

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 17th July 2019 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)

Valerie Davenport – Kaleidoscope (VD)

Cllr. Paul Williamson – WDBC (PW)

Colin Kirk-Potter – Dragonfly Cafe (CKP)

Kevin Hailey – Chairman – Abode (KH)

Andrew Baker – Baldwin's (AB)

Nigel Eadie – OPH (NE)

Brett Kinsman-Daw – ABC (BKD)

The Chairman welcomed Andy Wing (Accountant), who it is hoped will look after the finances for BID when Andrew Baker leaves

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Chris Palmer	
2	MINUTES OF THE LAST MEETING	
	Minutes of the June meeting had been circulated and were accepted as a true and accurate record of that meeting– proposed VD, seconded CKP – all agreed.	
3	GETTING THE WORK DONE	
3.1	Communication and BID Team organisation – Jo Macaskie (JM) has helped with the design of the Carnival posters, final carnival and ecofest preparations and delivering event flyers/posters to schools and businesses around town.	
4	AROUND TOWN	
4.1	Empty units/Store closures and openings - Go-Mobile up for let – TASS Charity interested in relocating into KH empty unit at 24 Market Street (under negotiation) – Trudy Scrumptious has taken on old Coop bank.	
4.2	Signage – JS has a meeting with Graham Lawrence (WDBC) 25 th July to look at possibilities of updating the signage in the town.	JS
4.3	Hanging baskets – 5 additional baskets purchased from Blooming Baskets (Taylors and SpecSavers) and 3 replaced – most now in situ – advice from Graham Lawrence that brackets are not used at Tap T'Inn and Melinda has been informed and asked how she would like us to proceed (eg drill test). JS has also offered ground standing basket but no reply so far – we will look at planters next year for some of the properties with this issue – BID stickers ordered from Tavy Signs and await collection. TTC will fit these on	JS

	a watering day.	
4.4	South West in Bloom – Both judging days have taken place and went well – announcements will be made in November – JS passed around the portfolio that she had prepared – Directors thought it was a very good presentation.	
5	BUSINESS SUPPORT AND LOBBYING	
5.1	Business Rates – Ask Tavistock Times to run a feature on how to apply for discount if not done automatically.	JS
5.2	Rents – Initial meeting to discuss issue requested with Carl Hearn – pending date after Royal visit.	KH/NE
5.3	Bus station toilets - Since elections JS reiterated BID position regarding funding cost of single toilet for maximum period of 2 months whilst alternative solutions are found – still awaiting further correspondence and an update from Neil Jory as to the amended lease on the units.	JS
5.4	Business forums – CKP had advised that 4 people had attended the forum on 4 th July – discussions regarding what else can be offered – JS will put out feelers for networking evening - JS will draft this and run past Directors’ then send out in September mailing.	CKP/JS
6	MARKETING AND PROMOTIONS	
6.1	Marketing strategy – Final negotiations taking place with ‘Visit Dartmoor’ regarding advertising with them but are pending the launch of the new website so ‘on hold’ at present <ul style="list-style-type: none"> • Banner on home page for @ £50 per month for free Tavistock • Bi-yearly e-newsletter sent to their database of 25k contacts - £400 • Bi-yearly feature on the home page £400 • Levy-payers receive 20% discount off membership to ‘Visit Dartmoor’ • Top 10 Tavistock looking good and should be ready next week 	JS/JM
6.2	Website advertising – in progress – JM dealing with this.	JM
6.3	Branding – JS further contact with Jake Jennings regarding work to update the brand.	JS
6.4	Website – Initial draft of website completed – JS needs more photos – Robin Rich has agreed to supply for credit	JS
6.5	Advertising – Ads agreed with Moorlander for 2 editions over the summer, plus Tavistock Times - ‘Summer What’s On’.	
6.6	Totally Locally etc. – JS had done a poll of Members on Facebook regarding Autumn promotions – currently majority in favour of two promotions: October Fiver Fest (give out flier with offers at Goose Fair?) and November/December Passport type promotion – after discussion it was felt that a promotion for Jan/Feb would be best and given out on Dickensian evening – the offers need to be worthwhile – discussion re: concern that we don’t try to do too many things and appear to be always offering promotions in town which dilutes the impact - NE suggested a ‘Barter card’ like in Australia.	JS/JM
7	EVENTS Summer trails – first of the trails – ‘Walk in the Park’ from 22 nd June, not so many people yet, perhaps this will boost when children break up – JS will work on social media to gain attention – other trails ‘Journey to the East’ and ‘Walk on the West side’ will launch next weekend (27 th July) Carnival – Created a poster/rundown of events which will go up around town on Friday – quite a few businesses doing events are hoping for a	JS

	<p>successful day for the town – BID funding a story telling tent in the Churchyard with Mr. Pig (£150)</p> <p>Summer – Other events for the summer include – T-shirt printing – animation workshop with Learn Devon – Traditional Tales from Rob Pudner – Games on the Square and Bubbleman</p> <p>Light Switch-on – JM has booked some children’s characters and the Rock Band – she is doing an event in Butcher’s Hall that day so will extend the hour to offer mulled wine and some hot food – any other suggestions?</p> <p>Lantern Parade for Dickensian evening</p>	
8	COLLABORATIONS	
8.1	<p>Tavistock Customer Service Excellence Awards – JS spoke with Rhiannon last week – need to keep the momentum with press and social media coverage – Rhiannon is asking the Tavistock Times to do an update and is working on sponsorship/prizes - issues around number of characters for nominations being resolved.</p>	JS
8.2	<p>Eco-Fest – Brochure sorted with Trudy Eperon and it features all the shops that signed up for advertising.</p>	JS
8.3	<p>Plastic free Tavistock – JS had been contacted by several businesses wanting to be part of this – information passed on the Matt Voller – PW has a letter in the Tavistock Times going out tomorrow.</p>	
8.4	<p>Chatter/Natter – Linda Medland (ROC) contacted JS with regard to this initiative – https://thechattycafeschemeco.uk – this aims to help people have interaction with others by providing cafes with a card that is displayed on a table declaring that those who sit at that table willing to talk to anyone else who sits there enabling people to speak to and interact with others – promotes well-being – JS will meet with her to help getting businesses onboard and promote it among BID members and via Visit Tavistock etc.</p>	JS
9	<p>PARKING – Coaches – JS asked for any feedback from Directors regarding the parking questionnaire – will be circulated everywhere.</p>	JS
10	<p>Manager update –JS reported that businesses had concerns regarding Street Food Festivals and other events (The Edge, Butcher’s Hall), etc. Number of levy payers have concerns that these events are impacting significantly on their takings – Brook Street said that footfall is down when events are held on Bedford Square – JS had passed this on to Carl Hearn and they will meet in the coming weeks to look at this to see what the economic benefit is to the town of certain events – concern also expressed that these events do not support local businesses by asking them to be involved. This will be discussed with TTC about how we can improve on this. Board put together an initial statement re: pop-up events ahead of TTC meeting to assure members that the matter is being raised and JS will arrange a survey to further gather opinion.</p> <p>Suggestion that JS put together a letter to Levy Payers – ‘One year On’ with a rundown of what has been achieved, but more importantly asking specifically ‘What is it that you want from the BID’ – felt that the 2016 plan is not entirely relevant and we should be looking more at what people want now and how this can be worked into the current document.</p>	
11	<p>FINANCIAL REPORT – AB circulated the Budget sheet to the end of June - everything was in hand and there were no concerns –no meeting in August so AB would complete the accounts to be signed off by the Board in September.</p> <p>Notification of AGM on 16th October to go out with invoices that Carol</p>	AB

	sends, Agenda and letter from JS would be put with this too. AB reminded Directors that those who had been appointed during the year would automatically go up for appointment.	
12	Chair update – KH had nothing further to report	
13	Any other business	
13.1	Toilets – CKP reported that he was willing to allow the public to use the toilets at his premises whilst those at the Bus station were closed.	
14	DATE OF NEXT MEETING –Wednesday 18th September 2019 – at the Bedford Hotel at 6.00pm. Please note: - no meeting in August	
	Meeting closed at 7.27pm.	

DRAFT