

Board Meeting

17th February, 2.30pm – Inkwell, Francis Place

In Attendance	Apologies
Richard Cumming (RC) Gill Neill (GN) Tina Mainland (TM) Stuart Huyton (SH) Katherine Mackintosh (KM) David Patterson (DP)	Mark Angus (MA) Ian Urquhart (IU) Abigail Dempster (AB) Alistair Simpson (AS) Stephen Young (SY) Tracy Sellar (TS) John Divers (JD) Greg Robertson (GR)

Discussion: Last Meeting Note & Action Point Update	
Meeting note circulated before the meeting. Meeting note accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Managers Report including Social Media Update	
Mangers Update was distributed prior to the meeting. RC & KM commented on how well the Elgin Gift Card is doing, with the amount of businesses accepting and amount sold.	
Conclusions	
Action Points	Person Responsible

Discussion: 2020 Project Update
<p><u>Events</u></p> <p>GN told the Board that this year we are increasing the number of events however we will be partnering up on a several of them so it will decrease the amount of work we need to do within the office. Following the consultations with the BID members and taking into account the opinions put forward, the Easter and Halloween events will be taking place inside the St Giles Shopping Centre. This will help avoid any difficulties with the weather and maximize existing activity. We will use Treasure Hunts to drive footfall around the city.</p> <p>The event dates for this year are:</p> <ul style="list-style-type: none"> • 11th April- Easter Event (in Partnership with St Giles Shopping Centre) • 17th April – New Year New Home (4pm-6pm) • 17th April – Speyside Stages Car Checks (mid-afternoon to 8pm approximately – times to be confirmed) This is a partnership event which will bring additional footfall to the City Centre. • 2nd May – Scottish Theme Day • 27th June- Classic Car Show • 8th August- Food & Drink Festival • 22nd August- Cannonbawz Run Launch • 31st October- Halloween Event (in Partnership with St Giles Shopping Centre) • 28th November- Christmas Light Switch On

Creative Centre

Caroline Inckle who is heading up the project presented to the Board, outlining what she had done to date and what was planned for the remainder of the project. The aim of the project is to identify new and innovative ways for regenerating and using the High Street. To date Caroline has held workshops with young people at Elgin Youth Café and older people at Andersons Care Home. A community event will also be held in the St Giles Shopping Centre on the 21st March 2020. Caroline is also hosting a workshop with businesses across the city who are interested in working in collaboration, representatives from South Street the Wedding Street and Buzz on Batchen will be present to speak about their experiences. It is hoped this will lead to further partnership projects within the businesses.

Promotional

GN updated the Group on the upcoming Elgin App. The app has been put through the development stages and accepted for the Android and Apple platforms. TM has uploaded all of the businesses to the app. The app will also feature events and discounts. The businesses were asked in the January bulletin if there were any discounts/offers they would like to have added. The app will be launched early in March.

A generic leaflet is also being developed that will provide information about the town centre. The leaflet will be made available online and a small batch will be printed for event days.

Communication

GN told the Board that after discussions at Working Group meetings a Closed Facebook Group for BID Businesses has been set up as an additional way to engage/update the businesses.

The group will be used to let businesses know when the bulletin has gone out and the headlines/ chances to get involved will also be posted. The group will also use this platform for sending out urgent messages and businesses can use it to promote/work together. Regular posts will be put up to keep the businesses updated. The link to join was sent out in January's bulletin and businesses have started to join.

Environmental Enhancements

We will continue to develop the Zero Waste Elgin Waste Management Project. Phase 2 of the project will focus on waste management on the High Street training and education of businesses, collaborative purchasing and Deposit Return Scheme. Senior representatives from Zero Waste Scotland, Resource Efficient Scotland and the Carbon Trust Scotland will be coming to Elgin on the 31st March 2020.

The Green Elgin project will be expanded this year. The big planters will be replanted twice a year and weeding will take place 4 times a year across the City Centre. BID members have been asked if they would like a hanging basket or small planter for their business.

Window Vinyl Project

At Working Group meetings, it was agreed to get window vinyls for larger empty units, to enhance their appearance. The old Poundworld building and 77 High Street (adjacent corner unit) were chosen. We have costs in for the production and installing of the vinyls and will be partnering with Business Gateway have secured funding for Poundworld.

The vinyls should have up within next 6 weeks and we will arrange with GNF to do window cleaning. The vinyls should help with the appearance and stop fly posting.

Conclusions

Projects for 2020 are well under way and they will see an increase in promotion for the businesses through the Elgin App and generic leaflet, the appearance of the city centre improved through the Green Elgin project, window vinyls on large empty units and new seating and segregated bins in the High Street.

Action Points

Person Responsible

Action Points	Person Responsible

Discussion: Governance Review	
We are working with Claire Beckley from Ordered Company as a pilot business for an information governance review. They will look and review our governance and systems.	
One of the systems that Claire will be looking at is introducing a client management system. We currently use Excel for the database and the new system would allow us to leave notes when we have spoken to businesses, it would be minimal extra work.	
Conclusions	
Action Points	Person Responsible

Discussion: Budget 2020/2021	
Draft budget presented and approved.	
Conclusions	
Draft budget presented and approved.	
Action Points	Person Responsible

Next meeting date- 18th May 2020,Inkwell Francis Place