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| Attending | Lindsay Judd (Chairperson - LJ) Julie Hutson (JH), Tina Watson (TW), Scarlet Crowe (SC), Dawn Ledger (DL-representing Charles Barker) Marcus Grover (MG), Simon Bailes (SB), Kirstie Rutherford (KR) | |
| Administration | Julia Chance (JC) | |
| Guests | Allanda Crowe (AC) | |
| Apologies | Nicky Barton, Faye Stevenson, Mark Haynes | |
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| AGENDA ITEM | DETAIL | ACTION |
| MINUTES | Minutes from Board Meeting 23-05-17 – agreed as a true record | |
| | C/F Action from 23-05-17 - Set up Parking Group with Angus Bell as chair | JC |
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| FINANCE | See Page 2 of 6 June Board Report | |
| | JC circulated 5-year financial forecast which is set with conservative income figures, static project costs and inflationary increases in overheads & renewal costs. This forecast shows the BID would have a £22K surplus at the end of the five-year term. Forecast accepted. | |
| | JC asked the board to agree the following Finance Procedure | |
| | JC allowed to incur expenditure up to £500 without board sign off | |
| | JC must get 2 directors to sign off any expenditure over £500-£5K | |
| | JC must get board approval of any expenditure over £5K | |
| | All agree financial procedures moving forward | |
| | JC requested the board get her a company credit card to facilitate small expenditure using the financial procedure above | |
| | JC informed the board due to issues with company set up, the bank account is still outstanding and this is causing delays in collecting voluntary contributions | |
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| BILLING | See page 2 of 6 June Board Report | |
| | LJ commented that the bill packs looked good when they arrived | |
| | JC agreed but added that the lack of BACS details meant she had to field around 25+ requests for BACS details, mostly from the banks & chains. | |
| | JC highlighted that a lack of return envelope and her name on the invoice meant that some levy payers had returned their DD forms directly to her. | |
| | JC relayed she had had 4 contacts from clients unhappy with the levy charge. All had been offered meetings and three had taken up this offer. JC mentioned that a charity with a day centre had contacted her asking and she had met with them and outlined some benefits they could enjoy as being part of the BID. | |
| | JC stated that three levy payers commented they were under the impression that voting no exempted you from payment. All agree that all levy payers were properly notified prior to the vote and no more could have been done to make matters clearer. | |

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| GROUPS | See Page 3 of 6 June Board Report | |
| | All working groups have now been set up and will meet in June except for the Business Support group who will meet in July to look at the final statistics for the Baseline Study | |
| | JH added that David Jennings had volunteered for Marketing Group | JC |
| | MG added that Steve Cowley from Cowley Cycles and Dorothy Lee from Montana were interested in volunteering for the working groups. Action to contact them directly with details and dates | JC |
| COMMS | See Page 4 of 6 June Board Report | |
| | JC reported the June Newsletter had been dispatched this morning and anyone who hadn't received it should contact her so she could check their details on the distribution list | ALL |
| | JC pointed out Appendix 2 of the Board report which included a Bishy Road inspired Monopoly Board for Northallerton as a marketing tool | |
| | Discussion over then board, TW pointed out that some businesses may not be happy being omitted on the board or being Old Kent Road, etc. JC pointed out that we could do a different version every year to keep all happy. JH pointed out that it could be used as a reward for engagement with the working groups and other BID initiatives. Action on JC to take to the Marketing group for further discussion and bring back to Board in July | JC |
| | JC pointed out that we now need to move fast if we want a Xmas campaign. SB asked whether JC now thought marketing spend was due and she replied she would prefer to split the large marketing campaigns into work packages and concentrate on logos and website for the first procurement. | |
| DATA | See Page 4 of 6 June Board Report | |
| | JC thanked all contributors for their data, especially M&S for their footfall data, she commented she was awaiting Tesco data, carpark data and broadband data and once all collated she would close the online survey and prepare a draft baseline report for review in July at the Business Support Working Group. JC asked all who hadn't completed it to do so immediately. Action on LJ to forward data as agreed. | LJ |
| | JC asked members whether they thought a dissemination event was a good idea, all agreed. | |
| | KR pointed out that we should also pick a week in Q3 to do some more baseline measurements. MG agreed as he thought one week was not enough for a clear picture. LJ agreed as his business footfall is weather dependent. Action on KR to take this forward in the Business Support Working Group | KR |
| MANAGEMENT | See Page 5 of 6 June Board Report | |
| | Board members discussed the planned focus groups and mystery shopper visits. SC commented that in terms of the NTE she was doubtful whether many would appreciate being critiqued. JC said we should know where to promote to which customer & therefore it was important. All agree. JC to set up these groups as soon as she has a payment facility. | JC |



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| AOB | The Group discussed Swans Jewellers on the High St which has closing-down sale signs in the window. JC tasked to find out what was happening. | JC |
| | JC mentioned she was meeting the agents for Buenaventura Estates over several long empty properties, she mentioned the BID may wish to offer incentives to liable parties with empty properties in return for use of their windows. JC to bring a proposal to a subsequent board meeting | JC |
| | JC mentioned she was costing a big outdoor screen for Wimbledon on the Applegarth event and would be taking this to the Marketing group for consideration. | JC |
| | <p>JC requested that board meetings are now monthly and set for the remainder of the year to allow some activity from the working groups. All agree.</p> <p>LJ notified the group that should several apologies be received; the August meeting may not go ahead.</p> <p>SC and AC offered their apologies for the next Board Meeting as they are on annual leave.</p> <p>Next Board Meeting is set for 18th July 9.30am at Bettys</p> | |