



## Business Improvement District

### BID Board Meeting

20<sup>th</sup> February 2024 – Guildhall

Chaired by: Alex Ward (AW)

Attendees: BID Members: John Hill (JH), Simon Sharp (SS), Phil Barnett (PB), Anthony Cornish (AC)

Others: BID Manager Sarah Hooper (SH), Helen Tripconey (HT), Michael Evamy (ME), Nik Read (NR), Jackie Wetherill taking Mins

Apologies: Louise Bryan (LB), Chrissie Chard (CC), James Deseta (JD), Justin Morgan (JM), Steve Cross (SC)

**Minutes of last meeting approved by John Hill & Phil Barnett.**

**Declaration of Interest** – SH & JM RNLI, AW Kidz R Us, AW & JW & CC St Ives in December, JW September Festival, NR Food Festival

### BID Manager update

#### Food Festival

The BID office have working on tender documents and contract, there are three possible candidates that have expressed an interest. Will allow 2-3 weeks for return once sent out.

**Action: Sarah will update the Board at the next meeting**

### Locals Discount Scheme

Details have also been put out on social media and web page. Feedback so far has been positive.

### Re-usable Hot Drink Cups

Circular & Co have approached up and we are meeting with them on 1<sup>st</sup> March. They are supplying samples which can be trailed, the aim for businesses to purchase and make a small profit on them, and then encourage them to be re used.

Alex asked the question about non registered VAT businesses if this would affect their turnover.

**Action: Sarah to investigate and will update the Board at the next meeting**

### Winter Planting

As the planting was very bare, we managed to secure a deal with Cormac for winter planting as another customer had cancelled. £100 plus labour and these are now in place.

Summer contract may be less this year as they are growing their own planting rather than purchasing so the hope is that this will cover this cost. 3 planters will be added this year to discourage parking in difficult areas.

### Winter Lighting

Sarah is meeting with Event Power Engineering to discuss options for this year's lighting and summer decoration.

Banners were discussed and it was agreed that this year we would not do winter option as they are too small, but summer we could look at a couple to celebrate D Day.

Phil requested we look at options for other streets that have weather coverage.

**Sarah to update Board at next meeting with ideas for designs.**

### **Recruitment**

12 applicants and will interview 5 which will take place later this week.

The candidate will do 1 day for BID and 2 for SITA, 2 years fixed term and part of their job would be to create revenue to eventually pay for position for SITA.

The Board agreed the need to sign a Short Form Agreement with SITA in next few weeks once Alex provides bullet point agreement of items for Sarah to coordinate signatures with Sita Board and BID.

**Action: Sarah will update at next meeting**

### **Office Equipment**

With new person starting it will be necessary to spend a small amount on re formatting office and extra desk. The board agreed.

### **Grant and Mascot**

The BID office is applying for a grant which hopefully will pay for a recycling project for beaches along with a mascot for promotion on recycling.

**Action: - The Board will be updated if successful for approval.**

### **Easter Marketing**

BID will run an easter egg hunt, to follow in the success of finding the pesky piskie to promote the gift card and as a marketing tool for Easter. The Board agreed.

### **Cruise Ships**

Sarah showed the board the list of Cruise ships that land in Falmouth, and outlined the idea to promote St Ives as a destination trip for shore excursions to gain stars on the cruise app and encourage day visitors.

**Sarah will update the board with ideas and how it would work at next meeting**

### **PSPO**

It was noted that feedback from businesses was that they do not want to pay towards PSPO so this is no longer in our budget.

### **SITA**

Sita have approved the new banner pricing and some have already been sold, but membership prices are to be approved at their AGM in March.

It was agreed for SITA to draw up an email to send to Free to book.

**Sarah to update the board in April meeting after AGM**

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### **Gift Card**

No updates currently

**Action: Sarah to update at next meeting**

## **AOB**

Nik mentioned businesses that had painted their premises which clashed with other businesses logo – it was thought that the businesses in question should approach Town Council with their complaint.

The same with another business in conservation area who did not have permission to paint their premises with colour that does not fit with other properties in Fore Street. It was stated that Town Council were already speaking with them about planning permission.

TIP – it was asked if more coffee shops affected the TIP for the town. Sarah to check and report back.

New Director nominations are in and will be put forward at AGM in March for approval.

Next Board Meeting -19<sup>th</sup> March 2024

Dates for further meetings:

23<sup>rd</sup> April 2024, 21<sup>st</sup> May 2024, 18<sup>th</sup> June 2024, 23<sup>rd</sup> July 2024, 20<sup>th</sup> Aug 2024, 17<sup>th</sup> Sept 2024, 22<sup>nd</sup> Oct 2024, 19<sup>th</sup> Nov 2024, 17<sup>th</sup> Dec 2024

END