

CRIEFF SUCCEEDS BID COMPANY LIMITED
Minute of a Meeting of the Board held on
Tuesday, 6th June 2017
Crieff Hydro, 6.30 p.m.

PRESENT: David Agnew (DA); Kay Aschaber (KA); Scott Bennett (SB); Rhona Brock (RB); Ailsa Campbell (AC); Neil Combe, BID Manager (NC); Graham Donaldson, Chairman (GD); William Frame (WF); Roz McCall (RM); Simon Pengelley (SP)

ATTENDANCE: Jean Ann Scott Miller (JASM)

APOLOGIES: Bob Anderson; Graeme Bingham; Stuart Cassells; Kate Graham; Stephen Leckie; Anna McLean; Jim McEwan; Bruce Strickland; Alex Thomson

1. Chairman's Remarks

- Welcome and introductions.
- **Crieff & Comrie Quair.** BID page to become a regular feature.
- **Levy Payers Meetings.** Useful events, with an encouraging response. Numbers small, but discussions open and positive. Good format.
- **BID Dinner.** Another social forum for consideration towards the end of the year.
- **BID Progress.** Growing confidence and sense of momentum. Hard probationary period now leading to positive actions/higher profile.

2. Previous Minutes

PROPOSED William Frame **SECONDED** Ailsa Campbell that the Minutes of the Meeting held on Tuesday, 4th April 2017 (previously circulated) be **APPROVED**. They were then signed by the Chairman as a true and accurate record.

3. Matters Arising – none, other than on the Agenda.

4. BID Company

4.1 BID Office and Town Hall

- Last-minute problems with terms of the Lease almost resulted in BID's withdrawal. Senior PKC intervention resolved issues, and though Lease has still to be signed, Heads of Agreement were signed off in time for Crieff Common Good Fund Committee meeting on 26th April – crucial to allow work programme to proceed.
- Lease about to be issued – SB to check document before signature
- Works underway, and entry expected end-July
- Discussion at recent CCC meeting on use of former Crieff Burgh chairs. BID will require Board Room furniture, and will be pleased to make use of the chairs if available. WF to look for a table.
- **Touchscreen (in TH porch area – only accessible when office open).** Confusion over "free" screen offered by PKC and service provided by suppliers, ADS. Options available: (1) ADS to set up "free" screen as advertising platform, selling space to the businesses; (2) BID to pay £4,000 for ADS to set up "letter box" format for all businesses; (3) BID to pay £5,000 for ADS to populate screen to BID specification.
- In any event, ADS will be looking to sell advertising space in screen sidebars/banner

- ADS will also provide destination listing facility

After discussion, AGREED: NC to investigate provision of BID-owned/supplied touchscreen, to be situated outside the Town Hall for continuous access, and populated with BID website

4.2 Levy payment update

- As reported to Bottom Line group, 17th May 2017 – invoiced £98,802; paid to date £83,640
- 2015/16 total paid £89,486 – similar result expected for 2016/17
- Some concern that PKC/Sheriff Officers not rigorous enough with investigation – example cited of business where debt written off by PKC on grounds they were no longer trading and could not be contacted. Local knowledge established the company was still in business and the owner lived locally.
- Levies due in 2015/16 still being collected

4.3 Management Accounts

- End-of-year surplus of £46,000 projected
- Tax implications – surplus must either be spent or committed by year end
- Current and projected end of year surplus will allow us to fund a number of initiatives, including the Gift Card and Events in the Square, and leave us with a working capital that can be used as leverage to attract other funding

4.4 2016/17 Budget

- Projected working capital of £46,000
- **“Ambassador” role.** Admin and other support for NC should be budgeted for 2017/18, and current surplus will allow temporary appointment during the summer.

AGREED: NC to action

4.5 Levy Payer Communication

- Immediate task for “Ambassador” – list still not complete/up-to-date
- Must establish contact with trades as well as retailers

5. BID Business Plan

5.1 Website

- Improved, but work still to be done/content to be added
- Still very much a business directory – helpful to look at comparable sites
- Management still an issue – example cited that where a business platform is empty, user tends not to scroll down further

5.2 Marketing Plan – Visit Scotland Growth Fund

- Decision due 12th July. Cautious optimism

5.3 Big Event

- Further proposal from Derek Allan received – limited scale for initial trial
- Strong general support, but commitment from PKC to underwrite any potential losses in first years essential
- Some development costs could be met from working capital
- LEADER funding not available for events

After discussion, AGREED (1) BID to engage with Derek Allan and promote outlined event in February/March 2018; (2) DA to attend next meeting of Marketing Group; (3) NC to hold urgent discussions with PKC (funding), DA, local estate; (4) Essential to proceed with all possible speed

5.4 Crieff Remembers

- On schedule
- Programme ready for production. Distribution thereafter
- Crieff Remembers Exhibition progressing - professional support
- Parade numbers estimated at 500/600 – large supporting crowds expected
- BID assistance with Diaspora exhibition acknowledged and appreciated
- Three-week Festival with full programme of events. Role of small voluntary group acknowledged

5.5 Gift Card

- Miconex proposal recommended for approval by Marketing Group

After discussion, unanimously AGREED to commission Crieff Gift Card as proposed

5.6 Crieff in Leaf

- CiL seeking support for sculpture installation (Highland cattle) in Burrell Square

After discussion, AGREED to pledge £1,000 towards costs

6. Events in James Square

- Market on 3rd June appeared to be quite successful. Hopefully, Crieff@Christmas raised significant funds
- Alloa BID: expenditure of £500/£600 per week for six-week period provides a day of family entertainment in town centre
- During summer holidays, any day appropriate
- Suggested format: performance artistes; music (Pipe Band/brass ensemble/local groups); falconer (“Owl Man”)
- Inform bus tour companies

After discussion, PROPOSED David Agnew SECONDED Simon Pengelley that £5,000 be budgeted to promote a weekly programme of events as outlined. AGREED

Further AGREED that DA/GD/NC should establish group to deliver programme

7. Christmas Planning

- John Gauld already publicising Christmas Market in Artspace, 9th/10th December
- BID’s role/expectations? Outline **AGREED**: (1) Late-night opening – one night only; (2) Prize draw (mechanics?); (3) Co-ordinate with Christmas Lights switch-on; (4) Targeted advertising; (5) Co-ordinate with launch of Crieff Gift Card

Further AGREED: DA/GD/NC to firm up proposals and call open meeting for interested participants

8. 2017/18 Business Plan

- Opportunity to reflect on effectiveness of current Plan, particularly commitment to event funding. Evidence suggests support for community bodies brings little benefit to town
- Evidence from other BIDs suggests BID should concentrate on BID-led events
- NC to bring proposals to Bottom Line group

9. AOCB

9.1 Information Boards

- PKC funding available for installation of information boards – previously promoted by CUSP – in all car parks (original art-work tabled)
- NC to provide name of graphic designer to co-operate on production
- New information board also scheduled for installation in James Square

9.2 PKC Parking guide for Crieff – tabled and noted

10. Date of the next Meeting – Tuesday, 15th August 2017, 6.30 p.m. Venue to be confirmed.

There being no other competent business, the Meeting ended at 8.20 p.m.

Signed

Date