



Business Improvement District

## **Minutes of St Ives BID Board Meeting**

**Held at The Castle Inn, St Ives**

**at 5pm on Wednesday 7th March 2018.**

### **Present (BID Board):**

Simon Sharp (Chair)  
Alex Ward  
Sherry Siefken-Glossop  
James Deseta

### **In attendance:**

Carl Lamb, BID Manager  
Nik Read, Meor Design  
Trystan Lambert, Superdry  
Chris Roberts, St Ives Chamber of Commerce  
Justin Morgan, The Olive Branch (left at 6.30pm)  
Cllr Colin Nicholls (arrived 5.50pm, left at 7.15)

### **1. Welcome & Apologies for absence**

The BID board welcomed Councillor Colin Nicholls as the St Ives Town Council representative on the BID team. Apologies were noted from Damian Sargent, Belinda Hanks, Steve Cross & Kate Woodstock

### **2. Love Local scheme**

The BID board agreed the Love Local scheme doesn't need a new website, but can be integrated into the official town site.

**Action: James Deseta is going to ask Mark Tomkinson for a costed proposal for the next board meeting**

### **3. 'Boilers Pro' Surf Festival**

Tassy Swallow presented her plans for the 'Boilers Pro' festival in October. Although the board liked Tassy's proposal, the St Ives BID Articles of Association prohibit the BID from financially supporting any event created to make a profit. Instead the BID will offer PR support for this event through DCA PR. Tassy left the meeting after her presentation.

**Action: Carl to inform Tassy of the board's decision**

#### **4. St Ives BID Renewal Planning**

Mel Richardson presented her recommendations for the St Ives BID second term. The board agreed in principle to increase the rateable value threshold from £5,000 to £6,500 and lower the levy percentage from 2% to 1.5% throughout the second term. Mel left the meeting after her presentation.

**Action: Carl to speak to Stennack Surgery about contributing to St Ives BID from June 2019**

**5. The Minutes of the board meeting** held on 7<sup>th</sup> February were approved.

#### **6. Pedestrian Signage Project update**

Carl received the first draft of the BID/Town Council Contract just before the board meeting started, so will circulate it to the BID team on 8<sup>th</sup> March. St Ives Town Council need to approve the contract at their full council meeting on 19<sup>th</sup> April.

**Action: Carl to circulate first draft of contract to the BID team**

#### **7. Town Centre WIFI update**

Carl has spoken to WIFI Spark and a new site survey would be required to enable WIFI Spark to quote for WIFI on the beaches. This would cost £850. The BID board decided to put WIFI on hold for the time being.

#### **8. New Years Eve LSAG meeting**

Cornwall Council West Cornwall LSAG committee has invited St Ives BID and town council to a meeting at 3pm on Thursday 15<sup>th</sup> March at New County Hall, Truro. Damian, Alex and Carl are attending on behalf of the BID.

#### **9. Website update**

The website working group has received content creation proposals from Meor Design and DCA PR. Both SITA and the BID board have approved the proposal from Meor Design.

Action: Simon to speak to SITA and confirm how much they can contribute financially towards content creation

#### **10. Budget update**

Not discussed at this meeting due to time constraints.

#### **11. Strawberry Energy WIFI benches**

The BID team discussed this as a cost effective alternative to town centre WIFI, and would like to trial the scheme with one bench

**Action: Carl to ask Strawberry Energy to quote to install one bench in town**

#### **12. Porthminster Beach playground proposal**

The Porthminster Café operators have asked the BID board to consider making a financial contribution towards some play equipment on the grass adjacent to their putting green.

**Action: Alex and Carl to meet with the Porthminster Café directors to discuss their plans**

**13. AOB**

**Town Centre CCTV**

Carl showed the BID board a letter from St Ives Town Council asking the BID Board whether it would accept meeting the cost of the Mountain Warehouse legal advice estimated to be £750. The BID board agreed to meet these costs to ensure the CCTV program remains on track and doesn't get held up.

**Action: Carl to let the town council know the BID have agreed this one-off payment to keep the project on track and to ensure the consultation is as cost effective as possible.**

**Evening Parking in St Ives**

The BID board discussed Cornwall Council's proposals to make St Ives the only town in Cornwall to continue to have parking charges applied in the evenings from April 2018 to April 2019. The board agreed that a letter should be sent to Councillor Geoff Brown, Cabinet Member for Transport requesting that St Ives enjoys the same free parking provision in the evenings as every other town in Cornwall.

**Action: Carl to send letter to Councillor Brown on 8<sup>th</sup> March**

**Summer Shop Window Display Competition**

The BID team discussed Alex's idea to run a summer shop window competition. The competition theme is the 2018 royal wedding and there will be a £100 cash prize for the winning business.

**Action: Carl & Kate to meet with Alex to discuss implementing the competition**

**BID board meeting frequency**

Alex proposed holding three-weekly BID board meetings. This was approved by the BID board.

**Action: Carl to circulate a schedule of meetings for 2018**

**SITA representative on the BID board**

Simon Sharp is resigning as SITA representative on the St Ives BID board. Simon's directorship will terminate on 11<sup>th</sup> April and SITA Executive Committee member Justin Morgan will take his place on the BID board on the same day.

**Action: Carl to inform Companies House of the changes via Greenwood Wilson**

**13. Date of next meeting**

The next BID Board Meeting is scheduled for 5.30pm on Wednesday 28<sup>th</sup> March at the Market Place Tea Room, Market Place, St Ives

**The meeting closed at 8pm**

**Minutes approved**

**Date:** .....

**Signature:** .....