



Business Improvement District

General Board Meeting

5.30pm Tuesday

13th February 2023

Guildhall, St

Ives

Chaired by: Alex Ward (AW)

Attendees: BID Members: Justin Morgan (JM), Phil Barnett (PB), Steve Cross (SC) John Hill (JH), James Deseta (JD), Chrissie Chard (CC),

Others: BID Manager Sarah Hooper, Simon Sharp (SITA SS), Helen Tripconey (HT), Steve Cross (SC), Jackie Wetherill (JW taking Mins), Michael Evamy (ME), Kenny Messenger

Apologies: Roger Simons (RS)

Agenda Item	Minutes	Action
1	Welcome and Apologies – noted above	
2	Declaration of Interest – SH & JM RNLI, PB – Edward Hain & Kidz R Us, JH, AW and PB Kidz R Us, AW & JW & CC St Ives in December	
3	Approval of Minutes 10.01.23 JH, AW	
3	<p>Matters arising – Outstanding Items from previous meetings to go into next BID Board meeting.</p> <p>BID 3 & Budget – The Board were asked to look at rough draft budget to decide on percentage BID levy needed to deliver services required for the town. The Board agreed with rising costs, in order to guarantee delivery of services on a 5-year term if successful in renewal. It showed that at 2% this would allow us to keep services at current level.</p> <p>The Board voted if we would set the rate at 2%</p> <p>PB Left the meeting after budget and will be updated by Sarah regards rest of meeting.</p>	<p>The Board voted in approval JH, SC, JM, JD, AW, CC, PB RS although absent, voted for after going through budget with SH separately.</p>

<p>4</p>	<p>Managers Update – BID Manager Sarah Hooper</p> <p>Disc App: - We secured funding from the Town Council £1200 towards set up, and hopefully will be ready in a couple of weeks to demo to Directors and launch shortly afterwards. It is GDPR compliant, creates a witness statement and crime number without having to go through call centre. This will be offered to all businesses who are BID members or Sita members and administered by BID office.</p> <p>Gift Card/Loyalty Scheme: - Sarah showed the Board draft artwork for the gift card and explained how it works. Initial research to some holiday agencies have said that it could be interesting to have instead of gift baskets as it becomes more difficult with allergies and preferences.</p> <p>Bath and Brighton have run this successfully and it pays for itself. Project to be reviewed after first year and hope to have available by April 23.</p> <p>New Year's Eve: Sarah informed the Board that in the light of this NYE, we have been looking into different options for running the event this year, but whatever form that takes insurance will increase to around £3500. Sarah will continue to investigate, get alternative quotes and update Board when more details.</p> <p>If we do pair with the Town Council the supplier will have to sign a contract with them and us for insurance purposes.</p> <p>Kings Coronation: Sarah is looking into funding to decorate the town and possible events to celebrate the Kings Coronation and provide businesses with opportunities to promote their offerings.</p> <p>First proposal banners which are mounted on lamp posts. The banners themselves can be replaced each year if required at reasonable price making them sustainable so for Kings Coronation we could install and have every second one celebrating Coronation.</p> <p>Second proposal to have a large screen showing the coronation possibly on West Pier. It is low tide from 11am and people could picnic on the beach to watch the Coronation. This would provide a unique experience much like Santa coming in on Lifeboat that suits St Ives and gives businesses the opportunity to promote their offerings to public. BID would provide social media and push the event. Contingency has been looked into for bad weather. Very early stages and the Board was asked if this was something they thought was worth looking into.</p> <p>Window Wraps for empty shops – St Ives Archives has some wonderful old photographs of Coronation and celebrations in St Ives. It was proposed to cover the windows of William Hill shop which is very untidy with wraps of the photos for a budget of £300.</p> <p>As Royal Square and St Andrews Street is a space that is difficult to plant flowers, or have any other decoration, bunting was proposed.</p>	<p>Sarah to arrange Demo for Directors when available.</p> <p>Sarah to update the Board at next meeting and send out artwork draft when ready.</p> <p>Sarah to update Board at next meeting</p> <p>The Board voted in approval JH, SC, JM, JD, AW, CC,</p> <p>The Board voted to spend a little time to investigate possibilities and practical issues JH, SC, JM, JS, AW, CC</p> <p>The Board voted in approval JH, SC, JM, JD, AW, CC pending leaving till nearer the time in case rented out.</p> <p>The Board voted in approval JH, SC, JM, JD, AW, CC</p>
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	<p>St Ives In December: The board were shown invoices for performers, security and event organisers and costs for St Ives in December events to claim budgeted amount agreed in budget.</p> <p>AGM – BID AGM new date to be announced next few weeks.</p> <p>SITA Website – SITA have agreed to work with BID and final arrangements are being made this week.</p> <p>Next BID meeting Tuesday 7th March 2023 and then 4th April 2023</p>	<p>Directors approved JD, SC, JH, JM</p> <p>Sarah to update the Board at next meeting</p>
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