

# Board Meeting

24<sup>th</sup> May, 2.30pm, Zoom

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

Discussion: Last Meeting Note & Action Point Update	
Meeting note circulated before the meeting.	
RC asked for an update on the levy, this year the levy invoices have been postponed until July and all invoices will received a 25% discount.	
Rest of meeting note accepted.	
Conclusions	
This year's levy invoices have been delayed until July and all invoices will receive a 25% discount.	
Action Points	Person Responsible

Discussion: Managers Report including Social Media Update	
Report circulated prior to meeting. Report accepted.	
Conclusions	
Action Points	Person Responsible

Discussion: Street Ambassador	
Willie's first day was the 24 <sup>th</sup> May, GC took him to meet SY and had a run through of the BID. On Tuesday and Wednesday GC will take him round to meet the businesses. Willie is really keen to get going and already has great ideas.	
SH suggested to send a PR to the Northern Scot and put on social media to let people know he is in post. LS asked what the main focus of his role will be, his main role will be communicating and engaging with the members and bring back any information/queries/ideas from the members. SY said in their meeting Willie said he is open to change his shift pattern to deal with issues as they arrive for example youths on the Plainstones later in the afternoon. RC suggested to do a Fa's That Friday on him.	
GC asked the Board their thoughts on what his uniform should be. After discussion it was agreed to get a bright blue jacket with navy lettering with 'Ask Me' on the front and 'Street Ambassador' on the back. We will also provide him with black/navy waterproof trousers.	
Conclusions	
Willie has now started in post and is already keen to get going and open to changing shift patterns as needed when issues arrive.	

We will arrange to get a bright blue jackets and black/navy waterproof trousers for his uniform.	
Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Put out PR/social media post about street ambassador</li> <li>Organise uniform</li> </ul>	TM GC/TM

### Discussion: Wasteful to Tasteful

We have had enough entries to run the exhibition for the public to vote for the winning 10 designs. The exhibition will run in the St Giles Centre until Friday 4<sup>th</sup> June. The public vote through scanning QR codes that are on the posters.

The public can also vote through the page on our website, RC commented that the images are quite small so hard to see, TM will update and make the images larger.

Once the public have voted for the top 10 designs, we will then send them to Designed and they will print them on vinyls and put on the bins. Once the bins have been wrapped we will swap them with Council owned bins on Batchen Street and South Street so the vinyls are across the City Centre.

LS commented that a public bin is needed at the top of Thunderton Place as litter is either dropped on the ground or put in business's own bins. GC will ask the Council if they are able to move a bin.

### Conclusions

The Wasteful to Tasteful competition exhibition will be running in the St Giles Centre until Friday 4<sup>th</sup> June where the public will vote for the winning 10 designs.

Once the bins have been wrapped in the vinyls we will swap the Council bins on Batchen Street and South Street with a designed bin.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Update webpage to make images larger</li> <li>Contact Moray Council to ask if a bin can be moved to the top of Thunderton Place</li> </ul>	TM GC

### Discussion: Elgin Reopening Campaign

In response to the negativity in the media over Moray's higher cases, we started a #shopsafeshopelgin campaign. We have posters made up which we will hand out to businesses and we have A1 posters that we will get in vacant property windows. There has also been an MFR campaign and an advert for two weeks in the Northern Scot. We are also taking a double spread in the Press and Journal's Elgin Magloid to promote the campaign as well as the Elgin Gift Card and loyalty card.

LS commented that earlier campaign were either not seen or heard, so we need to take a different approach and push more now that we are in Tier 2. RC commented that the adverts in the newspapers aren't as effective as they used to be and we need to focus on what works such as the personal connection with businesses as the Fa's That Fridays are very popular. RC also suggested that we should promote the images we took of businesses on social media frequently to get the support local message out there. TM had came up with an idea to go round businesses by street and do short videos to show the people behind the business. The Board agreed this would be a good way to show the people behind the business and to promote the businesses.

RC suggested that we do a Fa's That Friday of the BID team to put a face and personal side to BID.

### Conclusions

We are going to ramp up the #shopsafeshopelgin campaign with promoting the personal side to businesses through posting the images of businesses and doing short videos to promote the businesses and the people that run them.

Action Points	Person Responsible
<ul style="list-style-type: none"> <li>Post regularly images of businesses</li> <li>Organise taking videos of businesses</li> <li>Post Fa's That Friday of BID team</li> </ul>	TM TM TM

## Discussion: AOCB

### Parking

LS brought up the parking issue and asked if the Council would be open to some sort of free parking for example the first 3 hours free. JD replied saying we have tried to push this before and he has always fought for it however Councillors from other towns vote against it as they don't see the benefit it would have for our businesses all they see is the parking is an income stream.

LS proposed to go to the Council and ask if we can have a "Shop Elgin Day" to welcome people back where there is free parking from 9am-12pm and BID puts in a donation to cover some of the lost revenue. This would benefit the businesses as this is a quieter time for them. JD suggested to take this to Graham Leadbitter as he is the chair of the committee that would make the decision.

RC commented that double yellow lines and 30 minute bays are being abused by people parking for extended periods of time and the policing side needs to be addressed as they should be doing more. JD said this would be a conversation to have with the Elgin Inspector to highlight these issues and get procedures in place to get the parking problem under control. JD also suggested to then go to the press to highlight that the street parking will be watched by the police as this could help to deter people from parking on the streets illegally.

JD advised that a letter needs to be sent to Stephen Cooper ASAP to ask for Free After 3 for the festive period so that it is agreed by Council in plenty of time.

### Conclusions

#### Parking

Parking charges continue to be a struggle to bring people in, it was agreed to contact Graham Leadbitter to ask if the Council would be open to having a 'Shop Elgin Day' where there is free parking from 9am-12pm and BID would make a donation to cover some of the lost revenue.

Street parking continues to be abused, GC will contact the Inspector Norman Stevenson to discuss street parking issues.

### Action Points

- Contact Graham Leadbitter to discuss 'Shop Elgin Day'
- Contact Norman Stevenson to discuss street parking issues
- Send Stephen Cooper a letter to request for Free After 3 for the festive period

### Person Responsible

GC  
GC  
GC

**Next meeting date- 16<sup>th</sup> August 2021**

## **Action Point Summary 24<sup>th</sup> May 2021**

<b>Action Points 24<sup>th</sup> May 2021</b>		<b>Update</b>
Street Ambassador <ul style="list-style-type: none"> <li>Put out PR/social media post about street ambassador</li> <li>Organise uniform</li> </ul>	TM GC/TM	
Wasteful to Tasteful <ul style="list-style-type: none"> <li>Update webpage to make images larger</li> <li>Contact Moray Council to ask if a bin can be moved to the top of Thunderton Place</li> </ul>	TM GC	
Elgin Reopening Campaign <ul style="list-style-type: none"> <li>Post regularly images of businesses</li> <li>Organise taking videos of businesses</li> <li>Post Fa's That Friday of BID team</li> </ul>	TM TM TM	
AOCB <ul style="list-style-type: none"> <li>Contact Graham Leadbitter to discuss 'Shop Elgin Day'</li> <li>Contact Norman Stevenson to discuss street parking issues</li> <li>Send Stephen Cooper a letter to request for Free After 3 for the festive period</li> </ul>	GC GC GC	

<b>Action Points 22<sup>nd</sup> February 2021</b>		<b>Update</b>
Events 2021 <ul style="list-style-type: none"> <li>Look in to security options &amp; costs</li> <li>Check Buckie Christmas Cracker date</li> </ul>	GC/TM TM	
AOCB <ul style="list-style-type: none"> <li>Look in to promoting vacant properties</li> </ul>	GC/TM	On-going

<b>Action Points 14<sup>th</sup> September 2020</b>		<b>Update</b>
2020 Projects - Ask businesses if they would like to add discounts to App	TM	On going