

Board Meeting

30th November, 2.30pm, Zoom

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

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.	
<u>Police Bikes</u>	
GR asked for update on request for further sponsorship for the Police Bikes. Jamie Dey emailed GC to explain that the sponsorship covers new safety equipment and training course in Aberdeen. We are just waiting for the invoice to be sent over. Police Scotland were very happy that we could help as it means another Police Officer can be trained and equipped to use the bikes.	
Rest of manager update accepted.	
Conclusions	
Police Bikes	
The sponsorship money for the police bikes is to cover the costs of new safety gear and training in Aberdeen. We are just waiting for the Police to send us an invoice.	
Action Points	Person Responsible

Discussion: BID Levy Invoicing & Collection	
James Taylor has been contacted to ask for updated list of invoices paid which we should have by the end of W.C 30 th November.	
Final notices will be sent out W.C 7 th December and then in the New Year we will follow up with any unpaid invoices before going to further action.	
Conclusions	
We will get an update on invoices paid by end of W.C 30 th November with final notices being sent out W.C 7 th December. In the New Year the follow up process for unpaid invoices will start.	
Action Points	Person Responsible

Discussion: Christmas Campaign Update

Selfie Competition

The selfie competition to win a £200 Elgin Gift Card has been running since the 16th November and we have had 2 entries so far. After the late night shopping event on the 3rd December we will push more awareness to get more entries.

Santa's Post Office

Santa's Post Office ran on the 21st and 28th November and was very successful. TM will be sending the reply letters to the businesses on the 3rd December for families to come and collect.

Christmas Market

On the 28th November we held a Christmas Market with the Farmer's Market. 5 BID members took stalls and we've had great feedback with many businesses saying it was a really busy day for them.

Marketing

A full page advert was put in the Northern Scot's Christmas Catalogue showcasing the 'Shop Elgin This Christmas' message to encourage people to do their shopping locally in Elgin this year.

A 4 week MFR campaign is running until Friday 4th December promoting Elgin as a shopping destination this Christmas. Feedback from members who have heard it has been positive.

Late Night Shopping

The late night shopping event will be taking place on Thursday 3rd December. We have made an interactive map that shows who is open and their hours. This will be posted on social media after the Board meeting and pushed in the lead up to the night.

Christmas Treasure Hunt

We are running a Christmas Treasure Hunt from 21st November to 12th December with a random lucky winner receiving a Christmas Goodie Hamper and a £25 Elgin Gift Card. There are hard copies and a drop off box in the St Giles Centre and an online version on our website.

New Year Campaign

In the New Year we will continue to push the shop local message with a New Year's Resolution to keep shopping local campaign.

Conclusions

The various aspects of the Christmas Campaign have all been successful so far and we have received positive feedback from the public and BID members.

Action Points	Person Responsible

Discussion: 2021 Events Programme

GC asked the Board if they wanted to discuss 2021 events or wait until the New Year and hold a Working Group meeting. All agreed to taking this to Working Group in January.

Conclusions

2021 Events will be discussed in Working Group meeting in January.

Action Points	Person Responsible
<ul style="list-style-type: none">• Arrange WG meeting	GC

Discussion: Crisis & Disaster Management Framework	
<p>GC has previously discussed with SY and KM what we can do if we were to go into another lockdown. GC asked the Board if they have any ideas. GR suggested to take this to the Working Group to get and discuss ideas from the businesses. The Board will think of ideas and bring in the New Year for Working Group meeting.</p> <p>SY suggested to contact BIDs from across Scotland, especially Central Belt to see what they have in place.</p> <p>KM suggested to contact STP to ask if they have existing template plans that we could use.</p>	
Conclusions	
<p>The Crisis & Disaster Framework will be taking forward in the WG meeting in January. GC will contact other BIDs and STP for existing plans/templates that we can implement.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> • Think of ideas/plans that could be implemented should another lockdown happen • Contact other BIDs • Contact STP 	<p>All</p> <p>GC</p> <p>GC</p>

Discussion: Loyalty Card Scheme	
<p>After discussion of the Loyalty Card Scheme it was agreed that GC & TM will pull together a paper to explain what we want from the loyalty card, objectives and any foreseeable problems.</p> <p>Once the paper has been circulated the loyalty card scheme will be discussed further.</p>	
Conclusions	
<p>A paper will be written for the Loyalty Card Scheme and circulated around the Board and then discussed further.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> • Create loyalty card scheme paper and circulate around Board 	<p>GC & TM</p>

Discussion: AOCB	
<p><u>Elgin Gift Card</u></p> <p>Corporate Letters were sent out at the start of November promoting the Elgin Gift Card as a present for staff and customers.</p> <p>We have had corporate orders from Gordon & MacPhail, Scribbles and Hendersons.</p>	
<p><u>Town Centre Regeneration Grants</u></p> <p>GC asked Reni Milburn if anyone from Elgin had applied for the Town Centre Regeneration Grants. Reni couldn't say who they were, but they have had one application in for empty space to living space grant and one for the splitting large units to smaller units grant.</p>	
Conclusions	
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Action Points	Person Responsible
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Next meeting date- 22nd February 2021

Action Point Summary 30th November 2020

Action Points 30 th November 2020		Update
2021 Events Programme <ul style="list-style-type: none"> • Arrange Working Group Meeting for Jan 	GC	
Crisis & Disaster Management Framework <ul style="list-style-type: none"> • Think of ideas/plans that could be implemented should another lockdown happen • Contact other BIDs • Contact STP 	All GC GC	
Loyalty Card Scheme <ul style="list-style-type: none"> • Create loyalty card scheme paper and circulate around Board 	GC & TM	

Action Points 14 th September 2020		Update
2020 Projects <ul style="list-style-type: none"> - Ask businesses if they would like to add discounts to App - Look in to possibility of moving Poundland planters 	TM GC/TM	On going We will look into this in 2021 as they are very heavy to move due to being filled with water
AOCB <ul style="list-style-type: none"> - Send on costs for sponsoring bike initiative - Discuss purple flag award application with Jamie Dey 	GC GC	Gemma forwarded on more details from Police Scotland to the board and we have approved to go ahead Gemma has discussed with Jamie but at this moment in time do not feel its something we can go for due to lack of events and nightlife

Action Points 13 th July 2020		Update
Car Parking <ul style="list-style-type: none"> • If after the Council's meeting the parking is extended to October, we will then arrange for another letter to be sent from ourselves and the agencies asking for it to be extended to January 	GN/new manager	
Christmas 2020 <ul style="list-style-type: none"> • If Plan B is chosen send event ideas to members 	TM	
AOCB <ul style="list-style-type: none"> • Put out positive shop local messages • Contact Transport Department to ask for all PR mentioning BID to be sent to us before release • Contact Nicola Moss for clarification on road closure review process 	TM GN GN	

Action Points 17 th February 2020		Update
BID Levy Invoicing & Collection <ul style="list-style-type: none"> • Work on letter to Roddy Burns 	GN/GR	
Board Participation and Engagement <ul style="list-style-type: none"> • Invite businesses to get involved in next bulletin 	GN/TM	

Action Points 11 th November 2019		Update
Renewal Ballot <ul style="list-style-type: none"> • Gather costs incurred information • Work on reply letter to Council 	GN GN/RC/GR	Data gathered outlining the amount of staff time which had to be dedicated to addressing the issues and errors caused by Civica during the renewal ballot. No invoice has been received; however I have been advised when it does, we should make a payment of 50% outlining why we are not paying more.