

# WHITE CLIFFS COUNTRY TOURISM ASSOCIATION

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## MINUTES OF AN ANNUAL GENERAL MEETING HELD ON TUESDAY, 20TH APRIL 2010 AT DOVER TOWN COUNCIL OFFICES

**Present:** 13 members as recorded in Attendance Book – Jon Iveson in the Chair.

1. Apologies for absence received from Annette McPherson (Chairman/Independent), Marlene Burnham (Deal Town Council), Cliffe House and Sutton Vale Caravan Park & Country Club.

### 2. MINUTES OF AGM 2010

It was proposed by Mike McFarnell, seconded by Bill Hamblin and passed unanimously that the minutes of an Annual General Meeting held on 10<sup>th</sup> March 2009 at The Guildhall, Sandwich, having been circulated to all members, be approved and adopted. There were no matters arising.

### 3. CHAIRMAN'S REPORT

In the absence of Annette McPherson, Jon Iveson gave the following details of the Association's activities over the past year:

- (i) Horace Holyer operated the tourist information point in the Market Square on cruise call days throughout last season - once again this proved a very popular and successful project funded by the Association. This year will see an uplift in cruise ship calls to a total of 172.
- (ii) Horace was also funded by WCCTA to attend the Ostend Travel Show where he distributed information leaflets detailing attractions throughout the White Cliffs Country area. He was also able to drop off supplies of leaflets at VICs along the Belgium and French coastal strip. The total cost of Horace's travel and expenses was £1,041.
- (iii) The second phase of video filming was completed this year with a contribution of £975 from WCCTA (DDC funding the balance of £1,950). The video has proved to be an excellent publicity tool both within the VIC and for other marketing purposes. LD Lines has agreed to show the video on its monitors aboard its ships. It is hoped that other ferry companies can be persuaded to do likewise.
- (iv) WCCTA provided a stall (DDC staff) distributing local tourism information at the Travel Show held at the Cruise Terminal – the show attracted 5,000 visitors from various sections of the tourism industry.
- (v) The launch of this year's White Cliffs Country brochure took place at Dover Sea Sports Centre – the new brochure has been enthusiastically received. Norfolkline are providing a "wrap-around" for the brochure which will allow more to be produced without further expenditure – brochures will be put on Norfolkline ferries and it is hoped next year to extend this facility to other ferry companies.
- (vi) WCCTA provided the funding for a Dover Transport Museum bus to operate throughout the Dover Regatta weekend last August in order to carry visitors to and from the Sea Front – this was greatly appreciated by the many people who used this facility.

Jon went on to tell the meeting of some future projects already in hand:

The Open Golf will take place in Sandwich in 2011 and DDC together with other East Kent districts, Visit Kent and KCC have formed a joint panel to organise promotion of the event. Representatives will be sent to this year's Open Golf venue to distribute relevant information on this area.

The Rolls' centenary will take place on June 6<sup>th</sup> and various events are planned including an exhibition at Dover Museum, a visiting Spitfire and a parade of Rolls Royce's along the Sea Front.

Jon ended the report by advising members that the number of enquiries received by the VIC increased this year by 8% to a total of 200,000. This proves how essential the service continues to be to the local tourism industry. Jon also praised the recent refurbishment of the Great Tower at Dover Castle which is proving to be a great attraction to visitors.

#### 4. **TREASURER'S REPORT**

Balances at the Bank: Current Account £983.25; Reserve Account £4,810. Jon stressed that more individual members and organisations need to get involved in providing ideas for future projects which WCCTA could undertake. He said that although DDC has its own view on what is needed across the district it is down to members to make their views known to the executive so that any and all ideas can be fully discussed and implemented if found to be financially viable and of real benefit to the whole of the WCC area.

#### 5. **ELECTION OF OFFICERS**

The following members have expressed their willingness to become executive members this year and have been formally proposed and seconded: Annette McPherson (Independent), Louise Kjaertinge (Pines Garden Trust), Melanie Clarkson (Sandwich Town Council), Susan Jones (Dover Town Council), Terry Sutton (Independent), Alison Charles (National Trust), Marlene Burnham (Deal Town Council), Matt Collins (Bell Hotel, Sandwich), Philippa Sims (English Heritage) and David Atkins (Dover Transport Museum). No further nominations have been received. It was proposed by Trevor Bond, seconded by Liz Dimech and passed unanimously that the above-named should form this year's executive. In answer to a question from the floor Jon said that the Association's Rules state that a DDC Tourism Officer should sit on the Executive as a non-voting member.

#### 6. **ANY OTHER BUSINESS**

Jon said that Annette McPherson, who has been Chairman of the Association for many years, has unfortunately decided that she feels it is time for her to give up that position and allow somebody else to take over. Jon said that Annette will be a very hard act to follow and as the appointment of a new Chairman cannot be made without considerable thought, for the time-being members of the executive will chair meetings in rotation until a decision is reached. It has to be realised that Annette undertook an enormous workload on behalf of the Association and with her retirement executive members will have to be prepared to put in a lot of hard work. Terry Sutton proposed, Jon seconded and it was unanimously agreed that a vote of thanks be extended to Annette for all she has done for the Association over her time as Chairman and, on the suggestion of a member from the floor, it was decided that a suitable token of appreciation be presented to Annette. Jon said he wished to add his own personal thanks to Annette – she has always been of great help to him from the time he took over as Tourism Manager with her in-depth knowledge of the local tourism industry and her willingness to help and advise him whenever he called upon her wide experience and expertise.

In answer to a question from the floor Debbie Dainton (Dover VIC) said that this year's membership forms are being sent out shortly and she will check on the situation regarding White Cliffs Country attractions passes.

**NEXT MEETING: DATE AND VENUE TO BE ADVISED**