

Business Improvement District

Tavistock BID Ltd

Ridge Grove, Russell Street Tavistock PL19 8BE

01822 613355

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE: 20th July, 2016, AT 6.00PM **LOCATION:** THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Tony Whitehead - Mayflower Galleries (TW)

Guy Talbot – Francis Clark (GT)

Nigel Eadie – The Original Pasty House (NE)

Andrew Baker – Potter Baker (AB)

Lisa Piper – BID Manager (LP) Robin Rich – I Love Candy (RR)

Mandy Ewings – Original Barber Shop (ME)

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	There were no apologies	
2	MINUTES OF THE LAST MEETING	
	It was proposed by RR and seconded by NE that the minutes from the June	CH put on to web page
	meeting were accepted as a true and accurate record, these should be put	
	on the web page	
3	GETTING THE WORK DONE	
3.1	Re-ballot results and moving forward –	
	 Directors were pleased that the re-ballot was in favour of BID 	
	continuing for another 5 years – very close vote 96 in favour, 74	
	against with 9 spoilt ballots	
	 No votes from charity shops and a fair proportion of 'non-retail' not 	
	voting – generally retail voters – high proportion of no votes from	
	hairdressers and Office based/Solicitors etc. LP will try to get Office	LP
	based services to informal 'get together'? – come on the Board	
	perhaps?	
	 She advised that 'Local Matters' shop was now open in Elbow Lane, 	
	and suggested that perhaps she should have a presence there once	
	a week from 11.00am3.00pm. – 'hot desk' - local businesses could	
	be notified of this and would be able to meet her there – agreed this	LP
	would begin from September – she will begin to make appointments	
	for people to meet	
	TTC Representative would be Colin Rogers or Harry Smith	
	The new Admin. person should begin in September when the new	
	BID term begins – this would be for 5 hours per week – LP has a few	
	people in mind – will check with BID Directors - needed to be	
	someone who would update social media – weekly blog, up-date	
	web-sites, newsletters etc.	
	Concentrate on being pro-active and not just re-active	
	Work more closely with other groups – doing this with some already	
	(LP meets with Leanne Elliott and Mike Harper from Chamber)	

	 Directors will look more closely at those businesses/charities etc. 	
	that should be exempt – work through Secretary of State – Sonia	
	Powell	
	Christmas lights – top priority	
	 Dickensian – change date to first Friday in December 	
	BID Board deliver the Business plan	
	AGM – 19 th October at the Bedford Hotel at 6.00pm. (week after	
	Goose Fair)	
	,	
	• Agreed to pay part of the outstanding money to Christmas lights	
	Co-opting Directors – Prior to September? – up for election at AGM, October	
	Rosie Elsmore from Odds and Buds, Matt Elsmore from Odds and Suds and Andrew Palen from Alan Balan	
	Andrew Dolan from Alan Dolan.	L
4	MARKETING/PROMOTIONS	
4.1	Man Engine – Golden Tree had changed road traffic order, and moved the	
	man engine - some concern that this event hasn't had a high enough	
	advertising profile – road signs showing road closed, no reason given –	
	should be article in the Tavistock Times this week – no heritage walk –	
	magician will be in Tavistock from 9.00am. on the Square to get the crowds	
	'going' – when man engine is around the magician will walk around the	
	town, there until 2.00pm. to try to keep crowds in Tavistock – Fair on the	
	Square during the day.	
	Town Card – Town card works like Credit card - LP keen to get this up and	
	running by Goose Fair to launch it on that day – need to educate people	
	with social media advertising - £12,000 to initiate – ask for some funding	
	from TTC as this will increase the foot-fall and revenue into the Town, do the	
	same for WDBC (Rob Sekula) – need to market this – Perth and Kendal have	
	done this – details on line – LP will send details out to Directors by e-mail	LP
	Common and the common defends and the common and for Account	
	Summer activities - Agreed that nothing would be arranged for August	
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	remarks by saying that he was pleased to have served through this initial period and felt that the board would in future benefit from hindsight. He hoped that the branding would become much more visible since the whole project would gain a lot from the strong image, giving confidence to both members and the public, if it was used in the way it was originally intended. This would need to be closely monitored for consistency and might even need to be registered as a trade mark to ensure that it doesn't become abused.
10	ANY OTHER BUSINESS
10.1	TTC needs to do a Neighbourhood plan – particularly to look at the 'out of
	town' planning position
11	DATE OF NEXT MEETING
	Wednesday 21st September, 2016 at 6.00pm. at the Bedford Hotel at
	6.00pm.

The meeting closed at 8.02pm.