



Business Improvement District

**General Board Meeting
5.30pm 15th March 2022
Committee Room, Guildhall, St Ives**

Present: Alex Ward - Chair
Steve Cross
Sherry Siefkin Glossop
Phil Barnett
Jackie Wetherill
Justin Morgan
Chrissie Chard
John Hill
Simon Sharp

Apologies: Nik Read
James Deseta
Roger Symons
Ken Messenger
Sarah Stevens

Approval of Minutes: Sherry/Justin

Declaration of Interest: as in previous minutes.

Matters Arising:

1. Waste Research Company – Alex informed the board that we are still awaiting draft for review.

ACTION: Sarah to chase as was due on 7th March.

2. Justin/Simon: SITA/BID joining forces – Justin, Simon, Alex and John to meet to discuss results from SITA meeting and report back to Board

ACTION: Alex, John, Simon and Justin to arrange meeting before next Board meeting, aiming for 21st March tbc.

3. Alex: PSPO implementation – Meeting was proposed, Sarah to speak with Louise re key points of PSPO and make members aware of rules.

ACTION: Sarah to update Board with details, and then draft note for levy payers so aware of rules for April 2022.

St Ives Bid Ltd,

Registered Address: The Old School, St Ives, Cornwall TR26 1QU
Company No. 08409718 VAT Registration Number UK 162 3542 26

Managers Update:

Sponsoring maintenance of town benches – Alex is to draft guidelines as soon as possible.

ACTION: Alex to devise written policy agreement

Digital Marketing

Sarah shared detailed on Digital Marketing training, not enough confirmed for original date. Sarah to secure new date

ACTION: Sarah to follow up with email to Directors to secure numbers

BID Directors Training

Directors took part in this and found it informative, and encouraging as it was confirmed our work so far has been good. Directors were encouraged to get to know main levy payers

ACTION: Jackie to send directors list of top 10 levy payers

BID AGM

This was well attended and feedback was good.

ACTION: Jackie to put reminder into diary for next year.

Town Flowers

1. Phil and Louise have not had a chance to walk around the town due to clashing schedules. Phil suggested that it may be good to settle on a budget before doing so they know what is available..

ACTION: Sarah to chase quote for flowers, and Sarah & Alex to work on budget to work out how much is available for extra flowers this year.

Budget & Events for 2022

1. Quotes are still being sought to confirm spend for NYE and Christmas, Budget to be drawn up for next meeting.
2. HR Costs to be included
3. Marketing DCA were cancelled in February although we have engaged them to promote Success of Porthminster beach. New Marketing companies to be sought and options presented to the board.

ACTION: Sarah to update the board once quotes and further information in. Sarah, Alex and Jackie to work on budget draft for next

St Ives Bid Ltd,

Registered Address: The Old School, St Ives, Cornwall TR26 1QU
Company No. 08409718 VATRegistration Number UK 162 3542 26

meeting.

Town Crier

1. This item has been delayed until next meeting due to absences.

ACTION: Sarah to add to next agenda for discussion.

Managers Report

Sarah was unable to attend due to illness, so report was read out by Alex

2. Sarah completed the leaflets to go out with Levy payers invoices and these were delivered on Monday for dispatch.
3. Rising Rents in St Ives – it was discussed that there is an issue with rising rents, in some cases doubling and this should be looked into and write to Linda Taylor

ACTION: Justin, John and Steve to look into Rules for chartered Surveyors.

1. Staffing issues: - issues were discussed as they are worse than ever before, and without drastic funding or support from outside finance it is a difficult issue. The Board felt it might be worth a survey of Levy Payers to see what they feel can be done and do an official letter to Cornwall council.

Signage in Town

Some business have asked for further signage in town so people can find their way around.

ACTION: Sarah not had a chance to look into finger signage if still available or if possible to add onto current signs. Add to next Agenda

Food Festival

4. It was discussed what support we should give the Food Festival if any. With the new project of Food Trail which would show businesses top dish and pull tourists around the town, support was suggested at £2000 to pay for this on the condition that all contracts were signed and in place.
5. Alex explained the latest correspondence, the £2000 would cover the Trail map, with only BID logo on map. Logo on official Food festival programs, but he is asking for commitment. It was discussed that it should only be if there is a signed contract with CIC and completion of a wash up meeting.

ACTION: Still not signed. Sarah to chase Nik and Mick to ensure in place. To be discussed fully at next meeting when all details in.

Jubilee

6. Events have started to be explored, including a lunch on the wharf with tables and chairs, a band at the Sloop car park. Spend so far £1662, Board agreed a cap of £2000 and perhaps look into other funding. It was discussed that perhaps we should be working with Emma whose job it is promote events in town.

St Ives Bid Ltd,

Registered Address: The Old School, St Ives, Cornwall TR26 1QU
Company No. 08409718 VATRegistration Number UK 162 3542 26

- Alex informed the Board that it had been suggested about a Jubilee Window Competition. Small prizes of Wine or similar. Chrissy volunteered to donate some wine, and others left over from AGM to be used.

ACTION: Sarah to show budget at next meeting, and where we are with plans

Art Event

- It was briefly discussed about the Art Event of moving paintings throughout town, but postponed until next meeting when Sarah is present with more details

ACTION: Sarah to give more details at next meeting, and look into issue with insurance for Artwork in different locations to see if feasible

Marketing

To be discussed at next meeting

AOB

Business Support – Postponed until next meeting when Sarah is available. To include letter to police and organisations challenging the lack of police in St Ives.

ACTION: Sarah add to next meeting, John to write up a simple petition form for businesses and residents to show support for police presence in St Ives.

St Ives In December

Interests were declared

- Directors not directly involved were shown the full cost and the smaller amount requested for security and organization requested by St Ives in December against the £4000 already agreed in the budget to go towards Christmas events. The directors voted and agreed the smaller amount of £2385 allowing savings on this years budget. Approved Steve Cross, Justin and John Hill

ACTION: Jackie to sort out payment.

Business Directory

- Alex informed the Board that opening up funding has been secured to update the G7 leaflet and make a business directory for town both on PDF and hard printing to be available for visitors. Advertising rates are being decided and update at next meeting.

Next Meeting: 20th April 2022 5.30pm at Guildhall Committee Room

St Ives Bid Ltd,

Registered Address: The Old School, St Ives, Cornwall TR26 1QU
Company No. 08409718 VAT Registration Number UK 162 3542 26

St Ives Bid Ltd,

Registered Address: The Old School, St Ives, Cornwall TR26 1QU
Company No. 08409718 VATRegistration Number UK 162 3542 26