



Business Improvement District

General Board Meeting

5.30pm Tuesday

22nd November 2022

By the Sea
Seafood

Chaired by: Alex Ward (AW)

Attendees: BID Members: Sherry Siefken Glossop (SSG), Justin Morgan (JM), Phil Barnett (PB), Steve Cross (SC) Roger Symons (RS), John Hill (JH),

Others: BID Manager Sarah Hooper, Simon Sharp (SITA SS), Nik Read (NR), Jackie Wetherill (taking Mins),

Apologies: James Deseta (JD), Town Council Representative: Michael Evamy (EM), Chrissie Chard (CC), Johnnie Wells (JW),

Agenda Item	Minutes	Action
1	Welcome and Apologies – noted above	
2	Declaration of Interest - nothing to declare	
3	Approval of Minutes 1.11.22 Phil Barnett (PB), John Hill (JH),	
3	<p>Matters arising</p> <p>Rising Commercial Rents – John confirmed still no response from Linda Taylor after chasing. We can only support the businesses with the right contacts if they wish to challenge</p> <p>Transport Sub Group – to be updated once meetings produce their intentions.</p> <p>BID 3 – Sarah and Alex have had meetings with British Bid Representative regarding a contract to help with the renewal for BID 3. They have negotiated a discount on her quote as some of the work can be carried out in-house. The Board was asked to approve the quote: All Directors approved</p> <p>A directors survey will be sent out to help inform on ideas for BID 3, and Board will be updated in January next year.</p>	<p>No Action</p> <p>Sarah to inform British Bid Representative</p> <p>No Action</p>

<p>4</p>	<p>Managers Update – BID Manager Sarah Hooper</p> <p>Gift Card/Loyalty Scheme: - Sarah has been investigating various options and speaking with other BID towns that have used the system for success rates. Town and City Gift Card seems to have had good results for towns like Bath and has shown impressive returns on investment. Cambridge has told us that it is one of the best things they have done as BID. The cards are loaded up and can be given as gifts, and shops sign up to be willing to take payments this way. Cards can be topped up like a debit card and branded St Ives. The cards will also provide data on where money is and how money is being spent for research. They can also be used as a savings scheme for someone coming on holiday in St Ives.</p> <p>The board asked various questions on how it works and agreed it looked like a robust scheme to help businesses for the difficult year ahead. Directors voted on trialing the scheme for 1 year. Approved by all Directors</p> <p>Disc App: - Sarah explained that this is an app that allows people to report anti-social behaviour just by reporting through the app, rather than having to ring 111 and wait. It's GDPR compliant, automatically generates a crime number, and goes straight through to the police.</p> <p>This would make it more likely that people would report antisocial behaviour and crime, which would allow figures to reflect the town's experience and push for more policing in St Ives. Other BID areas have reported that it is very useful and had made a difference in crime in their area.</p> <p>There is a set-up fee that we hope might attract funds for that and a monthly fee that can be incorporated into our security budget. The Directors voted unanimously in favour.</p> <p>Disabled Access Suggestion by BID Member – This item is to be revisited in the new year before the summer season to see if we can get a bigger response.</p> <p>Bins and Waste – Code of Conduct could include signs, frontage and waste to be compiled next year when we have more time after the winter events.</p> <p>Xmas Lights Switch On Complaint – Event Power Engineering have assured us that they are taking care of permission from power company.</p> <p>Budget – Budget nothing to report.</p> <p>AGM – BID AGM to take place on 18th January 5.30pm venue is to be confirmed.</p> <p>Play shaping – Moved to next agenda</p> <p>SITA Website – Sarah is working with Meor on design and ideas.</p>	<p>Sarah to check questions with them and negotiate further discount. If all questions answered to see how quickly this can be set up to help businesses.</p> <p>Sarah to look into how quickly we can get the App set up</p> <p>Sarah to look at in new year</p> <p>Letter to be sent in response to email once winter events arrangements are secured.</p> <p>Moved to next agenda Update the board at the next meeting on progress.</p>
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	<p>Social media – Sarah updated the board on the increase in followers and hits which is going well.</p> <p>WIFI: Sarah will update Board once a response from G7 Legacy has been obtained</p> <p>Staff and BID Managers handbook- Sarah has been working on this and the draft will be shown to the board when available.</p> <p>New Business Handbook – Draft is finished and going to Meor for final design then printing. It has a portable QR code to future-proof any changes.</p> <p>Digital Marketing Course: - Sarah has been doing a digital Marketing course which is proving very useful and will help going forward.</p> <p>Planting and Flowers – Still in the process of investigating suitable suppliers. Will update the board when quotes and details are in.</p> <p>AOB</p> <p>Fireworks – Fireworks are a popular attraction for ST Ives, although future we may be able to look at alternative options if prices come down, it is proposed this year we make a small increase to the fireworks budget from savings on Staff. Directors voted unanimously for a £1000 increase.</p> <p>Next BID meeting Monday 12th December 2022</p>	<p>Sarah to update the Board at the next meeting</p> <p>Sarah to update once we have a response</p> <p>To be shown once completed</p> <p>To be shown once completed</p> <p>Sarah to confirm what extra we would get for this.</p>
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