

# Board Meeting

30<sup>th</sup> November, 2.30pm, Zoom

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

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	
Report circulated prior to meeting. Report accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: 2021 Events Programme
<p><b>Christmas Food &amp; Drink Market</b></p> <p>At the last Working Group, it was discussed to cancel all the flagship events for this year. An idea that was discussed was to postpone the Food &amp; Drink Festival to December to have an outdoor Christmas Food &amp; Drink Market. GC asked the Board thoughts, Board liked the idea.</p> <p>SY suggested to move forward the Christmas Light Date a week to 20<sup>th</sup> November as it will allow more Saturdays with the Christmas Lights on- all agreed.</p> <p>GC explored the option of having wooden style huts for the Christmas Market, however this option would cost thousands. Alasdair Boyne from the Farmers Market has 54 stalls and 10 gazebos that we may be able to hire for the event. SH suggested to contact Aberdeen BID as they bought some wooden huts to see if we can borrow theirs.</p> <p>RC suggested if we can get huts we could have a mixture of huts and stalls, and asked if the Plainstones stalls can be kept up overnight and be there for Sunday trading. GC said we will need to look in to security options and costs.</p> <p>Board happy for the possibility of the event to be explored further. Contingency plan will need to be made for the weather. Board agreed to host event on 27<sup>th</sup> November. RC suggested to check the date of the Buckie Christmas Cracker as it pulls people away from Elgin.</p>

## Party on the Plainstones

This will be a celebration when businesses open back up and restrictions are lifted. We will have a family fun day during day with games and have a mini music festival during the evening and beer tent.

For the day we will ask business to decorate their windows in the same colour scheme  
Have colour scheme in business windows, yellow, white & blue, and have flowers in scheme of white, yellow and blue. The planters across the City Centre will also be in this colour scheme.

The Board were happy for this event to go ahead.

### Conclusions

The Board are happy for this year's flagship events to be cancelled.

A Christmas Food & Drink Market event will be explored further and will be held on the 27<sup>th</sup> November.  
The Christmas Light Switch On (if can go ahead) will be pushed forward to the 20<sup>th</sup> November.

A Party on the Plainstones event will also be planned for when businesses open again and restrictions allow for crowds.

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Contact Aberdeen BID to ask if we can borrow their huts</li></ul>	GC
<ul style="list-style-type: none"><li>Look in to security options &amp; costs</li></ul>	GC/TM
<ul style="list-style-type: none"><li>Check Buckie Christmas Cracker date</li></ul>	TM

## Discussion: Green Elgin

The hanging baskets will be put back up this year.

GR asked who will be doing the planters this year. We put a call out on our social media for volunteers to join our Green Elgin Group and currently have 7 volunteers and the Police Scotland Youth Volunteer's group coordinator would also like to get their volunteers involved. Once restrictions allow we will organise to the get the planters replanted.

TM will contact Decora and Threaplans to ask for a quote to provide the flowers. We will also contact the SPICE group to ask if they want to get involved.

GR suggested to have a planting plan, so all the planters look the same.

### Conclusions

The hanging baskets will be put up this year and the planters will be replanted with the new colour scheme.

We have a Green Elgin volunteer group set up for work on the planters.

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Contact SPICE group</li></ul>	GC
<ul style="list-style-type: none"><li>Contact Decora &amp; Threaplans for quote for planter flowers</li></ul>	TM
<ul style="list-style-type: none"><li>Create planting plan for volunteers</li></ul>	TM

## Discussion: BID Handyperson

In the last Working Group meeting it was discussed that a BID handyperson would be beneficial to the city centre & businesses. They would be BID branded, pick up litter, help businesses, fix things etc. Board agreed this would be a good investment as works well in other BIDs.

GR commented it would work well and fits in with the business's desire for us to go to back to basics.

SH advised that we will need to look in to public liability insurance for them. GC will look into our current insurance and see if it will need changed.

GC asked the Board what hours the handyperson should work. GC looking at 2 days a week, asked for time. SH suggested 9am-1/2pm, 3 days a week as these times covers opening up and lunchtime. RC suggested to do occasional Saturdays, SH agreed and suggested they could work on Market days which is every 3<sup>rd</sup> Saturday.

SH suggested to go out to businesses to ask them what help they would need, will put out in this week's bulletin.

SH said we will need to have strong job description to make clear what they would be doing. A job description was put together previously which GC will circulate once amended with ideas/suggestions from the businesses.

GC will go to other BIDs to see how their handyperson works.

### Conclusions

The Board agreed to explore the possibility of employing a handyperson.

The members will be asked what help they would benefit from the handyperson.

### Action Points

### Person Responsible

- Go out to members to ask what help they would benefit from the handyperson
- Look into current insurance
- Contact other BIDs to see how their handyperson works

GC/TM

GC

GC

### Discussion: Loyalty Card Scheme

Following the last Board meeting in December, the loyalty card was discussed at the last Working Group meeting in January and they also agreed it is a great initiative.

GC wants to tie the launch in with businesses opening up again and tie in with spending Elgin Gift Cards that were bought at Christmas.

Filled cards will be dropped off to BID office and each quarter a random winner will be drawn. At the Working Group it was also discussed to have one business from the winning card randomly chosen to win an Elgin Gift Card.

GC showed the Board the 2 design options, 1<sup>st</sup> design chosen.

GR asked if just for retail, GC explained open for all BID businesses.

GC will send out the terms and conditions to the Board so we will be ready to launch when the businesses can open.

The loyalty card will be promoted on our website, social media, digital screens and app.

### Conclusions

The loyalty card scheme will be ready for when the businesses are able to open and will be promoted via our website, social media, digital screens and app.

### Action Points

### Person Responsible

- Send Board Loyalty Card T&Cs

GC

### Discussion: Bin Vinyls

At the Working Group, it was discussed to wrap the 10 bins that we own with vinyls that were designed by Elgin Youth Café and Moray College and have a separate design for each bin.

After discussion, it was thought that schools might be too stretched to be involved with designing the bins, so IU suggested to work with the Northern Scot to put an entry form in the paper. TM suggested that we could also put out on our social media. GC will create an entry form and send to the Board for comment.

GR asked how judged the entries will be judged, GC suggested the Board could judge and we could also go to Stacey Toner from the art school and Gary Templeton from the Council's Creative Centres.

Having the bins wrapped could encourage less littering and be a great PR opportunity.

GR asked what the theme for the designs will be, RC said that Elgin themed and very colourful- all agreed.

### Conclusions

Board agreed that the bin vinyl project can go ahead. The design competition will be ran through our social media and we will contact the Northern Scot to ask if they would like to partner on running it. We will also send to Elgin Youth Café and Moray College.

### Action Points

- Pull together entry form & circulate around Board
- Contact Northern Scot to ask if they would like to partner up
- When form & details finalised post on social media and sent to EYC & Moray College

### Person Responsible

GC  
GC  
GC/TM

### Discussion: Flow Photofest

We sponsored them in 2019 when artwork was held in cafes. They are looking to do the festival this September and make much bigger than 2019. GC would like to use the vacant properties for showcasing the artwork.

They would like to be sponsored again but have not yet said how much. GR asked what the money would be for, the sponsorship would be for the print costs and costs for renting spaces.

GC will send details to Board. We would help with the engaging side of it and not the organising side of it.

### Conclusions

Flow Photofest have asked us to sponsor them again this year as they wish to make the festival much bigger than 2019's. GC will send details to the Board.

### Action Points

- Send Flow Photofest details to Board

### Person Responsible

GC

### Discussion: AOCB

SH asked if the Lights on the trees were still on. There is problems with the lights tripping when there is heavy rain/snow/wind. GC told Scotia Animations about this problem and they can look in to fixing it.

GR asked how the idea for up lighting the trees was coming. GC spoke to Mairi McIntosh in Moray Council and she was going to take forward in their next meeting which was due to take place in January. She expected that due to getting an electricity supply and digging up the Plainstones it would have a very high cost. GC will follow up to find out the outcome of their meeting.

RC asked if new window vinyls can be put out on vacant properties around Plainstones. Board agreed this would enhance the appearance of the properties. New vinyls will be explored.

GR asked if there is anything that we can do to push vacant properties, GC said other than promote vacant properties on our website and hold some keys for viewings, we haven't done much around it before but can look at doing more with them.

### Conclusions

### Action Points

- Follow up Moray Council for up lighting trees
- Look in to new window vinyls for vacant properties on Plainstones
- Look in to promoting vacant properties

### Person Responsible

GC  
GC/TM  
GC/TM

**Next meeting date- 24<sup>th</sup> May 2021**

## Action Point Summary 22<sup>nd</sup> February 2021

Action Points 22 <sup>nd</sup> February 2021		Update
Events 2021 <ul style="list-style-type: none"> <li>Contact Aberdeen BID to ask if we can borrow their huts</li> <li>Look in to security options &amp; costs</li> <li>Check Buckie Christmas Cracker date</li> </ul>	GC GC/TM TM	
Green Elgin <ul style="list-style-type: none"> <li>Contact SPICE group</li> <li>Contact Decora &amp; Threaplands for quote for planter flowers</li> <li>Create planting plan for volunteers</li> </ul>	GC TM TM	
BID Handyperson <ul style="list-style-type: none"> <li>Go out to members to ask what help they would benefit from the handyperson</li> <li>Look into current insurance</li> <li>Contact other BIDs to see how their handyperson works</li> </ul>	GC/TM GC GC	
Loyalty Card Scheme <ul style="list-style-type: none"> <li>Send Board Loyalty Card T&amp;Cs</li> </ul>	GC	
Bin Vinyls <ul style="list-style-type: none"> <li>Pull together entry form &amp; circulate around Board</li> <li>Contact Northern Scot to ask if they would like to partner up</li> <li>When form &amp; details finalised post on social media and sent to EYC &amp; Moray College</li> </ul>	GC GC GC/TM	
Flow Photofest <ul style="list-style-type: none"> <li>Send Flow Photofest details to Board</li> </ul>	GC	
AOCB <ul style="list-style-type: none"> <li>Follow up Moray Council for up lighting trees</li> <li>Look in to new window vinyls for vacant properties on Plainstones</li> <li>Look in to promoting vacant properties</li> </ul>	GC GC/TM GC/TM	

Action Points 30 <sup>th</sup> November 2020		Update
2021 Events Programme <ul style="list-style-type: none"> <li>Arrange Working Group Meeting for Jan</li> </ul>	GC	First working group meeting was held on 14/01/2021 and was very successful, next WG arranged for 18/03/2021
Crisis & Disaster Management Framework <ul style="list-style-type: none"> <li>Think of ideas/plans that could be implemented should another lockdown happen</li> <li>Contact other BIDs</li> <li>Contact STP</li> </ul>	All GC GC	On-going Gemma posted on the Scotland BIDs FB page and they advised they were all doing what we are already doing

		STP sent Gemma the guidelines from the resilience fund and Scotland Loves Local fund which we have been successful in securing the funding and already doing what's feasible on the lists
Loyalty Card Scheme <ul style="list-style-type: none"> <li>Create loyalty card scheme paper and circulate around Board</li> </ul>	GC & TM	TM created loyalty card paper, designs and collated costs. We discussed at the WG and local businesses were in favour. Final details TBC at next board meeting

Action Points 14 <sup>th</sup> September 2020		Update
2020 Projects <ul style="list-style-type: none"> <li>Ask businesses if they would like to add discounts to App</li> <li>Look in to possibility of moving Poundland planters</li> </ul>	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"> <li>Send on costs for sponsoring bike initiative</li> <li>Discuss purple flag award application with Jamie Dey</li> </ul>	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