

Attending	Lindsay Judd (Chairperson - LJ) Julie Hutson (JH), Tina Watson (TW), Marcus Grover (MG), Mark Haynes (MH) Nicky Burton (NB)	
Administration	Julia Chance (JC)	
Apologies	Scarlet Crowe (SC) Dawn Ledger (DL-representing Charles Barker) Faye Stevenson	
AGENDA ITEM	DETAIL	ACTION
MINUTES	Minutes from Board Meeting 10.10-17 – agreed as a true record	
COMPANY	Simon Bailes resignation reluctantly accepted. All Directors sign card and arrange for ceremonial thank you gift. Action on JC to take card to missing directors for signature.	JC
	The 2018 Meeting Schedule was formally accepted. Action on JC to circulate calendar invites to all members.	JC
	All noted recent correspondence from NYCC re A Boards, action on JC to write to NYCC asking them to clarify where the geographical limits are for A Boards not to be used on Market Days. JC will also do a patrol with Nigel Smith to ensure any businesses who might fall foul of NYCC regulations are aware of the situation.	JC
FINANCE	JC circulated a balance sheet with the company's assets and balance sheet to all members.	
	All directors accept financial statement.	
BILLING	Refer Page 2 of 4, 14 November Board Report for current businesses in debt to the BID for non-payment of levies. These reflect 9% of our total levy payers and we predict once we can rectify the billing issue identified by Boots, we will be able to reduce this to 5% of our total billing accounts which is in line with our predictions and financial forecast.	
GROUPS	See Page 3 of 4 of 14 November Board Report	
Marketing	JC revealed new video demonstrating website in desktop & mobile versions. Feedback for changes was as follows; Text to be made bigger in Mobile Version Unhook coloured bars in menu in Mobile Version and make logo more prominent. Use Northallerton shape to frame images to reinforce branding. Remove yellow/green colour way of sign up banner Make top banners into sliders. Build google form for businesses to upload details for website for moderation by JC. Build voucher template for businesses to upload special offers for website for moderation by JC. Ensure images are high resolution for print and the function to Save and Submit to JC to use in printed and online voucher downloads. As automated as possible. Action on JC to feedback to web developers	JC
	Little Book of Offers was signed off for print with no amendments	

	The Minster FM Radio Christmas Campaign was accepted with one minor script change to focus on the NTE. JC informed the directors that the BID had delivered a £1K, saving on this project to invest in online marketing after the 3 rd December.	
	Directors agree JC to utilise £450 on online advertising during the festive period. Action on JC to commission this on Google and Facebook with a focus on the period 3 Dec- 31 Dec.	
	JH explained the request for funding from the town council and the situation with the stage. Request denied by board. JH tasked with feeding back decision to the Santa Sunday Steering Group. JC tasked with removing our logo from the banners but OK to print them to help the event. Action on JC to meet with Barkers to discuss their views on the future of Santa Sunday.	JH JC
Safe & Secure	CCTV Camera project is awaiting installation date. JC & MH to chase JC detailed interim results of Safety Survey. Survey to close 23 Dec.	JC/MH
Place	Action on MH to send login to JC re Footfall Counters so that she can provide stats for the Jan Board Meeting	MH
Parking	The Parking Survey has 93 respondents already and the drop box is filling with evidence. Survey closes Dec 23 & interim results are available here .	
NTE/Events	Real Ale Trail, design should be printed for Jan 2018 Gin Trail should be printed for Jan 2018	
	Road Closures Applications are currently under consideration for April 1 Classic Car Event, Jun 10 th 40s Weekender (changed from Whitsunday due to clash with Northallerton 10K) and Aug BK Arts Fair	
Business Support	Northallerton Means Business Online is 50% full at lunch and 30% for the evening. Board Directors are urged to attend if possible. Jonathan Stubbs from Wykeland is coming to both sessions to present up to day plans for the Prison site. Sign up and circulate to contacts here https://northallertonmeansbusinessonline.eventbrite.co.uk	ALL
	The recent Business Support meeting approved the following masterclass and business network programme for the next 6 months. Board Directors are asked to save dates so they can support these events and to forward invites to neighbours and colleagues. Wednesday 29 November <i>Lunch Session 12-2pm Masterclasses 2.30-5pm Evening Session 5-7pm</i> Northallerton Means Business – Online Upstairs at the Sportsmans Bar Masterclasses on <ul style="list-style-type: none"> • Online Commerce with Shop Appy • Online Newsletters with Mailchimp- Julia Chance • Free online tools – Hootsuite, Google Analytics etc – Julia Chance 	ALL



	<p>Wednesday 7 March 2018 <i>Lunch Session 12-2pm Masterclasses 2.30-5pm Evening Session 5-7pm</i> Northallerton Means Business – HR and Finance Police HQ Masterclasses on</p> <ul style="list-style-type: none"> • HR– Dawn Ledger from Barkers • Data Protection - Newtons • Making Tax Digital – Colin Hutson Accounting <p>Wednesday 16th May 2018 <i>Lunch Session 12-2pm Masterclasses 2.30-5pm Evening Session 5-7pm</i> Northallerton Means Business - AGM Town Hall, Northallerton Masterclasses on</p> <ul style="list-style-type: none"> • Google – Google Gurus • Getting the most from your BID membership – Julia Chance • Business Growth – LEP 	
AOB	The role of company secretary was discussed and it was deemed that it wasn't necessary at this time, but recommend review after the Bid's 6 month anniversary therefore c/f to March board meeting.	JC
	JC was tasked to meet with Shop Appy to see whether a deal can be done to expand penetration of businesses in Northallerton without an online sales presence	JC