

## Board Meeting

27<sup>th</sup> August 2018 2.30pm – Inkwell Small, Francis Place

In Attendance	Apologies
Gill Neill (GN) Neil Ross (NR) Stephen Young (SY) Tracy Sellar (TS) Ian Urquhart (IU) Katherine Mackintosh (KM) Stuart Huyton (SH) Richard Cumming (RC) Reni Milburn (RM) John Divers (JD)	Mark Angus (MA) Maria McLean (MaM) Ali Simpson (AS) David Patterson (DP) Tina Mainland (TM) Abigail Dempster (AB)

Discussion: Welcome and Introductions	
RC welcomed Stephen Young to the meeting, Stephen has taken over as Manager at the St Giles Shopping Centre and will be joining the Board.	
RC also advised the group that MM sent GN an E mail earlier today, to say she was unable to attend and intended to resign from the Board, due to other commitments. This is likely to lead to a new observer being appointed by MC.	
Conclusions	
A new observer should join the Board from MC.	
Action Points	Person Responsible

Discussion: Last Meeting Note & Action Point Update	
The paper was distributed prior to meeting. Meeting note accepted as accurate.	
Conclusions	
Action Points	Person Responsible

Discussion: Managers Update
GN apologised for not being able to prepare the normal quarterly report prior to the meeting and gave a short verbal update.
<b>Web Site</b> – Has been refreshed with a more visually attractive appearance, it contains information for visitors, for the business members or new businesses
<b>Waste management</b> – A workshop is being held, in partnership with Moray Chamber on the 6 <sup>th</sup> Sept, to give businesses advice about waste management and how they can comply with the regulations, while saving money. GN also explained that she is meeting the provider after to see if there is an opportunity to develop a project that can be carried out in Elgin for the members benefit.
<b>Data Protection &amp; GDPR</b> – GN confirmed that we are compliant and are working to clear historical info such as old staff records. From this point forward, this will appear as an item in the Managers report, allowing GN to meet her obligations as Data Protection Officer by keeping the Board advised of actions taken. GN, RC & TM have undertaken additional training.
<b>Developer opportunities</b> – GN have been working with a developer looking at opportunities in central Elgin, we will carry on offering support and keep the board updated with developments.

<b>New Businesses</b> – A lot of work has been done with new businesses, or people considering investing in the city, the majority of people she has been supporting have been referred by existing members which is positive.	
<b>Conclusions</b>	
Positive action continues to take place, Data Protection and GDPR will be added to the Managers report going forward. Work is on going with a developer which could result in large projects within the city. Work continues with new businesses or those considering moving to Elgin.	
<b>Action Points</b>	<b>Person Responsible</b>

<b>Discussion: Food and Drink Festival 2018</b>	
GN, RC & NR gave an update on the difficulties encountered when the F&D Festival has to be changed for safety issues. GN noted that Police Scotland and all other agencies were incredibly supportive and helpful. NR believes Elgin BID do not require a Market Traders Licence given our company structure as a not for profit organisation, this has been verified by an industry expert.  A letter will have to be sent to the Licencing Dept to pass on the opinion of the Licencing expert so that we have in writing acknowledgment that we do not require a Market Operators Licence.  GN wanted to minute the help that was received from NR, RC, JD, Graham Leadbitter, Alasdair Boyne – Elgin Farmers Market and the team from Elgin Town Hall for the Community and the BID Board.  A discussion took place about the future of the City Event Days, this will appear later in the meeting note.  There was also discussion about impact of moving the F&D Festival into the Town Hall, GN said that there appeared to be strong foot fall between the 2 areas. SY confirmed an increase in sales within the Shopping centre, compared to the same day in 2017.	
<b>Conclusions</b>	
It was acknowledged that the correct decision to move location of the F&D Festival given the safety implications. Elgin BID are exempt from requiring a Market operators' licence.	
<b>Action Points</b>	<b>Person Responsible</b>
NR & GN – should formally write to the Licencing dept with the opinion of the subject expert and ask that, this be acknowledged.	NR & GN

<b>Discussion: Board &amp; Working Group Meetings &amp; Meet the Board Event</b>	
RC wanted to check that the days and pattern of meetings still suited everyone. Board meetings are currently on a Monday, taking place every quarter and the Working Group are on a Thursday every 8 weeks. Everyone agreed the pattern still worked. In 2019, July and August will be excluded from the pattern.  The next “Meet the Board” event is due to take place in November. Future event programmes can be discussed with the businesses at that meeting/event	
<b>Conclusions</b>	
We will continue with existing pattern, excluding July & August. The City Events programme will be discussed with the businesses at the Meet the Board event in Nov.	
<b>Action Points</b>	<b>Person Responsible</b>
GN to speak to SH about booking the museum for the next meet the Board event	GN

<b>Discussion: Gift card</b>	
£2415 has now been put onto Gift Cards, with approx. £500 redeemed so far. Cards have been used in hospitality, jewellers, fast food, clothing and gifts. TS mentioned the capacity for Christmas and GN confirmed a marketing plan is in place will begin in October.	

GN was asked about business engagement. More than 70 are currently involved and GN has set herself a target of increasing that to 100 by Christmas.

#### Conclusions

Project going well, and a major marketing campaign will be launched in October to make the most of promoting the idea for Christmas.

#### Action Points

#### Person Responsible

Marketing campaign to be carried out for Christmas

GN/TM

#### Discussion: GDPR Update

As mentioned in managers update additional training has been undertaken on role of the Data Protection Officer, a System Breach and Subject Access Request.

A quarterly update will be given in the Managers Update.

BID will host a session during Moray Business Week on the topic, allowing members to gain free, expert advice.

#### Conclusions

We are compliant and continue to look at DP & GDPR as a priority

#### Action Points

#### Person Responsible

#### Discussion: Renewal Ballot (RB)

GN has a meeting arranged with Bill Harvey of Scotland's Town partnership to discuss the guidance and support available.

RM will work out a timetable for activity in line with the Council's responsibility as ballot holder. The dates will link to key council committee dates. GN has started to prepare a full renewal ballot Action Plan outlining all activities required to take place, responsibilities and timescales.

At the last Working Group, it was proposed to have a small Renewal Ballot Working Group who will oversee activities. Anyone interested should advise GN.

GN advised that she is speaking to Laurie Piper about the Moray Tourism BID and has a meeting set up for his return from holiday.

#### Conclusions

RM to prepare timetable, GN to prepare full Action Plan for Renewal Ballot

#### Action Points

#### Person Responsible

Timetable to be prepared – linked to MC committee dates

RM

Action plan to be prepared

GN

#### Discussion: 2019 and Phase 3 Events

Following the earlier discussion GN advised the Board that she felt the time was right for a complete rethink on the Events programme. It was agreed this is something that could be added to the meet the Board event in November and into the business surveys being put out through the RB.

GN also said that she was veering away from the traditional market stall approach, given the potential for difficulties with the weather. GN advised that she is working with the Granary on the idea of a mini fringe event on the weekend of the Scottish Theme Day – this would take activity into the shops, cafes, banks – any of the members could get involved. It would fill the city with music, entertainment, crafts, and fun. This can be raised at the November meeting. Planning for this is an activity already underway so by November we will have firmer plans and be able to present what can happen.

GN also raised the idea utilising the services of the North Highland Events (NHE) team to take on more of the practical work of running the 2019 events. There would be no additional cost requirement, as it would be carried out within existing budget allocations, but the office would reduce the time commitments required. It was agreed that GN could prepare a plan with and invite Liam Christie (NHE) to present the idea with her at the Nov Board Meeting.

Within the existing Business plan activities are planned but going forward, and following consultation with the businesses these may be radically changed.

**Conclusions**

A review of the events programme should be undertaken for 2019, and business members can get involved in the November meet the Board event and through the RB surveys and other meet the board events.

**Action Points**

**Person Responsible**

GN to speak to NHE events about supporting 2019 and prepare a proposal to be delivered to the Board in November.

GN

**Discussion: Objection to the Springfield Business Park Unity Split**

GN confirmed that the objection was submitted, and she has acknowledgement that it has been received. IU explained that we could withdraw the objection and submit a letter instead. There was some discussion about the reason for the objection and most Directors felt it was important to make the formal objection on behalf of the businesses.

SH asked about anonymising the names of the objecting parties, however after discussion it was noted that the names are disclosed.

GN highlighted an article in the P&J which featured JD 's concerns about the Moray Plan and relaxation of the plan. Consultations have taken place and the plan is being reviewed at the moment, it will be taken to Ward meetings on the 12<sup>th</sup> Sept. Early in 2019 it will go back to consultation.

**Conclusions**

**Action Points**

**Person Responsible**

**Discussion: Added value for members**

GN advised that we are still keen to identify and implement activities/initiatives that provide added value to members.

At the last Board meeting the idea of a Professional Services Catalogue was raised. GN & TM have gathered information for the professional services members from the Internet and will send this to each of the businesses to confirm that they are happy to be included. The catalogue will then be put together and provided to new businesses, via the BID bulletin and on the web site. It will put a positive focus on the professional sector within the city.

There was a discussion about Customer Service skills and having Elgin Ambassadors who can promote the city and demonstrate the effectiveness and business benefits of having highly skilled staff. RM mentioned a CCC business support package which is still being trailed, this will be passed over when this is complete.

SH highlighted the additional value that is given via mediation services by the BID team. GN confirmed this makes up a major part of her role and is immensely valuable. SH suggested we look for new ways to promote this.

Added value and Training should be added to the "agenda" for the meet the Board event in November.

Conclusions	
We should continue to look for new ideas to benefit the members, this can be added to the discussions at the meet the Board event in November	
Action Points	Person Responsible
Complete and publish the Professional Services Catalogue	GN
Send over the CCC business support package	RM
Investigate how to highlight the Customer Service award nominees as City ambassadors	GN
Added value and training to be raised at the Meet the Board Event	GN

## AOCB

RM highlighted the Fundraising seminar on the 2<sup>nd</sup> October 2018, 10.00am in the Town Hall, information coming out shortly, GN will put in the bulletin

JD – Is having a meeting in Inverness re issues with Seagull, JD to let Gill know date and see if she is free

**Date of next meeting: Monday 5<sup>th</sup> November 2.30pm, Inkwell Small**

## Action Point Summary and Update

• Action Points Board Meeting 28 <sup>th</sup> May 2018		Update
<b>Budget Proposal 2018/19</b> <ul style="list-style-type: none"> <li>Contact Alastair from Elgin Community Council re coach drop off points</li> </ul>	GN	Ongoing Ongoing It is worth noting that there is a substantial increase in the number of overseas visitors in the city. The work carried out by Moray Speyside Tourism (including attendance at Expo) will have made a major contribution in this.
<b>Upper floor conversion update</b> <ul style="list-style-type: none"> <li>Look into running a pilot to get one of the large vacant properties split into smaller units.</li> </ul>	GN	Ongoing

• Action Points Board Meeting 26 <sup>th</sup> February 2018		Update
<b>Promotion of Board and Working Group Minutes</b> <ul style="list-style-type: none"> <li>Put Working Group and Board minutes on Website</li> </ul>	TM	Complete – AP to be removed

• Action Points Board 3 <sup>rd</sup> August 2017		Update
Look into making more of the town's connectivity to other areas	GN	Ongoing – promotion of town to neighbouring areas being looked at via Focus Group. Doing a bit of a field trip to look at ideas.
<ul style="list-style-type: none"> <li>Contact HIE regarding digital training for businesses</li> </ul>	GN	Ongoing

<p>Working Group Update</p> <ul style="list-style-type: none"><li>• Investigate wooden bin covers</li></ul>	<p>GN</p>	<p>Met with Mike from Inverness BID and have papers about the Highland Project. I am also looking at a Waste Management project. Highland Council have been looking at a project GN to try and find out more Ongoing – have met with MC waste management to discuss, issue more complicated than anticipated, will need further investigation</p>
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