

Crieff Succeeds BID Limited
Draft Minutes of a Meeting of the Board on Tuesday, 2nd August 2016
Crieff Hydro, 6.30 p.m.

PRESENT: David Agnew (DA); Bob Anderson (BA); Ailsa Campbell (ACa); Stuart Cassells (SC); Neil Combe (NC); Ann Cowan (ACo); Graham Donaldson, Chairman (GD); Stephen Leckie (SL); Simon Pengelley (SP)

ATTENDANCE: Alan Rankin (AR); Jean Ann Scott Miller (JASM); Tricia Fox, VOLPA (TF)

APOLOGIES: Scott Bennett (SB); John Bray (JB); William Frame (WF); Kate Graham (KG); Anne Younger (AY)

1. GD welcomed all present.

2. **VOLPA presentation.** TF reviewed the branding project.

- **Logo.** Revised proposals offered for final approval. Emphasised that this was for navigation/communication purposes only. Traditional signage at gateways to the town would remain - Burgh crest and identity "Heart of Strathearn"
- **Brand guidelines**
- **Brand assets – Website:** visit.crieff.scot, with branded holding page.
Facebook page: @VisitCrieff – operational for approximately 6 weeks, and had attracted 531 followers since launch. **Twitter Page:** @VisitCrieff – 102 followers since launch. Rival VisitCrieff page opened by High Street trader – situation amicably resolved. **Banner:** in development. Board welcomed concept but unhappy about design elements – image/colour. For revision. Once complete, banner to hang across top of King Street. Tayside Contracts to be approached for installation
- **Photography/ Video.** Brief being finalised prior to selection process . Material being gathered from local photographers. Some images already submitted. Video initially designed for on-line use but could be used for TV if required. It was agreed that local suppliers must get a fair chance to compete for such work.
- **BID Event 2017.** Outline proposal: 10-day programme November 2017. Based broadly on "Enchanted Forest" model. Possible "routes" – Hydro-Distillery/Bennybeg, with main gathering and departure point from James Square. Themes/elements – Crieff's history/fire. **Next steps:** Derek Allan already identified as expert consultant. Detailed costed proposals to be worked up – "action by Christmas 2016". Funding options: PKC, EventsScotland, sponsorship. Immediate funding required for scoping.
- **Autumn Marketing campaign.** To be digital led – decision required on funding
- **BID Member Newsletter**
- **VisitScotland.** Re-application for February 2017. VS looking for a more targeted market. **AR/TF/SC to develop**

AGREED: Logo – to accept revised version 2

Photography/Video: £3,500 budget figure signed off to allow selection process to start.

BID Event: £2,000 signed off to cover scoping costs

Marketing Campaign: £4,000 budget figure signed off – emphasis on need to talk to businesses

TF left the Meeting at 7.15 p.m.

3. Chairman's Remarks

3.1 WF and he had interviewed JB, who had been gracious and co-operative when advised that his contract was not to be taken forward after his probationary period. News of his departure had been emailed to those levy payers who had provided email addresses and there would be coverage in the Herald later in the week.

3.2 He had held a helpful meeting with David Westland, Chairman of Alloa BID, and consultant to Auchterarder. DW might put a proposal to the Board regarding his further involvement and had been keen to stress that there was scope for co-operation with both places.

3.3 He was sorry to report that Andrew Cuthbert had resigned from the Board. Directors were appreciative of his contribution.

3.4 AC's resignation made it imperative to recruit new Directors. After discussion, it was **AGREED**

- ACa to provide skills matrix – emailed to all Directors
- Areas of weakness to be identified
- Names to be submitted to the Chairman
- Levy payers to be consulted
- Sub-groups to be strengthened via co-option pending new appointments

4. Previous Minutes

4.1 **Reserved Matters, Tuesday, 12th July 2016.** The Minute was tabled and approved, and was then signed by the Chairman as a true and accurate record.

4.2 It was **PROPOSED** Simon Pengelley **SECONDED** Neil Combe that the Minutes of the Meeting of Tuesday, 12th July 2016 be approved, and they were then signed by the Chairman as a true and accurate record.

5. Matters Arising

5.1 **Finance.** AR referred to the circulated papers.

- **Management Accounts** for June had contained some errors.
- Present document to end-July also contained projections for the year-end situation.
- Overall message - there had been a consistent under-spend during the year and projects had not been delivered to time against the annual budget.
- Should expenditure remain as projected, there could be a liability of c. £8,000 Corporation Tax.
- Urgent need for the Board to develop “quick-win” projects within the scope of the Business Plan.

AGREED: AR to work with sub-groups.

- **Levy Collection.**

- Hard-core of levy payers still withholding payment.
- Concerns remained with PKC's performance.
- Bad debt potential at £14,149 (14.5%) was unacceptably high.
- A number of cases due to be passed to Sheriff Officers. There was a reasonable chance of recovery.
- PKC to be urged to strictly follow BID guidelines in recovery of invoice fees.
- Any write-offs had to be agreed by a Director and PKC Chief Executive
- PKC had been operating collection manually, but software had now been installed and performance was expected to improve

AGREED: AR to seek urgent meeting with David Littlejohn

5.2 Town Hall

- Survey carried out on 1st August
- Condition report to be completed by 5th August
- Norman Scouller to collate all information and produce overall scope of works
- Scope to be costed by in-house Quantity Surveying team
- Design team keen to meet with SB/Board to discuss "expectations" from refurbishment
- SB to maintain contact via Mearns McCaskie/Norman Scouller
- Essential to establish projected entry date
- Essential that Board should develop proposals for future use/lay-out of the premises in advance of refurbishment

AGREED: GD, SC, NC, AR to develop Business Plan for the premises

5.3 **VisitScotland funding.** Already noted that VS required "more meat". The board agreed to submit an application to the February panel.

5.4 **Gift Card Scheme.** After a detailed discussion, it was **AGREED**

- The MiConex proposal was too complicated and too expensive up-front
- Some kind of gift card scheme remained an attractive proposal
- AR to investigate with a view to get something on the ground for the year end

5.5 Management and Governance Policy

- Revised document previously circulated
- Proposed changes covering Directors' term of office (3 years); Board approval for all capital and revenue expenditure for any single external contract above £1,250; establishment of Risk and Audit Committee; minimum of 6 regular Board meetings during financial year; voting procedures – casting vote of chair. **AGREED**
- Additional requirement for tighter rules on conflicts of interest with particular reference to Business Improvement or Event Support grants – if any BID involvement, decision to be passed to BID Board

With this addition, the Management and Governance Policy was unanimously **APPROVED**

6. BID Company

AR outlined the immediate priorities for the Board: Annual Report; issues of Board membership; continued training programme with Scottish Enterprise. **Communication** with the levy payers was crucial.

- Hard-copy report for every levy payer strongly recommended
- Simple pre-planned messages to get positive stories into the press
- Need for agreed programme - specific messages on specific dates

AGREED that AR should develop with VOLPA a communication plan for the coming months – AR to control content.

7. BID Business Plan

7.1 Marketing sub-group. Priority must be the webpage. Tendering process must be revisited as submissions were poor. Event Support Grant scheme could give opportunities for quick-win projects. ACa instanced her earlier suggestion of a Teenage Market, to be developed in conjunction with Crieff Community Trust. Other suggestions: Crieff Highland Gathering; Drovers’ Tryst. No decision as to how this might be developed.

7.2 Welcome sub-group. A full report had been circulated.

- Business Improvement scheme ticking over, but still behind budget
- PR required to promote both grant schemes to help publicise the available funds
- Earlier decision to install vinyls in empty shops to be progressed
- Possible involvement with Christmas Lights
- £2,500 available for “street improvements”

7.3 Bottom Line sub-group – Annual Meeting

- Possible venue – Artspace
- To follow general meeting format
- Purpose – to inform levy payers/establish Membership

Note. SB’s paper on Membership was considered at the Board Meeting on 10th May 2016. The Minutes record: AGREED that, using the PKC levy list, all levy payers should be invited to become members of Crieff Succeeds BID Limited. Owners of multiple premises operating under one company or business name would have only one membership and one vote at any Annual or Extraordinary General Meeting of the Company. SB/JB to progress.

7.4 Making it Happen sub-group – Recruitment of Manager

- Post to be advertised on appropriate networks/social media
- Interviewing panel: GD, AY, SP, BA. AR to attend if available

8. Any Other Competent Business

8.1 Enterprise Scotland. NC asked for outline information on content/format of meeting with Michael Willis scheduled for 6th September.

8.2 Utilities. BA asked if any Director nearing the end of a present contract would be prepared to let Douglas Buchan carry out a check with a view to negotiating a better deal. No takers.

9. Date of the Next Board Meeting – Tuesday, 6th September 2016, Crieff Hydro. Meeting with Michael Willis, 6.00 p.m., Board business to follow. Apologies recorded for SL, SP

There being no other competent business, the Meeting ended at 9.00 p.m.

Signed Date

