



Business Improvement District

BID Board Meeting

23rd January 2024 – Wetherspoons

Chaired by: Alex Ward (AW)

Attendees: BID Members: Steve Cross (SC), John Hill (JH), Simon Sharp (SS), Phil Barnett (PB),

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), Anthony
Cornish (AC)

Minutes of last meeting approved by Steve Cross & 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

New Years Eve- Feedback very good for businesses and publicity. Extra costs were incurred for contract with Council due to unexpected extra requests for changes by Town Council also meaning that the contract was not drawn up in time to sign before event. Directors asked Sarah to aim to get contract completed and signed in first quarter of this year to avoid time pressure for 2024.

Diverse were very professional and reported 91 incidents, mainly young teenagers drinking. Wrap up meeting to be arranged to discuss problem areas with anti-social behaviour and discuss with Police for plan of action for next year.

Action: Sarah to fix date and coordinate meeting to report back to the Board. Directors requested if Police could confirm how many officers were at the New Years Eve Event.

Gift Card

One of the large holidays letting agents has expressed an interest to give the gift card to their guests to avoid wastage which would equate to around £45,000 per year. They are discussing with their board so will update at next meeting.

General sales are increasing. The banner to promote the gift card to be displayed at Tesco car park is in progress to be confirmed next meeting

Action: Sarah to update on Banner at Tesco's and Holiday Let sales.

Food Festival

Cornwall Council have agreed a reduced fee which could make the festival viable, but with not enough time before May to put in Event Management plan and no Organiser contracted the decision has been made not to run this year in full form.

Plans for next year will go ahead and now the festival is owned by a St Ives CIC, we can specialise in making it a place for Cornish Chefs, food suppliers and include more community.

Instead, the aim is to approach businesses to run Taster Sessions for that weekend in May.

There is a meeting on Monday and the aim is to have details within two weeks and send out a press release.

Action: Sarah will update the Board at the next meeting

Locals Discount Scheme

Businesses have signed up and posters with QR code are displayed. Details have also been put out on social media and web page.

Recruitment

Avert has been placed for SITA and BID Liaison person.

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.

New pricing structure has been agreed for banners and the Board agreed the need to sign a Short Form Agreement with SITA in next few weeks.

Action: Alex to provide bullet point agreement of items agreed and Sarah to Coordinate signatures from Sita and BID.

Easter

The Three Ferrets have offered to purchase and promote 250 Easter Egg hunt and have asked for help with publicity.

The Board discussed ideas including a map and gift card as final prize for promotion.

Action: Sarah to speak with Businesses and report back at next Board Meeting.

Business Breakfast Meetings

Sarah is arranging dates to be held at the Bay Space.

Action: Sarah to update at next Board Meeting.

Falmouth BID -Cruise ship collaboration

Action: Still waiting on Dates

AOB

Sarah will bring in pictures of suggested BID mascot by Phil at next meeting.

It was requested that dates of all Board meetings for 2024 be sent to directors in January.

Next Board Meeting -20th Feb 2024

Dates for further meetings:

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

END