



Business Improvement District

Minutes of Board Meeting 21/03/2021
Zoom Meeting

Alex Ward
Sherry Siefken-Glossop
Justin Morgan
Steve Cross

Helen Tripconey
Simon Sharp
John Hill
Henry Symons
Helen Tripconey

James De Seta
Chrissie Chard
Philip Barnett
Roger Symons

Jackie Wetherill
Nik Reed

Welcome & Apologies for absence
Belinda Hanks

Approval of Minutes of last Meeting. Alex, Christine and Sherry

BID Managers Update

Helen informed the board that a major Triathlon will hopefully be taking place in St Ives in 2022

Collection of Levy is now at 93%, remarkable effort from businesses in St Ives, and show how hard they have worked.

G7 booklet is being drafted, and SITA have agreed to pay half the costs. Planting for summer in hand, and Helen explained that she was looking into extra trough planting to brighten up the town.

The board agreed that priority for BID was to make the town look great during the summer, extra flowers purchased with saving on last year's budget. The board discussed locations, Helen to look into with Gary.

Phil suggested that we should leave Britain in Bloom until next year to give time to organise.

The board suggested that maybe we should look into a wishing well and any proceeds to directly benefit the town. Perhaps advertise a Crowd funding page, fund to directly benefit the town. Helen to speak with Louise Dwelly about wishing well possibility.

Food festival, Alex had meeting and informed board that we should have signed contract by next meeting.

Art works for boarding at Lifeboat Hill is proving difficult, Roger suggested making sure it's painted over regularly with white paint.

Alex read out email regarding Long Boards, and an event they would like to do. They have said the cost would be 3K, the board voted on the same as last year 1K. All Board Directors voted yes.

Budget

Unable to do events, and frugal saving on office means that we carry forward 57K to next year's budget. The board was shown the latest draft budget and voted on items:-

Bunting – Alex informed the Board that from last meeting the reduced bunting cost would be £1800 for just Royal Square, but also noted that bunting was the only option for other Streets such as St Andrews as there are no facilities or room for floral decorations instead. The Board voted for the full bunting to be reinstated and that it should be various shades of Blue. A concern was raised about plastic, but the Board agreed that with very little time available to organise that we would have bunting this year and look at alternatives for next. All Directors voted yes except for Roger.

Fish and lobster pots signs are still a working progress and the Board will be shown designs at next meeting. Tbc.

Pirate Radio Advertising – the Board voted no, but suggested that the money might be better spent on Instagram and online posts. Alex to check with new promotional person at St Ives Library to check what their intentions are and what information they will gather.

St Ives In December – This year was restricted and they could not do their usual fundraising. In addition, 2021 should be made a big year. Various suggestions from the board for different ideas for this year. It is a small group of volunteers and All Directors approved 4K budget for ST Ives In December.

Justin left meeting for RNLI meeting.

Cleaning Signs Allowance: - All Directors voted yes.

AOB

James asked if anything was being done with Edinburgh Woollens shop. Vanessa chasing enforcement, Simon said that he would see if he could get drone footage of the roof to reinforce that claim.

Town Deal, there will be a public meeting next week with update. To be discussed at next meeting.

Shopwatch – Helen to get in touch with members and set up a zoom meeting.

Benches on Harbour – Helen informed the board that 12 are done, and Helen will Chase Graham to complete others that have been funded by Levy payers.

Next Board meeting 6th April 2021