



Business Improvement District

**Minutes of Board Meeting 11/11/2021
Meeting @ Guildhall**

Alex Ward
Roger Symons
Justin Morgan
Steve Cross
James Deseta
Chrissie Chard
Sherry Siefken-Glossop

Helen Tripconey
Nik Read
Simon Sharp
Jackie Wetherill
Ken Messenger
Sarah Stevens
John Hill

Welcome & Apologies for absence

Philip Barnett

Approval of Minutes of last Meeting. Sherri & Justin

New Policies

Alex informed the Board that the Board members should declare any interest on anything on the Agenda so they can be excused from voting when relevant.

Alex, Sherry and Jackie declared interest in St Ives in December. Sarah in Towns Deal and Simon & Justin SITA

BID Managers Update

Sarah explained she had been familiarising herself with who the levy payers are and why some people are not Levy payers, but also introducing herself to businesses.

1st Aid & Business Services

Sarah informed the Board that she has arranged dates for First Aid course with 12 people per session and put this out to businesses.

Sarah also informed the Board that on the 2nd December there would be a free drop in opportunity for businesses to get support and advice. If it goes well it can be repeated January, February and March possible venues Kidz R Us and Library.

NYE & Christmas

NYE Fireworks going ahead, but no late night shopping as not much enthusiasm from Levy payers. Roger suggested that if every shop gave 10% discount for a super Saturday that it could work as free parking. Sarah to send out email to levy payers.

Alex explained St Ives In December arrangements for Santa to arrive on the 3rd December 6pm via RNLI lifeboat by Mayor, then pulled around town in new sleigh SS Belinda by Rugby Club to switch on lights by local hero's voted by the public Margaret and David Farrell. A security company is taking care of road closures and security. Santa's grotto on Saturday 4th at Kidz R Us. Chrissie kindly offered to donate some fudge for Santa's packages. St Ives in December is a volunteer group, and was hoping that we would confirm donations in next few weeks from SITA and drawdown on BID contribution as costs come in to be presented in broken down form to the Board for approval.

The costs for New Year's Eve are being finalised further to the quote earlier in the year from PEG. Still waiting for the security costs to be confirmed for the final figure.

Firework supplier has asked for extra funds for extra fireworks and associated costs, the Board voted £1000 extra this year as more funds available after saving from last two years events. Approved by all Directors.

It has been asked of the board to give an opinion as to what time should be suggested for late night licences on NYE. The board discussed and vote on last orders 1.30am by all directors. Co-op has confirmed that they are shutting at 8pm.

Alex and Sarah confirmed that the Police would be providing drone work for security and to assess how people are in attendance on the Wharf.

Sarah had noted from Levy payers that some feel under seen and heard on NYE, and we should be mindful how to promote it, but that we should also promote how much BID do and what is involved.

Pub watch

Missed off pub watch question here as it did not come to anything?

The board discussed the possibility of tax on each booking, or 'community contribution' through something like a wishing well. Sarah to look up model online for costs for administrator. SARAH

AGM

AGM is now scheduled for 13th December and required items will be put into place. Jackie to break out budget and go through in detail with Sarah.

Sarah explained to the board that she would like to present the accounts in detail, and have a flip chart.

BID Levy Payers List & Renewal

Comparison of Levy payers list, showed the majority that dropped off from BID 1 due to change of rates to qualify, were holiday lets. Sarah informed the board that from her talks with some Levy payers, many were under the impression that they were paying more, and that we should reiterate what BID does in the town.

The Board discussed possibilities of expanded area, and voluntary members, but these options would come with increased expenditure and responsibility so was decided that this should be part of the review when planning renewal of BID at end of term.

Waste

No news yet, Board will be updated as details are available.

SITA

It was suggested by John and Alex that SITA could consider joining with BID so that they could both expand their work. Simon and Justin to go back to SITA committee and feed back to the Board their thoughts.

PR

Sarah suggested that we should be doing more on social media and was not clear what the monthly fee was covering. Sarah to call and ask them to clarify and ask DCA to deliver more detailed time sheets so the Board to look at possibilities and budget.

PROMOTIONS ART GALLERY

Sarah informed the Board that she had been speaking with some Levy Payers, and an idea had been suggested about shops displaying pieces of Art as an event to draw people around town – perhaps St Andrews St week etc. Sarah going to meet with Maurice Symons in New Year to discuss. He has secured a sponsor – Skinners.

AOB

Facebook

James asked if it would be useful for BID to have a Facebook page for discussed as a private group. Sarah suggested a trading group and will present best option at future meeting.

Donations Heather Britain

Chrissy asked if we could email out BID levy payers for Heather Brittan's collections for the needy this year. Board members voted and it was agreed

Recyclable Glasses

Alex and Sarah presented to the Board that straight after Covid was probably not the best time to try this project and to hold onto next year when things are more certain perhaps in the summer. Some of the public houses still have a large amount of stock of the old plastic glasses so it would also be better for them

PSPO & Street Traders

Sarah informed the Board that PSPO enforcement will start on 1st April 2021. The Board discussed if this would affect the hair braiders and tattoo stalls, and it was unclear if they would need a licence as it could come under peddlers licence or personal service which under law is not selling so exempt. Sarah is meeting Louise Dwelly to discuss in two weeks.

RNLI

Justin asked the Board if we could promote RNLI safety in water campaign as there had been a lot of incidents this year. Justin to send to Sarah

Next Board meeting Thursday 30th November