

Northallerton BID

Minutes of 15th Interim Board meeting: 23rd May 2017

- 1. Board Members Present:** Lindsay Judd (Chair), John Baker, Kirstie Rutherford
Marcus Grover, Julie Hutson, Tina Watson, Julia Chance (BID Manager), Mark Haynes (Advisor)
Tina Watson, Scarlett Crow

Guests: Allanda Crow, Dawn Ledger (Barkers)

- 2. Apologies:** Simon Bailes, Faye Stevenson, Nicky Burton,

- 3. Minutes of last meeting** – agreed as a true record.

- 4. Actions Arising:** C/F could all Board Directors volunteer for at least one working group

- 5. BID Company**

- i. Incorporated on the 22nd May 2017** - Board Directors presented JC with a welcome gift and gave their thanks to her for volunteering her time up until 22 May 2017 when she could be formally employed by the BID company.
- ii. HDC operating agreement and Baseline** - With HDC for amendment as can now be signed by SB and LJ. We need to establish VAT position prior to finalising this. Action on JC and JH to finalise this position with the view to us becoming VAT registered if it is in our interest to do so. Simon, Julie and Julia will be the BID representatives on the monitoring group to be set up for this agreement.
- iii. Finance.**
 - **VAT** - JC to contact her previous BID accountant to look at the VAT issue without incurring any cost to the BID.

Action JC
 - **Working Group Budgets** – All directors concur in the budgets set out in the Board Report. It was noted that in the business plan and subsequent leaflet to levy payers, the estimated budget was much higher, due to it being based on 100% collection levels and a £75K fundraising target. Whilst it is possible to raise that sum, it is not advisable to do so without employing a funding manager as the levels are too high to achieve comfortably whilst operating as a BID Manager role. It was noted board agreed to a £30K fundraising target at the 9th May board meeting. JC and JH to meet off line to prepare budgets and issue full financials at next board meeting.

Action JC/JH
- iv. Director Details and Deputies** – Board agree that in future board meetings, directors are limited to one guest only and any other guests must have prior agreement of the chairman to attend. Apart from the one allocation, any guests may be asked to leave prior to company business being discussed. Any director can send a deputy and they have the right to vote on the directors' behalf during the meeting. Guests are not allowed to vote unless deputising for directors.
 - A discussion was had over directors' attendance and whether we should enforce the rule that if a director misses 3 meetings concurrently without a valid reason then they would be asked to leave the board. JC counselled that this shouldn't be enforced until we move to bimonthly board meetings and the time commitment presently is very demanding for many businesses. All agreed. MG stated that despite being very busy, many directors made the effort to attend. JC stated she

was very grateful for the time allocated by all directors' present but she would prefer to include all the large levy payers in the board structure, who may have restrictive time commitments but that should any director wish to call for a vote of no confidence in any director, they could do so and the issue would be voted on by all director's present. All agreed.

6. Board Report & Working Group Update

- a. Update on board report is whilst Scarlett and Allander are happy to host the NTE meeting they do not wish to chair it and therefore we are seeking a chairperson for this group. This is open to Directors to volunteer and we will also actively seek a NTE business to lead on this moving forward. All other details in board report agreed, including working group budgets.
- b. It was agreed with all directors that the NRBF would be co opted into the new BID business network and adopted by the Business Support working group to keep the group alive and ensure the BID gets the value from this established group moving forward.
- c. MH asked whether the Gateway group would be looking at parking issues and asked to be excused if it was. JC confirmed this group would not be looking at parking per se but would be bringing forward a BID transport strategy for the town of which Parking would be an item within it. It was suggested that a splinter working group be set up, chaired by Angus Bell with input from Nicky Barton and Marcus Grover to look at transport for the town including the provision and management of parking. JC to bring this forward and set up the meetings

Action JC

7. BID Communications

- **BID meetings** – So far, the BID Manager has met with 15 Levy Payers and 10 key stakeholders and this grows daily. Please send any key contacts to JC for her to arrange visits to the businesses concerned and if you have staff meetings, please invite her so she can meet the team
- **Web and Social Media** – A online audit and plan is in development and will be presented to the next marketing group in June. All directors are urged to share our social media profiles to help us pick up followers. [Like us on Facebook](#), [follow us on Twitter](#) and [Instagram](#). Snapchat, Trip Advisor, Pinterest and other sites may follow soon.
- **Mailchimp BID News Digest** – Issued on Monday 22nd when BID company was incorporated. So far read over 280 times.
- **Press release** – issued to a variety of print/online and TV media channels. So far, no activity but it's early days and there is an election at the moment filling local news channels.
- **Meet the BID** – open session 4-6pm at Joe Cornish to come and meet Julia and ask questions about the BID.
- **Survey Monkey** – An online baseline data capture exercise is underway with 32 responses so far and key footfall data from Bettys, M&S and Tesco. Hard copies of the questionnaire were distributed in the meeting. Board directors were asked to complete the survey either online or in print and if they could provide accurate footfall/revenue data for the period 6-12 May to contact JC directly. All data will be treated in the strictest confidence and averaged for the report which should be completed by June 23rd.

Action ALL

8. AOB

- **Meercat Pilot Update** – Savings of £8893 were identified by Meercat on merchant and telecoms costs for the Golden Lion, however telecoms savings may not incorporate servicing costs which might be higher if changing supplier. Barkers will submit their data soon. JC will organise meetings with Meercats no cost competitors to ensure we are getting the best value for our levy payers from any future projects. Should be purchase the Meercat service, the costs of this would come from the Business Support budget identified as £11K in the board report.
- **Quoits** – MH notified the group that there will be a friendly competition (as last year) scheduled for the First Monday business network on July 3rd the BID is encouraged to enter a team. Please contact MH if you are interested in joining.
- **Logos** – SC and AC passed out some logo ideas by George Crow at the meeting, these were duly received and will be passed to the marketing group and LJ issued his thanks for the contribution.
- **Christmas Lights** - JC discussed the Bishy Road BID is York and their approach to crowd funding their Christmas lights and the unexpected boost in attendance that gave their switch on event. JC asked for permission to renegotiate the baseline with the Town Council and ask for better value with the premise of more funding being available. All agreed. MH mentioned that all the High St retailers were asked for voluntary contributions to lights but might be reluctant to do so given the BID is now in place. JC agreed that she would move this forward and notify the town council that all contributions would now flow through the BID company and as a result we would be expecting a step change in lighting provision this year. JC asked all directors to notify her what contributions they might be willing to make to lights this year with a view to having a negotiating figure with the council.

Action ALL

- **Vacant Shops** – KR notified the group that the nearby Potting Shed establishment would be open in August 2017. East Street Arts are letting the old M&S site on a month to month basis whilst a tenant is being found. They are interested in taking to local creatives to fill the space. Check out their website for more information and to get in touch <http://eaststreetarts.org.uk/our-opportunities/new-space-available-199a-high-street-northallerton/> A brief discussion around whether large chains such as McDonalds, Dominos and Subway could be attracted to the town to bolster the leisure offer brought forward the issue of strategic planning priorities as this had blocked businesses such as Dominos taking over retail units in the past. MH confirmed that the BID can be a consultee on all planning applications. MH added that the BID should make an official representation to the HDC for their local strategy document. MH and JC to meet offline to take this forward.

Action JC and MH

9. Dates of next meetings:

A discussion was had over board meeting frequency. JC advised bimonthly meetings. It was agreed in the interim the board will continue to meet fortnightly. LJ asked any directors willing to host the meetings to contact him directly.

Date of next meeting Tuesday 6th June - Bettys