



Attending	Lindsay Judd (Chairperson - LJ) Julie Hutson (JH), Marcus Grover (MG), Mark Haynes (MH) Nicky Burton (NB) Dawn Ledger (DL-representing Charles Barker)	
Administration	Julia Chance (JC)	
Apologies	Tina Watson, Faye Stevenson, Scarlet Crowe (SC)	
AGENDA ITEM	DETAIL	ACTION
MINUTES	Minutes from Meeting 17.11-17 – agreed true record with 1 amend	
	Cancel planned event in January due to focus on 2018 projects	JC
COMPANY	Several Board Directorships are now vacant	
	Suggestion to approach several volunteers from the existing working groups to join the Board on condition they are levy paying members. Nominated were David Lucas (Newtons) Alister Jones (PBH) Erin Millar (Bridgfords) Anne Wall (Forum) and Melanie Jarvis (M&S) JC to approach and if OK provide a letter for LJ to send to each nominee.	JC
FINANCE	Balance Sheet in Board Report accepted by quorum of directors present.	
	Office options to move into larger suite at Register House to accommodate meeting area and storage for marketing materials - Directors agree to increase office rent budget by 15% to £2,400pa with an extra increase in costs to purchase equipment - meeting room table and chairs plus wall storage for marketing materials. Action on JC to revise budget. JH offer to signpost JC to a suitable supplier to purchase equipment. JC and JH to liaise on this.	JC/JH
BILLING	£156,025.50 can be raised by 100% levy collection 2017-18. At 16/01/18 £135,318.75 has been collected. Leaving £20,706.75 outstanding on direct debits until March 2018 and 100% non-payers at £5,999,25. Reminder letters going out on 30/01/18. Action on JC to monitor	JC
GROUPS	The following working groups updated directors on progress on the improvement programme for Northallerton	
Marketing	£20K was allocated for a place making campaign with Welcome to Yorkshire. JC to action this with David Shields with the proviso that the Marketing Group sign off campaign strategy with input at Feb meeting.	JC TH MG
	Little Book of Offers was distributed with good results on the High Street. Average spend £19 with spends more than £1,400.00 in some cases. Action on JC to commission a second edition valid until Summer 2018	JC TH MG
	Santa Sunday Xmas event/Future <i>Northallerton Pole</i> . Action on JC and DL to meet to discuss the future of the BID's input into this event.	JC DL
Safe & Secure	CCTV Camera project is awaiting installation date. JC & MH to chase	JC/MH
	Budget increased to £7K to accommodate last minute price rises by HDC for kit and installation. Action on JC to increase budget and reforecast.	JC
Place	Directors agree to a Place agenda for March board meeting incorporating presentations by Malcolm Barnett and Malcolm Woolley (Northallerton Place Strategy) Angus Bell (Northallerton Parking Strategy – Interim Report) including a plan for the Northallerton Town Team. Action on JC	JC



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	Sites for the final footfall counter is being sought, one on the South end of the High St on the Durham Ox side. Lewis and Cooper have agreed to house the one rejected by Hays Travel near Central Arcade. Action on JC to approach GClarke Barbers for permission to use their window for the final counter and if refused source other similar location.	JC
Parking	Survey closed with 101 participants, results were circulated to directors via weblink. Interim report due at March board meeting. JC to commission someone to draft report & invite parties to March board.	JC
NTE/Events	Real Ale Trail, design approved with approval to use scheme for Gin & Cocktail Trails subject to a minimal marketing budget per trail. Action on JC to print and distribute once bars are all signed up. MG to approach Oddies and Little Tanner to see if they want to join the project.	JC MG
	Road Closures Applications are currently under consideration for April 1 Classic Car Northallerton, Jun 10 th Northallerton Homefront and Aug BK Arts Fair. A premises license application is drafted and awaiting plans.	
	Northallerton will apply for Purple Flag status in 2018.	
Business Support	<p>Business Member Events</p> <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 • Tax – Colin Hutson Accounting <p>Action on ALL to put date in diary Action on JC to get W2Y to attend with briefing on Tour de Yorkshire</p> <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/HDC <p>Action on ALL to put date in diary Action on JC to see if Google Backpack is available to demo at the event.</p>	ALL JC ALL JC
	<p>Business Newsletter</p> <p>Directors feedback that they think the newsletter is useful and the content relevant. To save time and costs, the print newsletter will be dispatched quarterly (commencing in March) Monthly e newsletter schedule is unchanged Action on JC to disseminate this information in the monthly news of Feb and March to enable BID members to feedback on this decision.</p>	JC



	The Drive card initiative which offers preferential rates on fuel cards to BID members and a revenue cash back incentive on spend was approved. Action on JC to work up a marketing campaign around this.	JC
	The Yorwaste initiative met with significant approval as it was deemed to be a positive move from a cost and green perspective. Action on JC to get Yorwaste to join the BID & work up a revised quote based on bags instead of bins due to many locations not having room for bins.	JC
	The Shopappy initiative was not approved. Instead JC was tasked with developing a leaflet to promote Shopappy and sharing the costs.	JC
AOB	It was confirmed by W2Y last week that due to the May fair the Tour de Yorkshire this year is not going to run down the High St, instead it will go past County Hall down South Parade and down Thirsk Road. Whilst directors agree this is unfortunate for the town, JC is tasked to see how we can maximise efforts to dress the area of the race & potentially host an event in the South end of High St, potentially looking at a big screen.	JC