



Business Improvement District

General Board Meeting

5.30pm Tuesday

20th June 2023

The Guildhall

St Ives

Chaired by: Alex Ward (AW)

Attendees: BID Members: Justin Morgan (JM), Steve Cross (SC), Phil Barnett (PB), Chrissie Chard (CC), Anthony Cornish (AC),

Others: BID Manager Sarah Hooper, Michael Evamy (ME), Jackie Wetherill taking Mins

Apologies: James Deseta (JD), Roger Symons (RS), Henry Symons (HS), Simon Sharp (SS), Kenny Messenger KM, Louise Bryan (LB), John Hill (JH), Nik Read (NR),

Agenda Item	Minutes	Action
1	Welcome and Apologies – noted above	
2	Declaration of Interest – SH & JM RNLI, AW Kidz R Us, AW & JW & CC St Ives in December	
3	Approval of Minutes JM, SC	
3	Matters arising – Outstanding Items from previous meetings to go into next BID Board meeting. To update Directors at next meeting regarding Food Festival report as meeting not yet been held	

<p>4</p>	<p>Managers Update – BID Manager Sarah Hooper</p> <p>Disc App: -</p> <p>Gift Card/Loyalty Scheme: - Sign up is Very good, 50+ to be put on system including boat trips. Accommodation providers still to use as welcome packs, as they have to exhaust their current supplies first. Already had £400 spent this week, with an up spend of around £300.</p> <p>Food Festival: Very successful. Awaiting meeting to update board.</p> <p>Coronation Screen Update: Awaiting response.</p> <p>Consultation Document: Despite meeting over 200 businesses in person, we only had 25 paper responses.</p> <p>General feedback was positive, they liked the following</p> <ul style="list-style-type: none"> • New Years Eve • Gift Cards • Disc App • Support given for Covid and Grants • Website promotion – as small businesses struggle to advertise <p>Items to Tackle</p> <ul style="list-style-type: none"> • Traffic, emissions and Parking • Lack of Police presence • Recycling • Signage • Streamline Christmas events, do less but do that well • Not printing material but send electronically • Reinstate Gull campaign • Replace signage • Review street Decoration • More planting and reinstate Britain in Bloom • More events in quiet months. • Review A Frame rules • Promote Arts and Culture • Borrow boxes to promote less plastic <p>Sarah is talking to the Shanty group next week about an event in November</p> <p>Sarah is meeting with British Bid Representative this week to collate this for the board in a user-friendly format for consideration and discuss adjustments to Bid 3 aims. British Bid Representative will attend next meeting for any questions.</p> <p>ME explained that discussions and actions were ongoing with the Town Deal award for transport to tackle traffic and pollution.</p>	<p>Alex update Board after meet</p> <p>Sarah to update the board after meeting</p>
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<p>Complaints from businesses re Emissions, keeping shop windows clean and appearance of signage or empty shops – Sarah has had some complaints about dirty shop windows, untidy empty shops. SC explained that as a business on a congested road, emissions play a big part as cleaning constantly still does not work.</p> <p>It has been discussed in past to start a Charter or Code of conduct for businesses. Sarah to discuss with Des and report back to board.</p> <p>SITA Website: Website hits up continue to increase over 20%. Justin is working closely with Bid to ensure regular updates to web page which seems to create more hits. Banner for Parking is in progress, and Sarah has another paid banner to go up.</p> <p>Investigating new members and possible funding to bring design of web page up to date. Sarah is speaking to web designers to get idea of cost and look into funding.</p> <p>Bunting: Due to scaffolding on library and other buildings all the bunting was not able to go up, so it is likely to be end of July before rest is installed.</p> <p>Flowers: All flowers are now installed. First year using Cormac so the Board was asked to look and give their views to decide who we contract next year.</p> <p>Town Deal & Enterprise Grants: Sarah and Helen are assisting Levy payers with applying through Liz Gilbert.</p> <p>New Years Eve: We need to decide who to go with this year for organising and security. The Board decided they needed written details and more board members at meeting to vote.</p> <p>.</p> <p>AOB: Board member asked if anything could be done about elasticated leads that are causing a problem in Fore Street for shops but there is no way to enforce this other than polite request not to.</p> <p>Rising cost of restaurants for locals, it was suggested to see if last years scheme of local's discount in winter months would help businesses in those months and locals.</p> <p>Illegal Parking and Wardens: People have been openly parking illegally knowing that they will get a fine, but thinking it's worth it because the fine is reduced if paid within 14 days (is it 14 or 7??). This will be added to Agenda for next meeting.</p> <p>Pallets left in Fore Street: It has been reported that a business in Fore Street has been getting deliveries in morning on pallets which blocks the road. Sarah to bring up with Town Council Highways.</p> <p>Cage Parking Outside of Amusements: It was asked how long there would be parking the unsightly cage outside harbour amusements.</p> <p>Next BID meeting 25th July 2023</p>	<p>Sarah to chase Andrew Archer for emission results</p> <p>Sarah to report back to board after meeting with Des.</p> <p>Sarah to provide a list of positive and negative list for board to consider for each contractor who have quoted.</p> <p>Sarah to engage with Levy payers later in year to see if they would like to do.</p> <p>Sarah to check with highways again.</p>
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