

Seaton Chamber of Commerce

Meeting Minutes – 10th January 2023

Ragini Restaurant, Harbour Rd

Apologies from Tracy Cottam, Jerry Parkhouse, Richard Betts

Present - On the Exec. Committee, James Tribble, Carl Northcott, Anna Leggett, Tom Preston, Eleanor Carr, Jenny Eagles minuting

1. Welcome from Carl. Opening words explaining that the group was forming and would use the first few months to organise structure and purpose.
2. Matters Arising. In the first meeting we had a general chat and co-opted 6 initial members to the committee, so we have in place chair (CN), vice chair (JT), Secretary (RB), Membership Sec (TP), Treasurer (AL). We would like to have volunteers or co-opt 6 more to give flexibility within the group
3. Register of attendees, passed round for sign up and new attendees email address
4. Agreeing our purpose.
 - We want to promote the town from a business and community perspective
 - To work hand in hand with the town council, RB to link with town clerk and share info
 - We are working on our mission statement- we need a simple statement that promotes our goal
5. Membership ideas for future projects, email to RB. Ideas of what members want to happen will help formalise mission statement and goals.
 - some ideas already in include; cycle path, competition for new centrepiece for the roundabout, town lottery, urging shop fronts to a bi-annual decoration, business advice for start-ups and others, marketing town assets, revamping the carnival.
 - There was considerable discussion about many of these points, with many good ideas. There were no action points taken from the discussion
6. Organisation of Ideas
7. Summary of Regeneration strategy for Seaton. EC talked about both of these together. Salient points on regeneration Strategy;
 - DCC did work on renewal of towns across Devon, and has commissioned a regeneration strategy for Seaton.
 - EC and CN have been part of the stakeholder group.
 - Changes in community have to come from the people in the community
 - We tailor our ideas into the framework of the regeneration strategy so that STC/DCC are on board.
 - The framework gives us the ability to ask for grants for particular projects

Overview of organisation of ideas;

- High Street task force- an organisation that looks at how we can transform our town, things we can do and actions that need to be taken
- Short term goals- making Seaton safe, clean. Place assurance
- Mid-term goals- making Seaton liveable
- Long-term goals-sustainability and space to thrive
- Re-structuring - Chamber can be part of that, looking at governance of town
- Repositioning- creating a vision for the future
- Rebranding- Identifying and communicating uniqueness
- Re-inventing- making new things happen in town, making people see the town in a different way
- What is preventing these changes from happening?

8. **Branding/logo update** Carly Dean Tribble has spoken to a local artist who is keen to be involved. Using the STC logo as a starting point. His ideas working in conjunction with formulation of the name of the group and the mission statement, to reach logo and definitive name.
9. **Update from Membership Sec.** There will be a membership fee, but not yet. We have approx. £2000 carried forward from dormant chamber. When we are more formalised, then will be time to take subscriptions, which will include members pack.
10. **Update from the finance Secretary.** We are waiting on paperwork to transfer signatories on bank account, which has approx. £2000.
11. **Grizzly.** The Grizzly committee (present) are keen to work with us /businesses for publicity, for example in sharing the name and colour scheme of the race. We feel it's too late to make a big event of the Grizzly from the chamber's point of view, but JE and CT will start a working group for traders to publicise opening times over the weekend of the race.
12. **Seaton Public toilet bid**
CN has put in a bid on behalf of the chamber, asking for a transfer of the asset. It would then be a community asset, if approved, and aside from the toilets and revenue from such, a business such as a cafe or other would be run alongside, generating income for the community.
13. **AOB and date of next meeting.** We have agreed to vary days of the week, and a choice of dates and times will be sent out for people to vote on, as previously