

CRIEFF SUCCEEDS BID LTD
Minute of a Meeting held on Tuesday, 1st December 2015
Red Squirrel Café, East High Street, Crieff
6.30 p.m.

PRESENT: Stuart Cassells, Chairman; David Agnew; Bob Anderson; Paul Attewell; Scott Bennett; Ailsa Campbell; Neil Combe; Ann Cowan, PKC; Andrew Cuthbert; William Frame; Kate Graham (intermittent video link); Simon Pengelley; Anne Younger, PKC

ATTENDANCE: John Bray; Jean Ann Scott Miller

APOLOGIES: Graham Donaldson; Stephen Leckie; Alan Rankin

1. The Chairman extended a warm welcome, thanking PA for the use of his premises and the kind hospitality provided. PA explained that he and his wife had taken over an established business in 2010. In his view, trading had eased during the intervening five years.

2. Previous Minutes

AY asked that it be noted that the Meeting of Tuesday, 17th November 2015 had been informal. With this addition, the Minutes of the Meeting held on Tuesday, 3rd November 2015 were approved and signed by the Chairman as a true and accurate record.

3. Matters Arising

3.1 PKC loan offer. This had been formally declined.

3.2 Recruitment of BID Manager. After a recruitment process in which Directors as well as the Panel had been involved, John Bray had been appointed, and would be in post from 1st January 2016. He was attending the present meeting, and the Chairman extended a welcome and congratulations. The Board looked forward to working with him.

3.3 Board Coaching. Nigel Scott had held face-to-face discussions with all Directors, and with JASM. The next meeting of the Board, scheduled as informal, would be in the Hydro, on Tuesday, 15th December, when NS would be holding his first workshop, covering issues including Corporate Governance.

3.4 Invitation to BID Scotland. A date had still to be agreed.

3.5 Science Festival. AR had still to meet the organiser.

4. BID Company

4.1 Registration of Directors. Two Directors had still to return their APO1 forms, and registration had therefore been delayed. SB would provide a second form for AY if necessary.

4.2 Levy Invoice. PKC had not yet issued the reminder letters. Income for November was £14,519.53, bringing the total to £41,003.28. The full report was tabled.

Category	Number
Fully paid	124
Repayment Arrangements	16
Payment promised/anticipated in full during December	19
Liability queries and returned mail being investigated	13
Other correspondence received	7
Outstanding (reminder notice cases)	126
 Total	 305

A discussion ensued on the wording of the reminder notices, and the whole process attached to non-payment. It became clear that though the process had been agreed by the Steering Group, details had not yet been provided to the Board. **AR to action**

4.3 **Finance.** In GD's absence, SC reported that he would be opening online banking facilities.

4.4 **Non-levy payers membership.** BA reported that a number of businesses outwith the levy area had expressed an interest in taking part in the Christmas Extravaganza. JASM reminded the Board that at the informal meeting of 17th November, it had been agreed that these businesses should be encouraged to participate, on payment of an agreed fee, but that voluntary membership should not be considered at present. This led to a discussion on the distinction between formal and informal meetings of the Board, with some Directors taking the view that attendance at informal sessions was voluntary. It was finally **AGREED** (1) that any decisions taken at informal meetings must be ratified at the next formal meeting of the Board; and (2) that while attendance could not be compulsory, it was encouraged for all meetings. It was then **CONFIRMED** that non-levy payers from outwith the area would be able to take part in the Christmas event on payment of a fee. It was further **AGREED** that the Making it Happen group would consider the issue of Voluntary Membership and develop a strategy for discussion at the next formal meeting.

5. **BID Business Plan**

5.1 **Welcome sub-group.** A report of the group's activities had been circulated. NC added that an application for the Business Improvement Scheme had been received from Richmond House. The Welcome group's strategy had been clearly laid out in the paper, and included liaison with CUSP and others on the newly implemented parking regime. BA reported that efforts had been made to get PKC to delay switching the meters on until 1st January. ACo responded that the answer from Barbara Renton had been a definite "No". JASM reminded the Board that the new regime had been under discussion for at least four years, during which there had been full public consultation. The Council had signed off the proposal in March 2013, and it was a pity that it had taken so long to implement it. The Steering Group had been aware that parking was an issue in the town, but had felt that the new regime had to be tested before changes were proposed. During discussion, it emerged:

- That 10 minutes grace was allowed for business owners to load or unload at their premises
- That there was an urgent need for far better signage directing drivers to the unlimited Free Parking at Leadenflower and the limited 2-hour Free Parking at King Street

It was finally **AGREED** that AR should put out a News Flash to all levy payers, communicating the parking facts.

NC confirmed that the Music Festival referred to in the paper was at a very early stage of discussion. No external contacts had yet been made.

5.2 Bottom Line. BA deferred discussion of the Christmas event until AOB.

5.3 Making it Happen. (1) SB confirmed that JB had agreed the contract of employment. (2) AR was working with the Learning Centre to extend occupancy. (3) Under the Operating Agreement with PKC, it was now necessary to set up a Monitoring Group, which would meet twice a year for a full review of the levy. It was mandatory for the Council representatives to be on this group, and he proposed that the other members should be himself, Kate Graham and Graham Donaldson. **AGREED.** (4) He would circulate a note explaining the status of co-opted Board members. (5) AR was working up a formal hand-over process. (6) As already agreed, the group would produce proposals on voluntary membership.

5.4 Marketing. SC stressed that brand development was the most pressing issue. AR had held a helpful meeting with the VisitScotland Growth Fund Manager, and brand development would qualify for grant support, but on a very tight timetable. The Marketing group was aiming to put proposals to the Board in December, and it was hoped to obtain support and advice from a marketing consultant during January with the aim of completing the project by March, within VisitScotland's timetable. This strategy was **AGREED**, and it was further **AGREED** that John Bray should join the Marketing group, with immediate effect.

6. Any Other Business

6.1 Christmas Extravaganza. BA set out the strategy behind the event – an ambitious expansion to two full days, with 28 tables available under cover in the Square for businesses and others to showcase their wares. He listed some of the businesses which had applied, and agreed to send a full list to JB and JASM. He was asked whether priority would be given to levy payers, and confirmed that it would. This led to a discussion on the status of the event, and the Board was reminded that it had been clearly agreed at the meeting of 3rd November: “That for administrative reasons, this had to be a BID event and it would be led by the Board. ... That this should be a one-off event for BID – in future years the ‘Christmas Shopping Event’ team must be established to allow independent management and BID support through the event support grant mechanism.” BA quoted expenditure at £2,434 from an agreed budget of £3,000. **NOTE: BA has been asked to supply a definitive budget for the Board to sign off.** Advertising would be extended to a wide area, embracing Perth, Stirling, and Aberfeldy as well as wider Strathearn. Unfortunately, the local youth groups, apart from the Rugby Club, had not been able to provide support. A Town Crier would parade through the town to announce the event. Everyone attending it would be asked to fill in a brief

report form, including contact details, but not email addresses, and they would then be entered in a major draw, with prizes totalling up to £3,000. NC insisted that the success of the event must be measured. SP suggested that the survey forms could be used to benchmark the event's success in future years. It was difficult to measure this year against its more modest predecessors.

6.2 DB Consulting. Mixed reports had been received, with some businesses recording significant savings and others already getting a better deal.

6.3 Board Procedures. NC pointed out that applicants under the Business Improvement Scheme were required to provide alternative quotes for any work proposed. He said that the Board should follow the same course.

NOTED

6.4 Public funding. BA asked if any progress had been made with regard to the £35,000 budgeted figure pledged by PKC against specific projects. Councillors had been asked to progress this. JASM reported that AR had spoken to Dave Cowie and she believed a priority list was being developed.

6.5 Google Tour. BA stated that at The Tower, Google Tour was used to great effect. He wondered if it could be used in a wider context. **NOTED.**

7. Date of the next Meeting – informal meeting, Tuesday, 15th December 2015, Crieff Hydro, 6.30 p.m.

There being no other competent business, the Meeting ended at 8.35 p.m.

Signed

Date