

Crieff Succeeds BID Limited
Draft Minutes of a Meeting held on Tuesday, 12th July 2016
Crieff Hydro, 6.30 p.m.

PRESENT: David Agnew (DA); Bob Anderson (BA); Scott Bennett (SB); Neil Combe (NC); Ann Cowan (ACo); Andrew Cuthbert (ACu); Graham Donaldson, Chairman (GD); William Frame (WF); Simon Pengelley (SP)

ATTENDANCE: Jean Ann Scott Miller (JASM); Representative of MiConex (Perth)

APOLOGIES: John Bray, BID Manager; Ailsa Campbell; Stuart Cassells; Stephen Leckie; Anne Younger

1. The Chairman extended a general welcome.
 - He thanked BA and WF for their initiative in providing additional Free Parking signs during T in the Park and their help with the banners.
 - There was still no news on the application to VisitScotland for grant funding of £23,000
 - The VOLPA representative due to attend the meeting was unfortunately unwell.
 - He had had a further session with Michael Willis, and MW would meet the full Board at 6.00 p.m. on Tuesday, 6th September 2016 at Crieff Hydro.
2. **Presentation from MiConex (Perth) on proposed Crieff Gift Card scheme**
 - **Background.** Gift card designed to retain spend in Crieff. Unlike the traditional store gift card, it could be spent at any of the participating businesses, acting as a local currency.
 - **MiConex** had already established the Perth Card (December 2015), which was gathering popularity. Retailers appreciated the fact that no discount was involved.
 - As the scheme would be funded by BID, there would be no additional outlay for retailers.
 - The Crieff Card would be dovetailed to meet local requirements.
 - MiConex. would handle card preparation, technical set-up and support, and promotion.
 - Delivery of the scheme should be achieved within 8 weeks of sign-off
 - **Presend.** Following initial discussion, MiConex had identified Presend, a Swedish company, as the preferred infrastructure provider for the scheme.
 - Presend would provide a complete service, including registration.
 - No need for in-store terminals to be modified.
 - Tracking sales and loading cards easily accessible through web interface.
 - **Operation.** Consumers to purchase pre-charged VISA gift cards, either online or at registered retail businesses.
 - Registered retailers simply process card through in-store terminal, with standard payment procedure.

- Visa charges 1.5% processing fee per transaction, marginally higher than standard charge, to cover pre-pay costs
- **Cost.** Set-up cost - £7,000. Annual cost - £5,954. Variable costs (card purchase/per load fee) 0.399 per card, 0.59 per load fee + 1.5% sales cost (Visa)
- **Sales.** Average sale value £30
- **Projected up-take per 10,000 population.** Year 1 – 833 rising to 3,333 in Year 4.
- Opportunity of annual sponsorship to reduce costs
- **Revenue.** Card expiry period 12 months. Breakage level 10%

A general discussion followed.

- How was success measured? Need to establish how much of spend was additional rather than routine.
- Need to establish support among businesses before committing.
- BID's investment in the programme would yield no return in the first 12 months of operation.
- BID's spend would total £30,000 over 4 years.
- Set-up costs were high.
- Noted that McEwens of Perth had participated. Did their failure have any effect on others? No – built-in safeguards.

It was finally **AGREED** that the Bottom Line group would seek further information from MiConex and submit a final recommendation to the Board as soon as possible.

The MiConex representative withdrew from the Meeting at 7.30 p.m.

4. **Previous Minutes.** JASM apologised for two errors: Item 3.1, final paragraph, for SB read SC; Item 3.2, for SB read JB. With these corrections, it was **PROPOSED** Willie Frame **SECONDED** Neil Combe that the Minutes of the Meeting held on Tuesday, 14th June 2016 were approved and they were then signed by the Chairman as a true and accurate record.

5. Matters Arising

5.1 **Finance.** There was still a serious problem with obtaining information on levy collection issues from PKC. A total of £97,780 had been billed in levy payments. £22,500 was outstanding, and PKC had failed to provide any additional information. There was also an on-going issue with a major levy payer who was adamant that he had paid in full, but was still being shown by PKC as a defaulter. After a brief discussion, it was **AGREED**:

- PKC were clearly in breach of the Operating Agreement.
- SB would draft a letter to the Revenue Manager
- It was unclear if a figure for gross revenue was available. This should be established as soon as possible.

LEADER funding. It was explained that the application was on hold, pending confirmation of the Town Hall lease.

5.2 **Town Hall.** SB reported PKC's response to queries regarding the Heads of Agreement.

- Insurance premium reduced to £500

- No rates would be applied
- No need for change-of-use planning consent
- PKC would cover all external maintenance costs
- BID would be responsible for internal costs and day-to-day running

The property team had still to provide a timescale for the refurbishment programme, and VisitScotland were remaining *in situ* for the time being. After a brief discussion, it was **AGREED**:

- With the addition of an agreed and definite entry date, the Heads of Agreement could now be signed off.

6. BID Company

6.1 **Crieff Succeeds Management and Governance Policy paper.** During discussion, a number of points were made.

- Insufficient clarity in decision-making process
- Role of Councillors no different from other Board members where conflicts of interest occur
- Proposed sub-group spend limit of £2,500 too high
- Lack of any evaluation process
- Strategic issues must be signed off by full Board

Finally **AGREED** that detailed comments should be submitted as soon as possible to allow GD, BA and SB to fine-tune the document.

6.2 **Accounts.** Considered under Item 5.1.

6.3 **Meeting Venue and associated costs.** After discussion, it was **AGREED** that until the Town Hall was available, the Board should rotate the meeting venue. WF offered use of his office, and SP confirmed that Artspace would also be suitable.

7. BID Business Plan

7.1 **Marketing.** BA voiced concerns about the brand and logo signed off by the Marketing subgroup and felt that such a vital issue should have been agreed by the Board. After discussion, it was **AGREED**:

- Marketing group to look again at the logo, particularly the use of colour
- Final decision to be signed off by the Board, via email
- BA to contact Stuart Cassells re his concerns

7.2 **Welcome.** NC reported

- Two more applications for Business Improvement Grants had been received
- Contact had been made with the organiser of the Enchanted Forest – subgroup hoped to promote similar BID-led event in November. Possible themes – Fiery or Scary.

ACu reported that a full response from Hunter Hope on the various parking issues was still awaited. The discussion had been friendly and helpful. He had meanwhile been contacted by the Scottish Government. **NOTE: since the Meeting, ACu has received and circulated HH's detailed response.**

7.3 **Bottom Line.** Further to earlier discussion on the gift card, an approach had been received from Douglas Buchan, offering to investigate a bulk-buy scheme.

AGREED

7.4 **Making it Happen.** Report under Reserved Matters.

8. **AOB.** ACo commented that the unmanned VIC in Blair Atholl had attracted 18,000 visitors last year.

9. **Date of the Next Board Meeting.** **AGREED** that the Board should revert to the original schedule of the first Tuesday in every month, subject to occasional variation. The next Meeting would therefore be on **Tuesday, 2nd August 2016 at 6.30 p.m. Venue tbc.**

Meeting with Michael Willis, Tuesday, 6th September, Crieff Hydro, 6.00 p.m., to be followed by in-course Board Meeting.

There being no other competent business, the Meeting ended at 8.30 p.m.

Signed

Date