

Tavistock

BUSINESS IMPROVEMENT DISTRICT

Tavistock BID Ltd

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MINUTES OF THE BOARD OF DIRECTORS' MEETING

DATE 21st November 2018 at 6.00pm

LOCATION: THE BEDFORD HOTEL, TAVISTOCK

ATTENDEES:

Janna Sanders - BID Manager (JS)

Penny Samuels – Brocante (PS)

Valerie Davenport – Kaleidoscope (VD)

Chris Palmer – Hansford Bell (CP)

Kevin Hailey – Abode (KH)

Andrew Baker – Potter Baker (AB)

Cllr. Paul Williamson – TTC Rep.

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

Item ref	Agenda Item	Decision/Action
1	APOLOGIES	
	Nigel Eadie. Robert Oxborough.	
2	MINUTES OF THE LAST MEETING	
	Minutes of the September meeting were approved after the AGM in October so that they could be put on the website. Members approved the AGM minutes, so they will be put on the website, but will be in draft form as they have not been ratified.	
3	GETTING THE WORK DONE	
3.1	<p>AGM debrief – Members agreed that the AGM had gone well, long discussion regarding Christmas lights – they are now up and on, few more to go up – look into voluntary contributions for next year - there were a lot of positive comments and KH and JS had managed to visit a few businesses, need to keep the impetus going – Communication is better although some businesses do not work on social media – need to hand-deliver some newsletters etc. – Directors deliver to those businesses nearest to them – nothing further done with regard to hanging baskets until the new year, but our Chairman Kevin Hailey from Abode has offered £4,000 to sponsor the event.</p> <p>Communication and BID Team organisation – Amy continues to work on the BID CRM database, but is waiting for details from WDBC – helping with Christmas Festive Market, the Father Christmas trail and Dickensian stalls</p> <p>Board of Director status –Declarations of interest for inclusion on the Board have been received from Brett Kinsman-Daw (ABC), Colin from Run Ventures Ltd., Colin Potter (Dragonfly Café), Qasim Al Haq (Black Sheep Brew) and Fee (VD) wants her name on the Board..... and Terry Flannery (Cabana Interiors)</p>	

	<p>– ????? – any Directors can be co-opted at any time – decided to go ahead and speak to Brett and Quasim – perhaps the others could attend a meeting for them to see whether it might be something they wanted to go a head with as in the past people had been appointed and then didn't follow through – AB needs to have personal details to submit to Companies House for those who wished to go forward</p> <p>Marketing sub-Committee – Discussion regarding whether there should be a Visit Tavistock sub-group – suggested that Jo Butler would be interested and Mike from the Bedford Hotel and the person who is involved in the Tamar Heritage group – look at this further</p>	
4	AROUND TOWN	
4.1	<p>Hanging baskets – Discussion regarding hanging baskets – decision at AGM to put out a poll for businesses re hanging baskets for 2019 – JS will have a frank discussion with Wayne TTC - they wanting package not odd bits - sponsorship was discussed – £4,000 already from Kevin Hailey from Abode to sponsor this- offer from Alison White from Saltash –Richard Staniland offered to do for free – park all this at present - please email JS with any suggestions - further discussion in the New Year</p>	All Directors
4.2	<p>Empty premises –</p> <ul style="list-style-type: none"> • McDonalds interested in coming to Tavistock • KH said he would like to find out which businesses had not paid their levy from 2017/18 and still not paid – especially the larger ones – Amy working on CRM database, AB will check the list of levy payers to see if he can check – this doesn't always tie up • Oversize clothing shop closing 30th November – couple of parties interested in this shop • Some interest in the Toy Cupboard/ABC • Shop at the back of Abode being marketed this week • David Balmont aware of the fascia board having come down revealing 'Spiral Staircase' name • KH had been in touch with Simon Powell regarding empty shops • Agents in Paddon's Row should be giving feed-back regarding pop-up-shops • Look further at artistic pictures of Dartmoor and VD suggestion of working crafts in shops covering a specific business – ie. Morwellham • KH looking to put together the Landlord Association list JS had now got the list she was waiting for from Carol Jenkins regarding new businesses coming to Tavistock – this would be used to draw up the welcome pack – to contain copy of the Business Plan, some details of Directors – also page of 'what you get for your money' –cost of £5 per pack – discussion – decision KH will do the printing and PS will do the binding 	<p>KH</p> <p>KH</p> <p>KH/PS</p>
4.3	<p>Signage – JS sent list of updates for signage to ABC for printing – ABC would put the new stickers on the signs around town but will charge £75 to do this – Amy will do this on Friday – it was suggested that money should be put aside in readiness for sorting the signs properly instead of just dealing with alterations as they will soon begin to look poor – this should be put into next years budget – the sign in West Street would be looked at, it is the same both sides!</p>	<p>AP</p> <p>AB</p>

5	BUSINESS SUPPORT AND LOBBYING – nothing to report	
6	MARKETING AND PROMOTIONS	
6.1	<p>Winter Festival – Lovely things planned over Christmas –</p> <p>1st December – Stannary Brass Band</p> <p>16th December – Rotary Father Christmas and Entertainingly Different Traditional Tales</p> <p>23rd December – Outdoor Festive Market and Jack Frost around the town</p> <p>There will be a Christmas trail throughout the town – those who complete this will be entered into a prize draw – still working on prizes – PS offered to donate – JS ask a few people (Wharf sponsor a gift voucher etc.). It was pointed out that there is a miss-print in the Dickensian Times printed by Tavistock Times – 5th November instead of 5th December – JS will sort this with them</p>	<p>PS</p> <p>JS</p>
6.2	<p>Visitor Centre – JS had met with Jo Butler to remind her that we are waiting on a rate card for the website to attract non-levy payers – once in hand we can address how the site should look with AP - Jo will be sending a draft over of the two leaflets that have been discussed - she has a great deal of experience in group travel so will advise JS further on how BID can get the most out of this</p>	JS/AP
6.3	<p>Coaches/Group Travel – Alan Payling requested 1000 more coach packs for Drivers – design of new one being finalised with ABC – Alan Payling tends to circulate these coach packs around the drivers, but Jo believes that only 20% of the drivers get to determine itineraries and 80% is by the contracts managers – she suggested setting up a mail chimp database for tour operators/managers to send them regular updates – she will provide contact details</p>	
6.4	Media File/Press Pack/Website – Nothing further to report at present	
7	<p>DICKENSIAN EVENING – All in hand – looking at how to cover ‘lost children’ – need someone who is DRB checked – perhaps ask St John’s Ambulance?</p> <p>All other plans ok</p>	JS
8	<p>Future Events - PS suggested a kite festival at a time of year when wind is more likely – perhaps site at Tavistock College - very good idea – but concern if there is a lack of wind</p>	
9	<p>PARKING – There will be further discussions on concerns raised by levy payers – concerns expressed by Directors regarding parking when so many new homes are planned – RO not well – he will give a report at the meeting in January.</p>	
10	<p>MANAGER UPDATE –</p> <ul style="list-style-type: none"> • Need to do a letter of thanks to TTC for the speed of putting up the lights • Need to open up the BID meeting to levy payers – perhaps February? • JS reported back on the events at ½ term – these went really well – high level of encouragement from both the public and traders in the trick or treat trail – however, lot of management required, including topping up of sweets throughout the week – pumpkin carving huge success – sold out by 2.00pm. – need more another year – lot for AP to manage – she was quite frazzled! • Difficult to put a value on the events that are being held – no form of counting footfall – JS would like to look into footfall service through 	<p>JS</p> <p>JS</p> <p>JS</p>

	<p>beacon etc. – JS spoken to Carl – need to monitor footfall – cameras?</p> <ul style="list-style-type: none"> • 50 Christmas trees ordered – probably needed more, no list found of who ordered last year, some people not responded on social media as they don't use it. • Tavistock Newsletter/Chamber of Commerce – JS had met with Carl Hearne and Tim Randell and all agreed to postpone the Autumn newsletter and revisit early next year ahead of the elections next May, cost to BID approximately £600. • Value of BID levy – JS circulated some propositions regarding the value of BID levy based on Newman (Falmouth?) – BID Directors will read and think about these propositions and feedback to JS 	Directors JS
11	<p>FINANCIAL – AB passed around the Budget up to 31.10.18 – he talked through various amounts – seems to be on budget at the present time – he will look into setting up internet banking – KH and VD are happy to be signatories to replace RR who is still co-signing at the moment – AB will sort new mandate forms</p>	AB AB
12	<p>CHAIR UPDATE – Voluntary contributions – KH has made headway with various developers -</p> <ul style="list-style-type: none"> • He has been liaising with Mrs. Sara Parker (Area Director for Barratt Homes South West) – they seem to be happy to contribute • He has met with Peter Castley (Regional South West Director for Bovis Homes) – keen to contribute – KH has meeting with him and Bovis Homes Head of Department in February 2019 • Cavanna Homes – KH has meeting with the team and Regional Director in March 2019 • Harrington Homes (Mary Tavy site) – not able to commit at present, look at again January/February 2019 • Mount Kelly – KH not yet had time to speak to them • Equafleece – Mary – meeting in January 	
13	ANY OTHER BUSINESS	
13.1	Landlord initiative – Nothing further to report at present	
13.2	Small Business initiative – 1 st December 2018 – Could the Town Crier be asked to come? – Runners breakfast - Dragonfly	
14	DATE OF NEXT MEETING –Wednesday 16th January 2019 – at the Bedford Hotel at 6.00pm. (please note – no meeting in December)	
	Meeting closed at 8.38pm.	