



Business Improvement District

## **Minutes of Board Meeting 17/11/2020 Via Zoom**

Sherry Siefken-Glossop

John Hill

Helen Tripcone

Alex Ward

Roger Symons

Jackie Wetherill

Steve Cross

Simon Sharp

Belinda Hank

James De Seta

Nick Reed

Henry Rogers

### **Welcome & Apologies for absence**

Justin Morgan

**Minutes of last Meeting.** Were approved by Alex & Sherry

### **BID Managers Update**

#### **ReOpening Town**

Helen explained the aim to get the town open by 3<sup>rd</sup> December, with current Government Guidelines.

#### **Application to Towns Fund for Flexible Pedestrianisation**

The Towns Fund is looking at our application once again after the letter composed as per last Board Meetings request. They realise it does fit the criteria needed, the project ties in with green projects such as E bikes alongside others, and thanks to the effort of all concerned we are awaiting updates.

#### **Delegated Funds Grant Scheme**

Steve explained There will be £1m to £1.5m available for local businesses in 18 months to 2 years' time. The funds are for new start-up businesses, putting into place new booking systems and IT type schemes. More details to follow as they are announced.

## **Christmas Lights**

Alex informed the Board that Event Power Engineering are quoting for improved lighting and infrastructure for next year and will update the Board when this comes. Roger commented that the Market Place lights are in poor state and need to be replaced. It was mentioned that Stuart did a great job with the Fisherman's Lights.

## **SITA**

Jon Matthews from Penzance tourism shared information with BID & SITA

## **Help to Eat Out**

Helen is looking into a scheme with businesses in St Ives, to have a Help to Eat Out campaign promotion during January and February in St Ives if the town is allowed to be open to help recovery of restaurants and pubs. Belinda agreed a good idea and Roger mentioned that they must stick to 10pm deadline.

## **Budget**

Jackie explained that we are still on minimum spend and very little expenditure going through. Income wise, we have had more BID levy in and sitting at 62%, but we do have the contingency of the Government Loans to use if necessary. Roger cautioned against using loans unless absolutely necessary, and it was explained that the plan is not to use them and keep cut down on spending.

## **Marketing & PR**

We have credit with DCA, and they are organising a campaign including Press Releases, Facebook, Twitter & Instagram. Pirate Radio to promote opening up and welcoming people back. Also the Late Night Shopping, Window Competition, Food Trail and Treasure Hunt.

## **New Year's Eve**

Alex informed the board that she met with Town Safety group to get details on how New Year's Eve would work this year. The Police did not attend, but later voiced their concern for the evening. Helen mentioned the need for Marshalls, Roger pointed out this cannot be a BID expense. Helen looking into other options of funding with Council which may be coming through for NYE, and it would just be BID looking into options, the Council would apply. John voiced concerns as to whether they would be enough without powers to enforce and their safety. Alex mentioned that perhaps we should also check there is going to be CCTV booked for that night. It was mentioned whether there was a need for St Johns Ambulance, and whether that could be housed in the Guildhall. Helen to look into.

Helen mentioned possibility of 2K funds from Town council for New Year's Eve which could be used towards further safety measures.

As a year like no other, New Year's Eve must not be seen as an event, but must also do our best to ensure safety. Businesses are aware of the 10pm curfew and the hope is that locals and visitors will go back to their homes and accommodation. Helen informed that it will be low tide on the night.

## **AGM**

Alex explained it's quite complex on the paperwork side and hitting specific dates, but Helen and Alex are working on it this week. It may have to be delayed by a week. Sherry asked if the Directors vote on new Directors nominated by business, and was informed it's a secret vote by directors and businesses who wish to attend the meeting.

## **Any Other Business**

Roger mentioned that the bins in front of the benches on the Wharf are not good. It was discussed that various options had been looked at but no solution found yet as the council needed the right access to empty the bins. It was discussed if they could be put on the other side of the road perhaps, but permission from Highways would be needed. James mentioned perhaps different bins.

James mentioned Market strand bins not looking good – Alex to email fire, waste & highways.

Nik informed the Board that Loungers are taking over the old Pizza Express, American style food and sports bar with late opening. Helen informed that McColl's was being taken over by Osbornes and would opening in January/February 2021.

A1 cars has taken over premises in Market place, and it was discussed how to ensure that there is no parking on the road outside to block traffic flow. CCTV would be possibly be most helpful..

Henry enquired if there were any new infections in St Ives Schools – Alex informed she has not heard of more.

Alex asked if there was any progress in finding owners to shops to get them wrapped to make neater. Helen informed we had not traced owners.

**Next Zoom meeting online 8<sup>th</sup> December 2020**

**Steve to send out Invite Please**