



Attending	Lindsay Judd (Chairperson - LJ) Julie Hutson (JH), Tina Watson (TW), Marcus Grover (MG), Mark Haynes (MH) Nicky Burton (NB) Allanda Crow representing Scarlet Crow (AC)	
Administration	Julia Chance (JC)	
Apologies	Dawn Ledger (DL-representing Charles Barker) Faye Stevenson	
AGENDA ITEM	DETAIL	ACTION
MINUTES	Minutes from Board Meeting 16.01.18 – agreed as a true record	
COMPANY	David Lucas was formally invited to join the BID Board as a director, LJ signed the letter of invitation. Action on JC to invite him to subsequent board meetings subject to his acceptance of the offer.	JC
	Board members were encouraged to respond to JC's email re a Board Strategy Day which would replace the April board meeting to plan activity for the next financial year	ALL
FINANCE	Financial Statement was agreed and accepted.	
	JC gave a report on current BID collection levels and informed the board than non payers would now go into debt recovery via the HDC process.	
	JH informed the board that £1,362.19 had been reclaimed in our latest VAT return	
GROUPS	All Group Activity is detailed in March Board report	
Marketing	Bespoke Visitor Campaign with Welcome to Yorkshire in print/online Love Northallerton content generation Little Book of Offers second edition – 10,000 copies Consumer Newsletter – Visit Northallerton	
	Homegrown Food Festival Funding Request £2K was approved subject to the following conditions <ul style="list-style-type: none"> • The Festival looks to become self sustaining in 2019 • Northallerton BID's W2Y print products will be distributed FOC at the festival • Our Summer Little Book Of Offers is also distributed on the festival site. • The BID will be given its own stand to promote the Visit Northallerton agenda. • The Homegrown website will host a banner advert for LoveNorthallerton and the Love Northallerton social media will be mentioned throughout the festival by Homegrown social media (at least 10 posts) • We shall be listed as a principal sponsor, i.e. Homegrown Food Festival sponsored by Northallerton BID • Discussions take place over whether the Homegrown brand could be featured on the High St during BID festivals. • The BID produce the Festival programme (at an additional cost) and offer free/low cost advertising within it for BID businesses. Action on JC to relay this to the Homegrown Festival Team and draft official offer letter	JC



Place	<p>Martin Woolley and Malcolm Barnett presented a brief for a comprehensive design guide for Northallerton which takes business views and translates them into planning advice to be adopted by the county and district councils.</p> <p>Funding bid is agreed for £10K subject to the following conditions</p> <ul style="list-style-type: none"> • An equal amount £10K is provided by Hambleton District Council • The strategy will be adopted by both authorities • Businesses consulted at every step in the process. Facilitated by BID. Action on JC to monitor this <p>Action on JC to inform applicants and draft official offer letter</p>	MH/JC
	<p>£500 was agreed to support the Treadmills Hoarding Artwork project.</p> <p>Action on JC to inform Wykeland.</p>	JC
Parking	<p>Angus Bell updated the group as to the direction of the report due in April 2018. Action on JC to implement communication plan</p>	JC
NTE/Events	<p>Real Ale Trail, Black Bull although the previous landlady had agreed have now pulled out on the orders of their area manager whilst the sale of the pub proceeds. JC is contacting Enterprise Inns to see if they will relent. Durham Ox have lost their stamp despite being issued with it on 06/03/18.</p>	
	<p>Premises license has been granted, a copy provided to each director.</p>	
Business Support	<p>Northallerton Means Business Support had 35 attendees from 30 BID levy paying businesses.</p>	
AOB	<p>Action on JC to look into distributing offer book to Bedale and Thirsk</p>	JC
	<p>Action on JC to work up a project on Business Champions looking at how businesses are faring since the BID's inception and tracking revenue against footfall stats,</p>	JC
	<p>Action on ALL directors to feedback any changes to statutory leaflet.</p>	ALL