over a "Code of Conduct"; Constitution makes reference to one, no copy found; Jonathan stunned at JB conduct; has never seen anything like it <p>JB Questions:</p> <ol style="list-style-type: none"> 1. NHS Banners: Discussed & recorded in June Exec minutes; uploaded to website 2. Mark Illegal Treasurer: Voted by Exec & crosschecked by David 3. Secretary Post: Instructed by Exec in 10 Oct '19 to scope out role; JB was still an Exec member; Nov '19 meeting, Exec agreed to pay £10hr on self-employed basis, giving EHA flexibility to evolve role in new working practices; Plus, there were several discussions of hiring virtual secretary <p>All agreed that over past 6mths, there has never been so much content set to members</p> <p>AP: YC in Secretary post needs to be transparent to members & communicated out</p> <p>AP: Unanimously agreed to accept JB's resignation as stated in her email dated 26th June '20 at 21:44; with no refund & to answer all questions/complaints in brief way</p> <p>AP: Mel to collect box of EHA Passports she had collected night before</p> <p>AP: YC to inform VisitEastbourne; so there is no more concession</p> <p><i>NB: Going forward, Judith or anyone from SheldonB&B while she manages the Sheldon, cannot reapply to become a member, all the while existing Exec reside in posts; In any case, membership requires proposal and then seconded by Exec.</i></p>	<p>MC MC MS YC</p>
4.2	<p>Steve Jordan (Southcroft B&B):</p> <ul style="list-style-type: none"> • Did not respect the EHA chain of command & Exec's decision to hold a face-to-face EAGM. In addition, abusing his past Chairman privileges by contacting senior stakeholders to unsettle it; He did not accept Exec's decision that the meeting was legal, subsequently contacting Jonathan Webley, followed by Phil Evans. • Additionally, Angela is the member, with Steve becoming the Associate member, at his request. • The floor asked Mark, what were they voting on, as this was unclear; initially Steve was seeking an apology for blaming him for EAGM being cancelled; even though he was not directly mentioned in communication that was sent out. • Shoes via Heidi: Praised EHA for stepping up for collective good of town; working hard with other town stakeholders raising EHA standing with them; therefore disappointed, that SJ could derail an agreed, approved & signed-off EAGM for his own thoughts. • All expressed their disappointment that a unique, rare & crucial opportunity to conduct a live Q&A with four senior key town figures/leaders was removed. • Even though planned presentation had been circulated, not same interaction with it. • Jonathan asked for rough content of SJ conversations; <Phil Evan's dialog attached>; hard evidence from VE, David Tutt & MP's office harder to quantify; SJ was seeking legality of holding F-T-F meeting; over exceeding his authority. • From this, Catherine asked if SJ had initially come to Mark/office; MC confirmed he had raised this point but had responded it was legal under Company House Law, now being a Ltd company; then escalated to EBC legal department where Director signed off. • Mark acknowledged that exact timelines of the Constitution were not completely followed, due to the Covid-19 crisis; all agreed this was OK under circumstances. • Jonathan expressed his anger over SJ conduct & advised a stern warning is required at the very least; as under present administration, association has raised 	

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	<p>its game immeasurably, become more professional with a real bearing on town issues; an important meeting had to be abandoned, is unacceptable.</p> <ul style="list-style-type: none"> As there is no Code of Conduct & SJ is an Associate member, cannot give a disciplinary; or getting him to leave as no mechanism written in Constitution; however, under paragraph 16 subsection 3 we can, reprimand someone if they have disgraced EHA. <p>AP: Mark & Jonathan to arrange/hold F-T-F meeting with SJ noting following points:</p> <ul style="list-style-type: none"> As a courtesy for past 6 year+ commitment to EHA Remain members, but must adhere to conditions, otherwise membership will automatically be terminated Severe reprimand over actions Any future similar action will not be tolerated <p>→ Board unanimously agreed this course of action with SJ</p> <p>AP: Better communication channels to be established so that Ambassadors can rely information to their sector membership</p>	<p>MC/ JW</p> <p>MC</p>
4.3	<p>Code of Conduct Policy: Both points emphasised Exec exposure/weakness, allowing members to abuse goodwill & hard work of individuals & attack association; need to protect ourselves by tying-off these loose ends.</p> <p>This item was first raised in November'19 Minutes with Sherwood</p> <p>Items to be addressed for the future:</p> <ul style="list-style-type: none"> Work on tightening up conduct policy & procedures top priority As a Chairperson is awarded certain privileges, Eg: contact details of senior town stakeholders, these must be relinquished after standing down Need to include disciplinary framework <p>AP: Mel to DRAFT Member Conduct, to present at next Exec meeting</p>	<p>MS</p>
4.4	<p>Complaints Procedure:</p> <ul style="list-style-type: none"> Members & change of command in how they complain by revising and/or writing external & internal policy on those decisions made by the Exec that members do not agree with 	
5	<p>PARKING BAY REMOVAL VS PROPOSED CYCLE LANE</p>	
5.1	<p>Background:</p> <ul style="list-style-type: none"> ESCC received initial \$400k from Emergency Active Fund, with £1.9m thereafter; guidelines stipulate certain amount of proposals to be drawn up & if accepted by Department of Transport, have to be implemented within 8 weeks after received funding-> September'20. Consultation with various town stakeholders; EHA first heard in Recovery group. Proposed cycle route: from Wish Towner using upper prom; Pier to fisherman's Green seafaring side with suspending/removal of existing parking bays for a period of time, on 'temporary' basis, which technically could be up to 18months. Talks eluded to end of calendar year, further depends on start date. Still no firm plans, which also includes 4 schemes for EBN; including road closures of Bolton Road & sea end of Terminus Road. Over 50 response received from -> ESCC Emergency Active Travel Fund Questionnaire; long term members support cycle route, but initial response now will be a detriment to third of EHA members; provides evidence of an economic impact from accommodation perspective; also conveys percentage travellers to EBN utilising public transport vs car. Our preliminary reactions to ESCC, extremely concerned with timing, Eg: off the back of Covid-19; hospitality economy tenuous; Government guidance for visitors states, not to use public transport; Plans are not for visitors but for EBN residents; how do we find a level? Asked for alternatives for displaced parking; Possible solution is to use TA centre, which is owned by MoD; idea with greatest traction is to allocate East side members, space in Fort fun or Treasure Island carparks. 	

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	<ul style="list-style-type: none"> Chamber & BID are fully supportive; Shoes statement read by Heidi: "Knows full well she is only Exec member pro these proposal & before saying no, urged everyone to look at & considered the alternatives. Mark reiterated, EHA fully supports cycling scheme but not current implementation. Kris echoed strong support by Councillor Stephen Holt (Devonshire ward) for keeping communication channels open for EHA; Jon Wheeler (ESCC-Team Leader for Strategic Economic Infrastructure) invited ONE EHA member to walk & talk practicalities of route on Wednesday 22nd July at 4pm). Heidi asked/suggested the route go in Seaside which is parallel to the seafront. No firm plans have been given, therefore no precise route detail; without this, cannot respond or state our comments; initial outline is to follow Dotto train route. Tim Whelan (Director of Service Delivery-EBC) prepared to offer Hotel only parking spaces at Treasure Island (TI) & Fort Fun; difficult to enforce this during summer months; TI are opposing this idea. 	
5.2	<p>Concerns: <i>(Depending on which side of the road this is implemented)</i></p> <ol style="list-style-type: none"> Removal of 4 disabled bays outside Bassets; asked question twice, no answer Seafaring side: i) existing parking bollards, ii) barely wide enough for 1 bike, iii) at least 4 zebra crossings for pedestrians Lack of secure cycle storage; most modern bikes are expensive General Health & safety/welfare for pedestrians crossing road Route around Pavilion Tearoom area; dangerous sharp bend top of Cambridge Rd Claremont fire proved seafront closure had devastating impact; as works commence, will be extremely agonising again, due to re-routing of traffic Considerable upheaval for fair-weather cyclists during winter months If implement cycling on BOTH sides 	
5.3	<p>Moving forward: Due to severity & scale of impact on EHA members, suggest creating a wider Working Group made up of Exec members to be fully commit; Kris undertaken groundwork, stating EHA wishes to work constructively & expressed we have valued input; rather than us revert back to 'type' & point-blank reject/say no; request need to input into a longer term strategy; Immediate issues that need addressing, with options to explore, rather than just lose the parking bays-have some constructiveness.</p> <p>→ Kris proposed that a working group be set up to move forward and have greater input and support with the next phases.</p> <p>Volunteers: Catherine, Heidi & Gaynor</p> <p>AP: Issue meeting request to discuss next steps [Monday 20th July at 11am]</p>	YC
6	EASTBOURNE RECOVERY: PPE SHOP UPDATE	
6.1	<ul style="list-style-type: none"> Joint initiative between Eastbourne Business Alliance (EBA) - visitEastbourne. EHA, BID & Chamber of Commerce Received £500 from Devonshire Ward Devolved Budget; covered initial set-up cost Over 60 business have registered; so well received giving EHA greater collateral with other key stakeholders, by leading on this undertaking Regarding Bank Account vs PPE shop stock; supplies kept to bare minimum based on demand and ordering constraints from suppliers, with tight product list. There is a sales value & inventory value, which combined makes a small profit for the EHA. Exit strategy when it's felt the EHA no longer offers this service is: once a line sold-out, then it will be closed and not visible on the shop; any remaining stock, after PPE shop is dissolved, either 'sale on return' basis or sell on eBay etc 	
6.2	<p>Heidi: U21 'soft' launch of Covid-READY meeting, cited an idea for EHA to purchase 'fogging' or chemical/heating equipment to rent to members via PPE Shop?</p> <p>Jonathan has a UV sanitation light, if had a suspected Covid-19 case; room is clear after 1hr instead of 7hrs</p> <p>Matt: immense supply/demand challenge over 'fogger' equipment with ETA in October; however, disinfecting sprays on high contact points, just as effective</p> <p>AP: Mark to look into these options</p>	MC

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7	EASTBOURNE RECOVERY: MARKETING PLANS	
7.1	<ul style="list-style-type: none"> • Covid-READY Toolkit & Love Eastbourne marketing plans distributed prior to meeting • Undertaking to get Trading Standards (county level) & Environmental Health (EBC level) sign-off against Risk Assessment for each business sector Mark confirmed EH Officers were/have been inspecting reopening establishments on 4th July; seem to have concentrated on pubs though; perhaps logical? • Media coverage: BBC went out Monday 6th July, with ITV going out 8th/9th July • Talking with Tim Whelan, this project is not just a campaign, but also fulfils a Council operational need to disseminate/implement all the government guidelines; this gives them operational support • Interesting project: EHA undertaking project lead, received central government funding from EBC through the ERDF fund & working across the EBN Business Alliance • Currently 3 sectors signed off: Retail, Open-air Markets & Takeaway • Week 28 concentrating on Pubs & Accommodation; John has produced Self-Catering; soft launch with U21, O21 to follow shortly [AP: Mark to arrange] • EH advise: Concentrate on open sectors as they know the advice; getting the scheme authorised & through • Marketing Meeting on Wednesday 8th to update all EBA <ul style="list-style-type: none"> - At signup, toolkit will comprise: Window vinyl, digital icon for communications, press release template with key messaging & animated versions; will be giving enhanced business pack to first 150 businesses; - After completing online self-assessment form, Emily, VE Business Engagement Officer, will ask each group to verify that person is their member, once confirmed, will send out Toolkit; if not a member, will have to join one before proceeding • Above the line "Love Eastbourne" campaign to tie everything in incorporating longevity <p>Catherine: Not easy to find details! Deliberately done this way until ready to launch in earnest, once RA for accommodation is complete & will be more visible: → www.visiteastbourne.com/covid-ready</p> <p>Heidi: When will all this happen: Some work is still required, but next week or so</p>	MC
7.2	<p>Mark mentioned on Tuesday 30th June (4 days before reopening date), TS & EH had all their government advice withdrawn and replaced, which they still have not received CoB Tuesday.</p> <p>Highlighted that there will be a time-lag due to change in government guidance, with them interpreting what they want at a local level & then putting controls into the Risk Assessment template.</p>	
8	BANK UPDATE	
8.1	<ul style="list-style-type: none"> • Metro Bank: <ul style="list-style-type: none"> ○ Current A/c 1: £20,874.04 ○ Current A/c 2: £6,000 • Petty Cash: £149.76 	
8.2	<p>Shared bank statement: incoming & outgoing Highlights:</p> <ul style="list-style-type: none"> • Confirmed British Gas account is now CLOSED AP: Alex does not seem be engaging with EHA; Issue Invoice • PPE Shop setup costs of £337.79; covered by £500 Devonshire Ward funding • PPE Shop purchases vs PPE payment received for orders • Chairman Charity Donations [Chalk Farm: £343.05 & Memory Lane: £343.05] • Cancelled Intruder Alarm (Serviced by Armoury) Kestrel Hse; Tenant installed own • Passports [15k & window stickers] £1,210; so now available 	YC

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9	MEMBERSHIP: PRICE INCREASE FROM SEPTEMBER'20	
9.1	<p>Ron: When offices moved from Kestrel House to Hippodrome, members were told no price increases forthwith; not sure which minutes this would be recorded under No longer receiving Hippodrome commission income If a price increase is agreed, then September will be optimum time, as membership fees will not include Inspection charges John: If ever there was a time EHA has shown its value for an increase, it has been over past 6 months with the amount of content & work being produced Deferred from June's Exec meeting; Postponed again into next Exec AP: Put onto August's Agenda; including current rate scale AP: Matt asked for a summary of historically membership fees</p>	YC YC
9.2	<p>Passport Members: Dave updated that 3 asked to be re invoiced after dropping of their stickers, as still payment outstanding AP: Reinvoice: Agora (PAID) Dolphin Solo Pasta NB: Marine Rostick Belgian Café Seafront Tandoori are also outstanding AP: Kestrel House paying regularly now, but rent does need to be increased</p>	YC MC
10	DATE OF NEXT EXECUTIVE MEETING	
10.1	<ul style="list-style-type: none"> • Date agreed: Tuesday 4th August '20 @ 12:30pm • Venue: Lansdowne Hotel 	
11	ANY OTHER BUSINESS	
11.1	<p>Planning have informed us, that Savoy Court, Cavendish Place is applying for HMO status; EHA will be objecting on location becoming '<i>homeless road</i>'; Mark has emailed planning twice with no reply. Apparently previously applied for residential/flat status AP: Mark to chase again</p>	MC
11.2	<p>Ron: Insurance Claim update: Mark confirmed FCA taking 8 insurance companies to court a test case; results expected to become precedence [FCA document is 168 pages]; French Restaurateur took Axa to court & won on Business Irruption! Court ordered them to pay him 2mths before they can appeal John: Next issue will be, any insurance pay-out made, Government Grants will be deducted first!</p>	
11.3	<p>Mel: AGM Constitution states it can be extended to end of September; Agreed will have to have one at some point, but it will quick/functional; perhaps have a break from AGM, as technically Exec has been elected by continuation of post. AP: Give 6 weeks' notice of a functional AGM -> Wednesday 2nd September'20; NO extension given for nomination process Ending with a Question & Answer session; questions to be submitted beforehand</p>	YC

Meeting Closed at 14.35pm (1hr:45mins)