

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 19th September, 2018 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)
Valerie Davenport – Kaleidoscope (VD)
Kevin Hailey – Abode (KH)

Nigel Eadie – Original Pasty House (NE)
Cllr. Paul Williamson – TTC Rep.

Non-attendee – Amy Palmer– Admin Assistant (AP)

Ben Sharland - Potter Baker to cover finance in absence of Andrew Baker – gave a financial report at the beginning of the meeting – reported on under item **10** below

Item ref	Agenda Item	Decision/Action
1	APOLOGIES Andrew Baker. Penny Samuels.	
2	MINUTES OF THE LAST MEETING It was proposed by VD and seconded by NE that the minutes from the August meeting were accepted as a true and accurate record – all Members agreed	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation – Replacement of Heidi deWolf has now happened – overlap during the last week of August – Amy Palmer (ex Beehive) already proving to be an excellent addition to the BID team – working 5 hours each week – she will be logging her actual hours as she is probably working longer than this – look at this again in 2 months time - since end August AP has done Oct/Nov write up for Tavy Links, collated all the email addresses and sent out the August newsletter by email (rather than mail chimp) – seems to be better – looked at how we communicate with BID levy payers on face book – responding to Dickensian stall requests and has helped with initial Winter Festival plans – presently working on a BID CRM database which will make it far easier for us to communicate with levy payers Chairman vote – Conversation regarding Chair of BID –Only one name put forward - KS – proposed by NE and seconded by VD that KH should serve as Chairman - conversation via Messenger with PS who voted on-line – all Directors in favour. VE proposed as Vice/Deputy Chair by NE, seconded by	JS/AP

	<p>KH – all Directors in favour</p> <p>Board of Director status – JS had received a few declarations of interest for inclusion on the Board – Cllr. Robert Oxborough, as WDBC Representative – need letter from WDBC putting this name forward – Chris Palmer from Hansford Bell and Mike Coombes from the Bedford Hotel – these need to come to the AGM</p> <p>Request that we put thought to the monthly meetings 1) – meetings too long. 2) – have sub-committees comprising 2/3 people covering the each sections – as used to happen – bring forward proposals already worked on etc. 3) – make sure that BID is covering the Business Plan recommendations</p>	
4	AROUND TOWN	
4.1	<p>Hanging baskets – Baskets will be taken down before the end of September, to be confirmed by Jacqui Orange. JS sent out accompanying letter with forthcoming BID invoices asking for opinions on hanging baskets for 2019. Needs to be on AGM Agenda</p>	JS On AGM Agenda
4.2	<p>Empty premises –</p> <ul style="list-style-type: none"> • JS had met with Carol Jenkins – asked for list of businesses opening to inform the welcome pack distribution – agreed to send details once a month • KH update where possible regarding opening/closing businesses in the levy area – see to be a lot of businesses re-locating • BID welcome pack for new businesses – what should be in the pack? – copy of the Business plan – encouragement to new businesses to join the Board of Directors – photos of Directors, including 5 lines description of each one? • JS raised issue of rent with Darren Arulvasagam of WDBC – they are keen to take part in any landlord discussions – WDBC offer a discretionary rate policy to new/expanding businesses which are discounted for 2 years – also discussed pop-up shops which he would like to support – material used in this should be re-useable for any shop 	<p>JS</p> <p>KH</p>
4.3	<p>Signage – Robert Kirby wants an update on when signage will be updated - JS received a list from Robin Rich, but will need to look at this before requesting amendment stickers from ABC – she needs to check too how quickly they can do this – levy payers on Market and King Streets have expressed the need for help with additional signage</p>	JS
5	BUSINESS SUPPORT AND LOBBYING – nothing to report	
6	MARKETING AND PROMOTIONS	
6.1	<p>Summer Festival – debrief – this was a success with around 500 trail participants – not such good uptake of the celebrity trail – question asked by Keith – Dartmoor photographic whether these events are value for money – difficult to detail this, although businesses participating in the trail would have seen additional footfall – there were Visitors from out of town for the Marvellous Event-ures days – events early in school holidays not as well attended as those later – food for thought for next year – craft days (including Unicorn and Super Heroes) appeared to be most popular – Winter Festival – plans taking shape – propose Trick or Treat trail in ½ term (go into shops with clue sheet on trail) also pumpkin carving workshop hosted by AS</p>	

	(nominal charge for this) – Saturday 3 rd November firework artwork workshop with Ursula of the Scrapstore – afternoon of music with the Stannary Brass Band in the pipeline – possibly Saturday 1 st December – Directors agreed this was a good idea (£150?) – possible performance of a Christmas Carol by Untamed Theatre – walkabout performance through town? – plan this for Saturday 8 th December – continuation of Dickensian making more of a weekend of it as put forward in the Business Plan	
6.2	Visitor Centre – meeting between JS and Jo Butler imminent to discuss website rate card and various town leaflets – Brett designing an A1 poster for the board inside the VIC detailing Winter Festival dates – poster to be changed every 3 months? – charge £150 per year to have poster space in VIC	JS
6.3	Goose Fair - Confirmed that we will work alongside the Chamber of Commerce – JS met with Tim Randell regarding the packs and the possibility of incorporating a ‘Tavistock Passport’ with local offers etc. – look at how to distribute these within the fair itself too rather than just at the bridge position – businesses been slow to respond to requests for offers to include in the passports – perhaps do not fully understand – AP will continue to contact this week - almost 20 so far – seems favourable – print 2,000 for £200 for Goose Fair (can print more if needed), valid from 1 st -30 th November? – get people to come back during that month – include December?	
6.4	Coaches –Alan Payling requested 1000 more Coach packs – previously printed by Dartprint, and there is an invoice still owing (this is being looked into) – JS looking to arrange a redesign with Brett	JS
6.5	Media File – a number of levy payers have requested access to graphics and various promotional material to feature in their marketing – such as their in-house magazines, welcome packs etc. AP will add these files to the BID group face book account – this is a closed group and will be communicated to all members Tavistock Links – ‘visit Tavistock’ page – double page spread of subsidised adverts – need to discuss	AP
6.6	Website – Neither HdW nor AP have been able to make any significant changes to the website and it is now getting critical that we move on this – JS has given Brett the passwords in order to see if he can help us or not – agreed that Cameron looks at this quickly – deal with Brett later	
6.7	Britain in Bloom (Tavistock) – to be discussed at the AGM	
6.8	Motor home leaflet – ABC has designed this and it is now in production	
6.9	Night time trail – JS would like to consult night time traders regarding a trail leaflet	JS
6.10	Town Guide – JS had met with Tim Randell of Chamber of Commerce who wanted to discuss the Town Guide having a wider circulation than the current one - our promotion outside the immediate area is not as effective as it could be – budget for this largely depends on discussions at AGM regarding hanging baskets	JS
7	DICKENSIAN – The first operational meeting took place on Wednesday 12 th September with Wayne Southall(TTC), Honey Foskett, Ian Tagg (SSG), Paul Hawke (Fire) and PCSO Kev. Williams at the Bedford Hotel – agreed to create a Central Control Point in Guildhall Car Park which will be manned continually by the BID Responsible Person and representatives from the	

	<p>Police, Fire and Rescue, Raynet Communications, SW Ambulance Trust and St. John Ambulance – other measures include additional lighting and warning signs at certain pedestrian crossing points – various pinch points discussed – some need to be addressed with the relocation of stalls/entertainment – all traders must complete a risk and fire assessment – need to appoint a Safeguarding Officer for the CCP – site plan/map must be created – site plan/map needed also – possibility of zones - road closures submitted – AP and JS working through contacting stall holders and entertainment JS to ask again if Wayne can help – competitions – nothing decided – Rob Pudner (Entertainingly Different) as MC/Compere – where do snow machines come from and who installed them? – do we have contact details for Glow show? - latest update including light switch-on – long discussion regarding this – this year the lights will be switched on 7th December – Dickensian. Next year need to sort out the timetable of lights/Dickensian earlier in the year and work towards that – perhaps switch on lights a week after Plymouth (they are around 17th November), also advertise date on the ‘passport’ – Christmas – little movement on Christmas plans – waiting for Paul from Marvelous Event-ures to visit for a face-to-face discussion – Lions do not object to our use of the sleigh, but discussions need to take place with Rotary as they will be using it for their plans – JS meeting with Nigel Ellis next week – will update accordingly – sleigh inevitably in use for Dickensian – if we want to incorporate it we cannot launch the grotto that day – latest thinking regarding grotto (discussion with Becky Hadfield) launch it with second Christmas market running from 15th- 23rd December – first Christmas Market 7th and 8th December</p>	JS
8	<p>PARKING – Updated parking poster being circulated – JS has met with WDBC and raised the issue of parking – discussion – JS will represent BID at the Parking Strategy Group which hasn’t met for while – NE also happy to attend – other Directors expressed interest in knowing outcome of this meeting – suggested that PW, NE and JS meet together to look at car parking</p>	JS PW/NE/JS
9	<p>MANAGER UPDATE – In addition to the above JS has visited a number of Levy payers, and will continue to do this – attending the Chamber of Commerce networking breakfast this week – JS has meeting with SW Group of BID’s on 11th October – list of questions including how they support businesses that are not retail or food outlets and also how they receive any additional funding outside the levy payments – Lions – JS has met with Steve Hipsey of the Lions – discussed various things including Carnival – he will propose to his Members that the Carnival starts earlier (for example 4pm) to benefit traders of the town, but he feels this will be met with resistance – they are discussing having entertainment from mid-afternoon in Duke Street which would potentially add footfall – need to discuss how traders will react to any earlier road closure</p> <p>Tavistock newsletter/Chamber of Commerce – JS has meeting with Chamber of Commerce to discuss the value of the newsletter and how it could look.</p>	JS
10	<p>FINANCIAL REPORT Ben Sharland circulated the Annual report and unaudited financial statements for the year ended 31st August, 2018, he guided Directors through the figures and answered questions – he will provide a breakdown of some figures in 4 areas to the Directors by email</p>	Ben Sharland

11	CHAIR UPDATE – nothing further to report	
12	ANY OTHER BUSINESS	
12.1	Charity status – JS had received a request from REACH a charity in the Enterprise Hub that they are exempt from paying levy – if they are not trading they should be exempt	JS
12.2	Landlord initiative – Nothing further to report at present	
12.3	AGM – Have Business Plan on show at AGM to show how we are working to fulfill what was voted for	
13	DATE OF NEXT MEETING –AGM - 17th October, 2018 – at the Bedford Hotel at 6.00pm.	
14	Meeting closed at 8.27pm.	

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