

Beer Coastal Community Team Meeting

10 January 2019, 7.30pm Balcony Room, Mariner's Hall

Present:

Helen and Barry Follett (The Folletts at Beer), Geoff Pook (Beer Parish Council), Henry Jagers (Beer Parish News), Norah Jagers (Beer Heritage), Wendy Dodd (Beer Parish Council), Darren Clinch (Beer Parish Council & Barrel of Beer Owner), Ursula Makepeace (Horticultural Society), Matt Ware (Westleigh B&B), Chris Pickles (Village Diary), Will Ray (Holy Water), Karin Frewin, Surya Osborne (Web Designer SO Media House)

Helen Follett opened the meeting by thanking everyone for attending.

- 1. Apologies** – Mike Lambert, Sarah Taylor, Trevor Wood, Avril Cook, Richard Scott, Woozie, Mandy Graham, Graham Hughes, Lorraine Kingsley, Gayle Chapple, Tracey Kenno
- 2. Review of Minutes and Action Points -**

Webcam – Chris Pickles has purchased the webcam and has been given the go ahead by the Parish Council to install at the Sailing Club. Chris informed the meeting that this would be done later this month as soon as the new broadband connection was installed at the Sailing Club. Paul Vine has offered to fund the webcam on the proviso that there is a strap line of 'Provided by Paul Vine Electrics' on the screen. The CCT agreed to this. Paul Vine to reimburse the cost to Chris Pickles.

Action – Chris Pickles

Parish Council CCT portfolio representative -

Geoff Pook discussed this with Beer Parish Council and it was agreed that Geoff Pook would be the representative.

Sea Hill Notice Board and Rope -

Action – Jim Carthy is dealing with the Notice Board. Geoff Pook to talk to James Green regarding using a soft but thick rope and will provide an update at February meeting.

Village of the Year Footage –

Chris Pickles has the TV footage and will edit 90 seconds to use on our website.

Action – Chris Pickles

3. Marketing Update –

A report was read out sent in from Jo Fox who is our BeerVillageUK Facebook Administrator.

Our primary focus of the Facebook page is on Beer however it will include the surrounding villages/towns to a lesser extent.

The emphasis is on creating original content.

There will be information and what's on for locals and visitors.

Profiles of Beer 'gems' be it tourist attractions, restaurants, shops or accommodation.

Focused articles aimed at interest groups such as dog owners, cyclists, walkers, etc

Looking to work with businesses and so commercial posts can be sent to the page for consideration, but otherwise welcome as a visitor post, maximum of one per month.

Suggestions for posts are always welcome.

Jo will shortly start posting once a month about a business in the village.

Will Ray said he had lots of old photos of Beer that he will forward onto Karin.

Karin Frewin introduced Surya who is working on creating the Beer village official logo and our newly appointed Website designer. Surya showed the meeting some logo samples which looked like postage stamps. Surya felt this was appropriate as Beer is surrounded by picture postcard villages. A discussion took place on colours to use for the logo.

Norah Jagers made the point that the yellow presented to the meeting of the bay made it look too much like sand. It was agreed that the colour needed to reflect a pebble beach and not sand. Henry Jagers said that the Parish Council newsletter is printed in Black and White. Chris Pickles

said that we may want a Grey logo to print on a laser printer. Geoff Pook wanted a boat to be inserted. Chris Pickles suggested it should be a bright red boat. Helen Follett suggested a couple of flowers in the bottom left corner as this is the iconic photo of Beer however it was felt that we didn't want the logo to look too busy. All voted to use the logo with these amendments.

Action – Surya Osborne to finalise logo and Karin Frewin to present final logo at the February meeting.

A discussion then took place on the strap line and print font to use. The meeting voted and it was agreed by 8/11 to use the strapline "Devon's Best Kept Secret". The font agreed was No 1 Century Gothic.

4. Website Action -

The Website designer will be using Wordpress. The categories for menu headings need to be agreed and the hierarchy. Helen Follett and Chris Pickles will move this forward. If anyone else would like to be involved with the website they should contact Helen and Chris.

Action - Helen Follett to arrange a meeting to discuss the website to move this forward.

5. Beer Village Manager –

Panel interviews were held on 8th January for the new Village Manager role. The Panel consisted of Helen Follett, Darren Clinch, David Boalch, Geoff Pook and Wendy Dodd. The Panel asked twelve questions to each candidate. A score sheet was used and marked out of 10. All questions asked were relevant to the job description. In total twelve applications were received. Five candidates were invited for the interview, one candidate withdrew her application and four candidates were interviewed. All were local. A candidate was chosen by the panel and the decision was unanimous.

Geoff Pook asked the Beer Parish Council at their meeting that evening if they were happy to delegate the appointment of the candidate to the CCT Committee. The Beer Parish Council felt that the candidate should be chosen by the Beer CCT.

Karin Frewin was selected to be the Beer Village Manager. Karin has already undertaken a similar role with Seaton Town five years ago and delivered a number of new events for Seaton. She has a proven track record. The other three candidates were also all very impressive. The Panel decided as we have been given public money to fund this role, we had to be careful with the appointment and be confident that the chosen candidate could deliver.

6. AOB –

Will Ray asked about the possibility of holding a Farmers Market regularly in Beer. This could be used to tie in fishing as well. Maybe call it “Festival of the Sea”. Maybe it could be held once a month. The Village Manager will explore these options when in post.

Action – Beer Village Manager

Nora Jagers asked about holding a Car Boot Sale which we previously had permission from the council to hold in the winter but was never acted upon. It was hoped that there would be at least three events organised by the new Village Manager. However stalls would still need to be managed by the relevant local volunteers.

Action – Beer Village Manager

7. Date of next meeting:

The dates of the next meetings are as follows –

Thursday 7th February

Thursday 21st March

Thursday 18th April

Wednesday 8th May – date changed due to Hall being used for elections

Thursday 13th June

Thursday 11th July

Thursday 12th September

Thursday 24th October

Thursday 28th November