

Board Meeting

28th May 2018 2.30pm – Inkwell Small, Francis Place



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

Discussion: Meeting Note & Action Point Update	
Paper distributed prior to meeting. Meeting note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Dates for future meetings	
RC explained that MaM is keen to be involved but finding it difficult to attend meetings due to Committee commitments, meetings at the end of the month are particularly difficult. Having looked at diaries and because the meeting dates were set to accommodate most people's diaries it was agreed it was difficult to change.	
Conclusions	
At this stage we will have to continue with the dates agreed earlier in the year.	
Action Points	Person Responsible

Discussion: Managers' Report including Social Media Update	
Paper distributed prior to meeting.	
<p>GN told the group that the Social Media update will be given quarterly. It shows our social media reach and impact has increased. Using it will provide additional monitoring and assist development of future SM strategy.</p> <p>GN told the Board that the Benevolent Trust is looking for new members as Robin is stepping down reducing the number of Trustees. She asked if anyone would like to become a member. RC said that he could support but would not be able to help on the day of the Christmas Light Switch On. GN explained that Natalie Ross Manager from Santander is going to join, and Ross from Ross Accountancy is keen to get involved. GN told the Board that Robin had previously suggested having a 'Friends of the Benevolent Trust' - they would help at any fundraising events, putting the collection cans out to the businesses and help out on the Christmas Light Switch on. After discussion it was agreed that if help needed for specific activities GN would ask if anyone was free. GN will also invite the business members to get involved.</p>	

The Meet the Board Breakfast was discussed at the Working Group meeting on 3rd May. KM said that it worked very well, and everyone was pleased with the engagement and information gathered. The next networking event will take place in November, running from 4.30 – 6.30pm so that people will be able to attend after work.

Conclusions

The Benevolent Trust is looking for new members.
It was agreed that the Meet the Board Breakfast was a great success and the next networking event will be in November taking place in the evening.

Action Points	Person Responsible

Discussion: Gift Card- progress update

GN told the Board that the Gift Card is going well and it has been one of the most successful projects in terms of engagement with the businesses that BID has been involved in. We are waiting for the banking facilities to be finalised before we set a launch date. The Gift Card will be going live with 70 businesses.

We have secured izettels card readers for the two sales outlets, which means that the money for gift card sales will go straight into our bank account, saving the need to invoice the sales outlets each month. This provides greater control and more efficient management of funds.

We will be running competitions for the public to raise the profile of the Gift Card. We will also be running competitions for Kinloss Barracks and RAF Lossiemouth. GN told the Board that she has spoken to Hannah from RAF Lossiemouth about getting promotion in the military magazine. AD suggested to find out if we can advertise it in the school newsletters, so parents can find out about it.

A large marketing campaign has been planned and will go live when the launch date is set.

GN told the Board that we would like to get as many of the businesses as we can in one place to get a picture for the launch.

Conclusions

The Gift Card is almost ready to be launched, once the banking arrangements have been finalised we will launch it. There are 70 businesses signed up so far. We will be running competitions to raise the profile for both the public and military bases. We are also going to be doing a photoshoot with as many of the businesses as we can.

Action Points	Person Responsible
<ul style="list-style-type: none"> Organise Photoshoot Organise comprehensive marketing campaign 	GN GN

Discussion: Seagull Management Update

GN told the Board that there has been a noticeable reduction in numbers of birds nesting and more importantly the baby birds that have been in the city for the last few breeding seasons. In the last bulletin we offered the businesses the opportunity to have extra work done on their building if they have a specific problem. SVC have told us that the feedback from the public and businesses has been very positive.

Conclusions

The seagull numbers are decreasing well and the feedback from the public and businesses has been very positive.

Action Points	Person Responsible
<ul style="list-style-type: none"> 	

Discussion: Data Protection Legislation Compliance including GDPR- update on progress

GN told the Board that we are now GDPR compliant. We have been working with Ordered Company to ensure our Privacy and Policy Statements are in place. The Privacy Statement will be available on the BID website. Ritsons and Cathedral Accountancy were asked if they would be GDPR compliant by the 25th May as they hold personal information, we have in writing from both saying that they are.

GN told the Board that most of our correspondence contact details are fine as they are business to business, but we have 111 private emails. We sent out an opt in email to those 111 and 37 had opened it and 21 have said yes for us to continue to contact them. Will continue to work on converting people to E mail.

Ordered will also be running an information session in June for Data Protection Officers for £30. The money raised will go towards Elgin Youth Café to get Cyber Essentials. GN told the Board that she will attend this session.

GN informed the Board that we will be reorganising the office to ensure all personal information locked away.

Conclusions

We are now fully GDPR compliant. GN will attend the information session for DPOs in June ran by Ordered Company.

Action Points

- Reorganise office

Person Responsible

GN & TM

Discussion: Articles of Association

At a meeting earlier in the year there was discussion about the company’s Articles of Association. NR informed GN that under section 22 of the Articles we are fully covered and able to make changes to the Board Structure, Directors positions etc.

Conclusions

Under section 22 of the Articles of Association we are fully covered to make changes to the Board Structure, Directors positions etc.

Action Points

Action Points

Discussion: Management Group

At the last meeting it was highlighted that there was no formalised role recorded for the Management Group. To address this GN prepared a paper and circulated it to the Board. The Board agreed the paper accurately reflected the structure and responsibility of the group and fell within the Articles of Association.

For accuracy of the record, at the last Board Meeting there was agreement from AD and RC to step up to Chair and Vice, subsequently after discussion this was changed to Richard Cumming taking on the role of Chair and Abigail Dempster taking on the role as Vice Chair. This was circulated to all Directors by E mail and agreed, KM will offer support. The Directors in attendance confirmed this change.

After discussion it was agreed that the Management Group will be: Richard Cumming, Abigail Dempster, Katherine Mackintosh, Stuart Huyton, Neil Ross and Ali Simpson. Ian Urquhart will offer support if required.

Conclusions	
Formal roles for the Management Group have been agreed and are now in place. The Management Group will be: Richard Cumming, Abigail Dempster, Katherine Mackintosh, Stuart Huyton, Neil Ross and Ali Simpson. The Board agreed that Richard Cumming will be Chair and Abigail Dempster will be Vice Chair.	
Action Points	Person Responsible

Discussion: Elgin BID Grant Proposal
<p>Following the completion of the CARS project, Elgin BID will review and set up a grant scheme for members. GN said that she would like a discussion about the programme and would like to recommend expanding it from purely shop frontage to be more inclusive. GN had drafted a paper prior to the meeting to act as a discussion aid.</p> <p>A discussion ensued.</p> <p>AD suggested to have a certain number of slots a month, so the money isn't used up at once.</p> <p>IU commented that moveable assets, such as shelving, could be a problem if the business leave the property, or sell the items. RM said that it could be for non-movable assets.</p> <p>AD and SH suggested to have a waiting list every quarter and if there are no new businesses the grants could go to existing businesses, but new businesses go to top of the list if they come in later.</p> <p>RM said that the exterior benefits all the businesses. JD said that the exterior also benefits BID as it shows the public that the work is going on.</p> <p>GN commented that waiting once a quarter to give grants would not work as well in practice as ongoing applications, as the timing may not work for new businesses' opening dates.</p> <p>RM suggested to have a simplified application form, scoring sheet, minimum threshold for points-allows flexibility.</p> <p>It was agreed to have ongoing applications and use a scoring matrix.</p> <p>The Grant Scheme Document was circulated prior to the meeting and the work that can be applied for was discussed. The outcome is below.</p> <ul style="list-style-type: none"> • Exterior Signage- Yes • Interior Signage- No • Replacement of Doors and/or Windows- Yes • Exterior painting- Yes • Interior painting- No • Upgrading of customer toilets- Yes, they would be encouraged to join the Comfort Scheme • Shelving or display equipment- No • Internal fittings, viewed by the businesses customers e.g. desks and chairs, food display cases, hairdresser sinks- No • Staff Training- Yes but only for Worldhost training and a copy of certificate of attendance will be needed. • Replacement of Lighting Fixtures- No • New Flooring- No • Improved Security- No • Vegetation Removal- Yes

GN asked that the proposal allowed for innovation and give the flexibility for a business who has an idea out with the list, to put it forward for consideration.

RC suggested that businesses working in collaboration should be encouraged to apply.

RM suggested only put conditions on that you can control- simplified conditions. Ideally have 2 quotes.

The use of the grant scheme will be reviewed after a period in operation.

Conclusions

The change to the BID Grant Scheme were agreed in line with the notes above. The BID Grant Scheme will focus on improving the exterior of the business, however will have the flexibility to allow additional applications.

Action Points

Person Responsible

- Re work grant application pack for circulation and comment

GN

Discussion: Footfall Group

RC and GN told the Board that the Footfall Focus Group went well. It is hoped that the success from this meeting will help with Late-Night Christmas Shopping & Evening Economy/Hospitality focus groups.

There were good ideas put forward that we can start working on now, these include; virtual tours/mini video's- these will be of the City Centre and inside businesses, Generic Elgin Leaflet- TM will be working with Shona from MST on Elgin leaflet. The VTs will help to change the views of the local people who are the main problem.

SH asked how the comfort scheme is advertised- GN said that we have to be careful as we are not using it to create public toilets. We will promote the St Giles Centre and MC Annex more publicly.

RM suggested looking how other areas are publicising their comfort scheme. GN advised that she worked closely with the businesses when setting the project up and can confirm that the strong feeling is that businesses involved do not want to be seen as offering public toilets.

The scheme will be advertised the new Elgin leaflet. Increasing the promotion but ensuring we are respecting the businesses needs and not annoying them.

Conclusions

The Footfall Focus Group was a success with some really positive ideas put forward. A review and update will be carried out in October (6 month point) and circulated to everyone who contributed, with a summary going out to all members in the bulletin.

Action Points

Person Responsible

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Discussion: Upper Floor Conversion Update

GN told the Board that we are keen to start work to get the upper floors converted for use.

GN told the Board that she met with Richard Lochhead to discuss getting support to promote and facilitate the conversion of redundant upper floors into residential accommodation. The original plan was to invite relevant Council departments to a meeting. Richard has now decided to follow a two-stage process. Stage One going out to the public and businesses who may be interested or have tried to carry out conversions; to find out what issues they have faced. Stage Two would be the meeting with the council departments as previously discussed. GN has spoken to Scotland's Town Partnership who may be able to offer help.

<p>GN advised the Board that other local authorities have removed developer contributions to encourage more developers.</p> <p>GN spoke to Richard about the issue of high ratable valued and he is also keen to widen the work to the work to look at this.</p> <p>GN keen to look into running a pilot to split a large unit to try and maximize the chance of it being let. We will work with Scotland's Town Partnership to get a unit owner to work on the project. It was agreed we will investigate this further.</p>	
Conclusions	
We are going to look into getting the upper floors converted. We will also look into running a pilot to get one of the large vacant properties split into smaller units.	
Action Points	Person Responsible
<ul style="list-style-type: none"> Look into running a pilot to get one of the large vacant properties split into smaller units. 	GN

Discussion: Poundland	
GN told the Board that Poundland are getting ready to reopen. The whole front section has been separated off and they will operate from the back once they have the go ahead from Building Control.	
Conclusions	
Poundland will operate from the back of the shop once they have the go ahead from Building Control.	
Action Points	Person Responsible

Discussion: AOCB	
No AOCB discussed.	
Conclusions	
Action Points	Person Responsible

Date of next meeting: Monday 27th August 2.30pm, Inkwel Small

Action Point Summary and Update

Action Points Board Meeting 28th May 2018		Update
Gift Card- progress update		
<ul style="list-style-type: none"> Organise Photoshoot 	GN	Complete – action to be removed
Elgin BID Grant Proposal		
<ul style="list-style-type: none"> Make changes to the BIG Grant Scheme document 	GN	Complete – action to be removed
Budget Proposal 2018/19		
<ul style="list-style-type: none"> Contact Alastair from Elgin Community Council re coach drop off points 	GN	Ongoing

Upper floor conversion update <ul style="list-style-type: none"> Look into running a pilot to get one of the large vacant properties split into smaller units. 	GN	Ongoing
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<ul style="list-style-type: none"> Action Points Board Meeting 26th February 2018 		Update
Promotion of Board and Working Group Minutes <ul style="list-style-type: none"> Put Working Group and Board minutes on Website 	TM	Ongoing – will start from following the May meeting

Action Points – Board Meeting 30th October 2017		Update
Progress on Gift Card, Wi-Fi, Digital Signage & Complimentary Signage <ul style="list-style-type: none"> Contact Marks & Spencer to find out if they will host a Digital Sign 	GN	Complete – action to be removed - M&S have been unable to commit but GN working with the new Boots manager
<ul style="list-style-type: none"> Action Points Board 3rd 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
Update on Wifi, Gift Card, Digital Signage Contact HIE regarding digital training for businesses	GN	Ongoing – signs being ordered after final locations confirmed
Working Group Update <ul style="list-style-type: none"> Investigate wooden bin covers 	GN	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