

## **MASCOT – minutes of members meeting February 11<sup>th</sup> 2008**

**Venue** – The Eagle Hotel, Mablethorpe at 2pm

**Present** – Mike McDonald, project manager, Helen Matthews, chair, Debbie Sutcliffe, treasurer - and MASCOT members - Rob Manning, Keith Butters, Chris Drew, Mary Morris, David Ives, Richard Borthwick, Tony Howard, Shelagh Price, Michelle Horner, June Jones, Doug Wadham, David Barton, Alan Smith, John Ostle, Kim Lord, Martin Carmichael, Graham Cullen

**Apologies** – Alex Henshaw, John Handley, Helena Poskitt, Linda Pratt, Pam Mallender, Richard Houltyby, Mary Norman, Paul Smith, Donna & Steve, Michael Kheng, Maggie Dunkley

### **Agenda items**

1. **Conference feedback** – with 59 attendees the conference was popular and the two main speakers had addressed some key issues. Either could have taken all the time available and it demonstrated the lack of knowledge and involvement of the business community in ongoing developments in the towns
2. **Structure** – Mascot currently has a chair – Helen Matthews, a treasurer – Debbie Sutcliffe and a project manager – Mike McDonald. Members present were keen to appoint a committee to work on their behalf and the following nominees were elected – Richard Borthwick, John Handley, David Ives, Alex Henshaw, Mary Morris. John & Alex were elected in their absence. Mike McDonald stressed the need for committee members to promote the interests of the membership in their official capacity rather than pursuing their own agendas. Three other nominees declined due to business pressures.
3. **Officers** – MASCOT currently has a chair – Helen Matthews, a treasurer – Debbie Sutcliffe, and a project manager – Mike McDonald. The secretary position is currently vacant – Mike agreed to fill in but asked for volunteers to come forward by the next meeting. These positions will be up for re-election on April 1<sup>st</sup> 2008, at which time current incumbents may or may not stand.
4. **A financial** statement was circulated and the treasurer reported that there was a credit balance of £2,040.53 including subscriptions paid on the day. This included a credit transfer from the original MASCOT account to the new organisation. The decision was taken to keep the bulk of the credit balance in an account which at least earned minimal interest.
5. **Aims & objectives** for the next 12 months were discussed in 3 working groups who reported back the following areas of interest
  - Sea and wider flood defences
  - Constructive dialogue with ELDC & LCC & Environment Agency
  - More members recruited – from a wider spectrum of businesses
  - Clamp down on “illegal” businesses
  - Membership fees – sliding scale based on employee headcount – micro businesses for free – fees not high enough - £20 too much for some

- Town website to include ALL businesses not just advertisers
- Every type of business should refuse to serve criminal offenders for at least a week
- Local businesses should work together and complement each other, not just compete down to the lowest price point
- Look for funding to support the Tourism & Business Development Manager post for 2008 onwards
- Establish a local incinerator – partnership with swimming pool to use heat and power
- MASCOT members should be identified by a window badge (e.g. Guild of Master Craftsmen) - free advertising to those who display
- MASCOT should market itself as a high profile organisation
- We should have a quality standard which should be maintained
- Half day closing should be co-ordinated through the 2 towns – not just retail, but e.g toilets
- We should promote and open a local history museum which should also include art and cultural exhibits
- Shop fronts need to be upgraded NOW – landlords & tenants to be reminded of their responsibilities
- Local businesses should use local suppliers wherever possible to encourage local money flows – list of “approved discounted suppliers” of services to other members – Eastern UK already approached for insurance – Mike had been contacted by Grange Wintringham solicitors who were keen to join too
- Opening and closing times should be co-ordinated and extended
- Regeneration and new tourism initiatives should be encouraged and supported – and we should strive for long term continuity – Mablethorpe and Sutton should have their own identity
- We need a public “quick win” to establish credibility – OAP playground might be it
- Look at other forms of communication – e.newspaper, online chat room, blog, e.mail conferencing
- All members should have all members contact details – Data protection act ? – written permission required ? – see note on membership application form - committee to consider as a matter of urgency

These are all issues for the committee to discuss and decide on a forward plan – in the meantime -----

### **Immediate Action plan**

1. Refine the MASCOT offer
2. Raise the profile of MASCOT
3. Look for quick wins
4. Secure funding for the organisation and the Development manager
5. Decide on frequency, timing & dates for committee and member meetings

Mike to contact all committee members to arrange an early meeting.

## **A.O.B.**

1. Mike showed a DVD to highlight the budget difficulties of the Lincs Police Authority
2. **MASCOT** had been part of the council tax and budget consultations with ELDC
3. **MASCOT** had held discussions with Anglian Water re Victoria Road drain work – now scheduled for OCTOBER
4. **MASCOT** had established informal links with ELDC planning dept over proposed new building developments
5. **MASCOT** now represented at board level on the new Neighbourhood Management project
6. Until committee is in place, all communication through Mike McDonald either by tel **07802 697279** or e.mail **[mike\\_mcdonald@hotmail.co.uk](mailto:mike_mcdonald@hotmail.co.uk)**
7. **MASCOT** could double membership in one easy move – bring another business colleague to the next meeting – in the meantime – **spread the word**