

Board Meeting

16th August, 2.30pm, St Giles Centre

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

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

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

Discussion: Events
<p><i>Elgin Hi-Fest- Saturday 21st August</i></p> <p>Our first event of the year, is all set to go. There will be street market, games, live music and Café Kombucha will be running the drinks tent.</p> <p>If the event goes well this year we will make bigger in 2022.</p> <p>LS suggested to have a build up to Saturday, highlight all the elements of the event so people know what is happening. RC suggested to have a countdown to the event.</p> <p><i>Cannonbawz Run Launch- 28th August (AM)</i></p> <p>This will be the same as 2019 with the cars coming along and parking up along the side of the St Giles Church. The cars will then set off at 11am. We are running a competition on our Facebook page for a child to wave off the cars.</p> <p><i>International Dog Day Parade- 28th August (PM)</i></p>

We have made 50 spaces for the parade, and we have 37 booked so far. The parade will start at 1.30pm and go around St Giles Church. After the parade there will be the dog show where we have 10 categories. Winners of the categories will each receive a rosette and goody bag from Birnie's Pet Shop. Emma from SVC will be a judge alongside CJ from Starbucks.

Halloween- 30th October

The day will be filled with games, street market, pumpkin carving competition where people bring their carved pumpkins to be judged, fancy dress parade followed by a silent disco. TM explained we couldn't have the usual bite the donut, LS suggested to have a donut wall and have it as hook the donut.

Christmas Lights Switch On- 20th November

The event will go ahead as done in previous years. Willie has already organised the Christmas tree from Rothes Estates.

Christmas Food & Drink Festival- 27th November

The Food & Drink Festival will take place outdoors. If enough stalls book we are looking to put stalls along the entire length of the High Street and South Street with the Tasty Tipple located in the private car park. Having ran the Early Bird price we only have half a dozen stalls booked so far. After discussion it was agreed we would contact businesses directly to ask if they would like to attend the event. LS suggested saying to businesses they don't need to sell from the stall they can use to promote themselves or take Christmas orders.

SH asked what the contingency would be for bad weather. After discussion SY said that the Centre could open up empty units, on the condition that they wouldn't be billed for rates. GC will contact James Taylor to ask if rates will be applied in this instance. The call to move the event will be made on the Monday before.

After further discussions the Chef Demonstrations will take place in the stage area of the St Giles Centre in either format of the event.

What's On Page

GC told the Board that we are now going to start adding on any event in Elgin on to the What's On Page. This will create more footfall to the website and make it the 'go to place' to find out events in Elgin.

Conclusions

Planning for events is well under way.

Events this year are:

- Elgin Hi-Fest- Saturday 21st August 10am-4pm
- Cannonbawz Run Launch- Saturday 28th August 9am-11am
- International Dog Day Parade & Show- Saturday 28th August 1.30pm-3pm
- Halloween Fun Day- Saturday 30th October
- Christmas Light Switch On- Saturday 20th November
- Christmas Food & Drink Festival- Saturday 27th November

We will also start promoting events across all of Elgin on the What's On Page on our website.

Action Points	Person Responsible
<ul style="list-style-type: none"> • Start promoting all Elgin events on the What's On Calendar page on website 	TM
<ul style="list-style-type: none"> • Contact James Taylor to ask for rates not to be applied for the Christmas Food & Drink Festival 	GC

Discussion: Projects Update

Benches

The new picnic benches are now in place. There was some initial negative feedback on social media when they were first instated however they are very well used and have had good response from users. Over the winter they will be stored in the St Giles Centre and will be repainted. GC told the Board as the benches are so well used we may look to get more for next year.

Sector Weeks

This is a new project that follows a similar idea to Aberdeen's Restaurant Week. During the weeks of August participating businesses either put on special offers or have existing offers promoted.

So far the weeks haven't been as successful as we had hoped, this is mainly down to the lack of businesses that got involved. To make it worthwhile we would need more businesses to get on board. At the end of August we will gather feedback from businesses.

For 2022 we will hold meetings/workshops to discuss sector weeks with the businesses and suggest ideas. After discussion it was suggested to have brackets that businesses can choose to fall in, for example "two for one coffee and cake" and all participating businesses would put on that offer. This would make the process more streamlined and the businesses wouldn't have to think of what they could offer. TM suggested that in 2022 rather than have individual weeks to have "Elgin month" in September where all the offers would run for the entire month. GR suggested to bring the idea to the next Working Group meeting to discuss further.

Christmas Gift Guide

To offer extra promotion and boost Christmas sales we are looking to create an Elgin Christmas Gift Guide. Businesses can include three products in the guide. Once the guide is completed there will be an online PDF version and some printed copies available for people to pick up.

Christmas Hampers

We are going to be creating themed Christmas Hampers. The themes are:

- Loons
- Quines
- Food & Drink
- Pamper Hamper
- Elgin Theme
- Furry Friends (cats/dogs)

A survey was put out on social media to gain public interest and there was positive feedback.

BID will purchase the items from businesses and sell the hampers. The money raised will be put towards the BID Charities fund.

We have asked businesses if they would like to be involved, once we have set the budget for purchasing the products we will go to the businesses and ask what they would recommend to include in the hampers within the set budget.

There will be different price brackets for the hampers. Hampers will be pre-ordered so there is no wastage of products, RC suggested to include an Elgin Gift Card in the hampers.

GC told the Board that in the public survey it was suggested to make the hampers available for delivery. RC highlighted we will need to check what can be sent in the post via Royal Mail or look to have a courier deliver the parcels as an alternative. The postage/courier charge will be added on to the hamper price.

Conclusions

- Benches
 - Benches are now in place and well used
- Sector Weeks

- The sector weeks haven't been as successful as we had hoped this year, moving forward to 2022 we will have as Elgin Month in September. The month will also be planned well in advance with workshops held for businesses to get ideas/give ideas.
- Christmas Gift Guide
 - The guide will offer extra promotion for Christmas sales. We need more businesses to sign up so will put a big push on that in the coming weeks. The guide will be available online and print
- Christmas Hampers
 - We will create themed hampers, products will be purchased from BID members. Money raised from selling hampers will go to the BID charity fund. Hampers will be pre-ordered.

Action Points	Person Responsible
● Bring Sector weeks discussion to the working group	GC
● Visit businesses to get them to sign up to the Christmas Gift Guide	TM
● Visit businesses to get them to sign up to the Christmas Hampers	TM

Discussion: Awards & AGM

The Annual Business Awards launched on Friday 13th August, and we have already had over 200 votes. This year we changed the criteria for the Long Established Business Award from having to be trading for over 25 years to 20 years, this opens the award up to more businesses. Voting will close on Friday 10th September. The AGM & Awards Night will be on Friday 15th October at Moray College following the same format as previous years.

Conclusions

The business awards opened for voting on Friday 13th August and will close on Friday 10th September.

The AGM & Awards Night will be held on Friday 15th October.

Action Points	Person Responsible

Discussion: Street Cleans

The weekly street cleans are going very well and we've had really positive feedback from businesses and the public. Each week we have a good number of volunteers.

SY asked when Moray Council will be out again with the weed killer, they will be out again in October. GR asked if we could subsidise spraying weed killer when the Council aren't, SY agreed and suggested to find out what the Council use so we can use the same product.

Conclusions

The weekly street cleans have been going very well and have significantly improved the areas. We will look in to the possibility of doing extra weed killer to subsidise the work the Council does in April and October.

Action Points	Person Responsible
● Find out what weed killer the Council uses	GC

Discussion: AOCB

Scotland Loves Local Fund

A second round of Scotland Loves Local funding has been announced. This will be an ongoing round of funding for the next five years which can be used for phased projects. This year the maximum fund can be for £50K. Applications for funding must be match funded.

GC told the Board an idea we have come up with it to develop the area behind the Bus Station that is owned by Robertsons and GC has contacted KM to discuss. As the fund is a multi-year fund we could use to develop other areas within the City Centre to green spaces or areas that businesses could come and set up for pop up areas. Robertsons could then be asked for match funding.

Another possible project to apply for is to get lighting in closes which would benefit the night time economy.

Parking

Since the return from lockdown there has been increased issues with illegal parking on the streets. Police Scotland don't have the manpower to constantly have an officer issuing tickets so GC has contacted Norman Stevenson to ask if this was something BID could do. RC raised the concern that this would be detrimental to BID and suggested to continually log complaints and then the Police will have to action them.

LS suggested to put out a message to the BID members reminding them not to park illegally as the issues caused by this means deliveries and emergency services cannot access the areas they need to.

Conclusions

Scotland Loves Local Fund

A second round of Scotland Loves Local funding has been announced. This will be an ongoing round of funding for the next five years. GC is meeting Moray Council to discuss their plans for applying for the fund and if a collaborative application can be put in. GC is also contacting KM to discuss developing unused land.

Parking

Illegal parking continues to be an ongoing problem. Issues will need to be continually reported to the Police to make them action the issues. A message will be sent out to BID members reminding them not to park illegally.

Action Points

- Put out message to BID members reminding them not to park illegally

Person Responsible

GC/TM

Next meeting date- 18th October 2021

Action Point Summary 16th August 2021

Action Points 16 th August 2021		Update
Events <ul style="list-style-type: none"> • Start promoting all Elgin events on the What's On Calendar page on website 	TM	
Street Cleans <ul style="list-style-type: none"> • Find out what weed killer the Council uses 	GC	
AOCB <ul style="list-style-type: none"> • Put out message to BID members reminding them not to park illegally 	GC/TM	