

Northallerton BID

Minutes of 6th Interim Board meeting: 16.02.17

- 1. Present:** Lindsay Judd (Chair), Simon Bailes, Marcus Grover, Julie Hutson, Tina Watson, Mark Haynes (Advisor)
- 2. Minutes of last meeting** – An amendment was required to the note re Yorkshire Bank, otherwise accepted as a true record.
- 3. Actions Arising:** taken with agenda items.

4. BID Communications –

- i. Press Release** - will need to be issued next week to advise all parties about the meeting on 16th March. Still no confirmation of Paul Haslam (BT) involvement, SB continuing to chase but this element may have to be omitted for now. SB to ask Bridget and Gareth to issue press release.

Also agreed to produce postcard sized invitation.

Action: SB, Bridget Charlton & Gareth Dant

Board members to make personal visits. Areas to cover to be decided at 28th Feb meeting

- ii. BID Billing Leaflet** – outstanding but not urgent. Billing unlikely to start until May.

Action: MH, Bridget Charlton & Gareth Dant

5. BID manager job description/spec/advert:

- i.** Some suggestions from HDC which MH will forward to JH to consider including.

Action: MH

- ii.** Agreed to a budget of £1000 for advertising – will utilise ATCM (£300 +vat via HDC), BID web and social media channels, local press (via press release). Other channels will be considered as appropriate.

Action JH/MH: to get prices for websites

- iii.** To allow shortlisting and interviews in a timely manner deadline for applications amended to Friday 24th March at 5pm to allow Lindsay to circulate and shortlisting to take place on 28th March. Interview to be advertised as w/c 3rd April, Board have 4th April in diaries for interviews

- iv.** As previously policy documents progressing.

Action JH: to progress and circulate for comment

- 6. Bid Manager & BID 100 day Plan** – progressing – post meeting note – working group meeting today to progress.

Action MG/MH/AB/DW- develop Manager and a BID 100 day plan

7. Setting up the BID company:

- i. Jacksons engaged and provided a list of questions discussed at the meeting. SB will feed back board responses.

Action: SB

- ii. As well as enquiring about Yorkshire Bank services board agreed to consider Barclays for the BID bank account.

Action: JH

8. Composition of Interim Board:

- i. Paul Beswick (Market Trader rep) LJ not managed to have the follow up conversation yet with Paul.

Action: LJ

- ii. Still to resolve

- o Hospitality representative – SB meeting with Scarlett Crow Monday 20th Feb

Action SB

- o Large Retail representative

- Wilkos – awaiting confirmation of who will be the store manager.

Action: LJ

- Tescos – SB met with Gemma, Tescos keen to be visibly involved. Gemma to be invited to the board.

Action LJ

- Boots - LJ to continue to liaise.

Action: LJ

- Post meeting note – Notified Jemma from M&S is leaving Northallerton Store to manage Darlington. New manager Kirsty to be in touch once up to speed with the store.

Action: LJ

- iii. Board composition as far as it has been confirmed detailed at Annex 1.

9. Progress on work groups:

- i. The role of the groups and the relationship to the board to be fleshed out and outlined at the March 16th Meeting at Barkers 16/03/17

Action JH: to organise and set up the AV equipment

- ii. Potential workgroup members – as previously reported interest expressed by Montana Clothing, Cowleys Cycles, Alexander Optometrists, The Forum, Pandora.

- iii. **Marketing** – companies are being approached including Welcome to Yorkshire for proposals for developing a town identity and online presence. Agreed Room for Design be asked to quote too.

Action: SB, Bridget Charlton

10. Content for meeting of 16th March – due to time constraints to be discussed at 28th Feb Meeting

11. AOB –

- i. Darlington BID – noted in their proposal that in year 4 work is programmed for seeking subsequent BID term
- ii. Shopappy – information tabled about the app and that they are keen to work with Northallerton. Initial half price offer of £3k for the first year plus 3% commission on sales.

- iii. Meercat Associates – BID group buying organisation are available to come to the BID board meeting on 28th Feb to discuss how they can work with the BID. LJ to invite them for a discussion.

Action: LJ

12. Dates of next meetings:

Tuesday 28.02.17 - 9.30 to 11.30am at Bettys.

Thursday 16th March - 5.30pm – 7.00pm Barkers (Apols MH)

Annex 1 – Interim Board as at 16/02/17

Interim Board membership as it currently stands:

- 2 Independents
 - Marcus Grover – Grovers
 - Nicky Burton – Maxwells
- 2 Large Retailers
 - Kirsty ?? – Marks & Spencers (tbc)
 - Gemma Manders - Tesco's
- 1 Hospitality
 - (Discussions to be held with Scarlet Crowe 20th Feb)
- 2 Professional Services
 - Julie Hutson – Colin Hutson Accounting
 - Tina Watson – Barclays
- 1 Market Trader
 - Paul Beswick (to be confirmed)
- 4 undefined
 - Charles Barker - Barkers
 - Lindsay Judd (Chair) - Bettys
 - Simon Bailes – Simon Bailes
 - Paul Haslam – BT (to be confirmed)

Advisors (no voting rights)

- Angus Bell
- Mark Haynes
- David Lucas (to be confirmed)
- Nicky Smith