



Business Improvement District

General Board Meeting 5.30pm 11th January 2022 Zoom Meeting

Present:

Alex Ward - Chair
Steve Cross
Nik Read
Chrissie Chard
Sherry Siefkin Glossop
Sarah Stevens
Jackie Wetherill - Minutes
Ken Messenger

Apologies:

James Deseta
Justin Morgan
Roger Symons
Simon Sharp
Phil Barnett
John Hill

Approval of Minutes: Chrissie/Sherry

Declaration of Interest: Nik on presentation later in the meeting, but will leave meeting when item comes up

Matters Arising:

Sarah: Drop in Training - support and advice for businesses cancelled, not yet re arranged as still unclear with Covid rules

ACTION: New date to be agreed in February 2022.

Justin/Simon: SITA/BID joining forces – SITA are due to have a meeting in January.

ACTION: Simon and Justin to take to meeting and feedback to Board on next Board Meeting in February 2022.

Sarah: PSPO implementation – No update from Louise, waiting for update

ACTION: Sarah to update once news from Louise

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Managers Update:

Sponsoring maintenance of town benches - Discussed cost for individual businesses - agreed £100 - Sarah confirmed Plaques cost £20, we need a written policy – Alex to Draft

ACTION: Alex to create written policy agreement and Jackie to put into place system for renewal

Jubilee and Cancelled Fireworks

Fireworks have been paid for but delayed, maybe to incorporate into Jubilee celebrations. To be discussed at next meeting alongside other plans.

ACTION: Sarah to add to next Agenda

AGM

AGM was cancelled due to Covid, new AGM proposed 28th February 2022, and notices to be sent out next few weeks.

ACTION: Sarah to check with current circumstances if to be online or at venue and send out notices.

Town Flowers

Sarah has spoken with ST Ives Blooms and agreed a rate of £25 per basket. Need to get cost of bracket for hanging then approach business's once Jubilee plans are finalized

ACTION: Sarah to get price for brackets.

Previously there were arrangements for individual baskets and troughs for businesses. Gary still provides some for a few businesses. Board agreed it was a good idea to be able to offer this out to other businesses. Watering Sarah informed the board that it was £25 per basket for watering, Chrissie suggested that we could approach window cleaners to do when cleaning shop windows if some businesses preferred.

ACTION: Sarah to discuss with Window cleaner and present to Board once other information on flowers and Jubilee are finalized

BID Project: Commercial Waste and recycling

Sarah has arranged for advertising vacancy and will update the Board at next meeting. 3K budget has been agreed.

ACTION: Sarah update Board at next meeting

BID Directors Training

Sarah to check dates with trainers and Board members due to delay with Covid restrictions

ACTION: Sarah to check availability of Directors for dates in February/March 2022 and organize accordingly.

Budget

No update available at this meeting.

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AOB

We have qualified for grant funding for water fountain on Porthmeor.

ACTION: Jackie to check on installation charges and make sure owners are happy to maintain and supply water. Get delivery times and finalize grant.

Alex: there have been incidents in town from local individuals. Chrissie explained that it was difficult to call police by usual means of 111 or 999, while running a business. Meeting with new Chief inspector so hope to update Board at next meeting.

ACTION Sarah to call Derek Thomas

Alex asked Board to email with ideas to put forward at next meeting for Silver Jubilee.

ACTION Sarah to engage with Levy payers to gather additional ideas.

Nik put forward a proposal for marketing strategy and left the meeting. It was suggested that a marketing plan for next 2 years be looked at so we can show return on investment and goals to demonstrate what BID provides. To also workshop plans that could work for the town to encourage business during quiet months as suggested by some levy payers to be proactive, and challenge issues such as disabled access. Cost is £1525 – Steve, Alex, Sherry and Chrissie agreed.

ACTION Sarah to look into dates for next meeting.

Next Meeting: 2nd February 2022 5.30pm

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