

CRIEFF SUCCEEDS BID LIMITED
Minutes of a Meeting of the Board held on
Tuesday, 22nd November 2016
Crieff Learning Centre, Lodge Street, Crieff, 6.30 p.m.

PRESENT: Bob Anderson (BA); Scott Bennett (SB); Ailsa Campbell (ACa); Stuart Cassells (SC); Ann Cowan (ACo); Graham Donaldson, Chairman (GD); William Frame (WF); Simon Pengelley

ATTENDANCE: Neil Combe, BID Manager (NC); Jean Ann Scott Miller, Minutes Secretary (JASM)

APOLOGIES: David Agnew (DA); Kate Graham (KG); Stephen Leckie (SL); Anne Younger (AY)

1. GD extended a warm welcome to NC, who was attending the Board for the first time as BID Manager. He and the Board wished Neil well, and looked forward to working with him. He thanked BA and SP, for their contribution to the interviewing panel for the Manager's post, and JASM who kept a note of the interviews. We were also grateful to pHReedom for providing the background paperwork – job description, advertisement etc. – which had been of great assistance. He was pleased to say that the Levy Payers' Meeting on 3rd November had been well attended, and very largely positive in tone. We were grateful for the interest and support shown.

2. Previous Minutes

The Minutes of the Meetings of Tuesday, 4th and Tuesday, 25th October 2016 were agreed, and they were then signed by the Chairman as a true and accurate record.

3. Matters Arising

3.1 Crieff at Christmas

- **Lights** switch-on, Saturday 26th November
- **Entertainment** during afternoon – clowns, jugglers – BID-funded (£1,000)
- **Late-night shopping** Thursday, 8th December
- **Music** in the Square
- **Christmas Market Friday, 9th Saturday, 10th December.** Organised by John Gauld in aid of Crieff at Christmas
- **BID involvement** – funding heated marquees (£1,000)
- **Christmas Prize Draw.** To be organised by retailers. Anyone making a purchase on Thursday or Friday in participating shops would be entered into the draw, to be made on Friday evening. BID (BA/NC) and Crieff at Christmas working closely together.
- **Marketing** – JG distributing posters round the town. Social media, *Strathearn Herald*, *Quair* also involved. BID's involvement/contribution to be publicised. More generally, NC planned a monthly advertorial in *The Quair*

As SP was only able to attend for a limited period, it was AGREED to move to Item 4.4 – Annual Accounts

4. BID Company

4.4 **Annual Accounts.** The Annual Report and Financial Statements had been prepared by Messrs Finlaysons and previously circulated to the Board. The list of Directors should be amended to show the resignations of Paul Attewell and Andrew Cuthbert during the year. With this amendment, the Annual Accounts were **APPROVED**.

4.5 **BID Manager Key Objectives.** A previously circulated paper was discussed in detail.

- **Communication** must have top priority – with levy payers and the community. Full use of brand logo must be established.
- **Major Event.** Present thinking was that this should be in the otherwise slack winter season, which suggested the format of a Light Festival. Other options would be discussed – including the suggestion from WF to develop contact with WildFox Events. While VOLPA were involved with the planning and delivery of any event, strategy must be developed and set by the Board. The present proposal could be expanded in later years.

It was finally **AGREED** that SB/KG and NC would develop the paper into a prioritised list, and that a review procedure would be established to allow measurement of progress.

4.6. Composition of Board/Sub-groups

- **Marketing/Welcome Crieff.** **AGREED** to amalgamate. Members: SC, ACa, DA, BA, SL, ACo. If SL unable to participate, possible inclusion of Hydro staff member to be explored
- **Making it Happen** – WF, SP, AY
- **Bottom Line** – SB, KG, GD
- **Sub-groups** to meet monthly, attended by NC/JASM
- **Board** to meet bi-monthly – NC to develop meeting schedules
- **Board membership.** No applications had been received following recent publicity. Various names were canvassed, and it was **AGREED** that GD/NC would approach the possible candidates
- **Specialist role** – the Board should consider engaging specialist support in areas such as fund-raising (urgent need for LEADER application)

SP left the Meeting at 7.10 p.m., and the Agenda resumed at Item 3.2

3.2 Shop window vinyls. After discussion, it was **AGREED**

- ACo to contact June McEwan. Schools to be invited to submit designs for paper screens in any shops where owners had agreed access
- ACo to contact new occupant of former Edinburgh Woollen Mill with the suggestion that he should fill the windows with promotional material for his business.

4. BID Company

4.1 BID Office and Town Hall

- SB to arrange further meeting with PKC and obtain full schedule of proposed works/timescale
- WF's detailed survey to be reviewed/compared, and final schedule agreed with PKC. WF to participate in discussion

- Expectation still that works would start early in 2017, with entry in May/June
- GD to speak to VisitScotland – departure date and any support/assistance to be provided for BID

4.2 Levy collection

- NC to meet PKC officer responsible for levy collection
- NC to meet Tom Flanagan and Alan Graham, PKC to review PKC support – discussion on waste management and other practical issues
- NC to meet Ian Davison Porter. Three defaulting levy payers had contacted him direct. His response had been robust
- To date, £100,055 had been invoiced, and £53,006 had been collected. 160 levy payers had been issued with final demands. Situation broadly comparable with Year 1

4.3 Accountancy/financial control support. The format as presented was **APPROVED**

5. BID Business Plan

Reports from the Bottom Line and Making it Happen sub-groups had been circulated and were **NOTED**. No report had been submitted by Marketing or Welcome. It was again stressed that the sub-groups must become the effective drivers of Board business, with reports regularly submitted and, where necessary, decisions referred to the Board.

6. AOCB

6.1 Temporary town-centre premises. GD had as agreed investigated the use of the former opticians adjacent to the Town Hall. It was **AGREED** that the rental was too expensive.

6.2 Communication. BA reverted to the pressing need to develop regular communication with the levy payers – this remained a matter of great concern in the town.

6.3 Annual Meeting, Thursday, 1st December 2016. Three levy payers had applied for membership of the Company, and were expected to attend the Meeting. The Notice of the Meeting had been issued.

7. Date of the Next Meeting – Tuesday, 6th December 2016 at 6.30 p.m. Venue to be confirmed

There being no other competent business, the Meeting ended at 7.45 p.m.

Signed

Date