

# Board Meeting

24<sup>th</sup> January 2022, 2.30pm, St Giles Centre & Zoom



In Attendance	Apologies
Gemma Cruickshank (GC) Tina Mainland (TM) Stephen Young (SY) John Divers (JD) Stuart Huyton (SH) Derek Duncan (DD) Ian Urquhart (IU) Mark Angus (MA)	Katherine Mackintosh (KM) Richard Cumming (RC) Laura Scott (LS) Natalie Shewan (NS) Greg Robertson (GR)

Discussion: Last Meeting Note & Action Point Update	
Meeting Note circulated prior to meeting, no comments.	
Conclusions	
Action Points	Person Responsible

Discussion: Projects Update
<p><u>Elgin in Bloom</u></p> <p>Carley Beavan is interested in creating an Elgin in Bloom Group along with assistance from ourselves, Elgin Rotary and the Positive Action Group. We are having a meeting on 29<sup>th</sup> January to discuss moving the project forward. An update from the meeting will be given at the next Board meeting.</p> <p>The benefits of the Elgin in Bloom group they will have plant experience and will be able to get a large group of volunteers. For plants in the City Centre we will put in funding, the costs won't be higher than previous years.</p> <p>Our plans for the hanging baskets this year are to invest in a ladder so we can remove the dying plants that are in them currently and then leave the baskets up. Come the Spring we will arrange for SSE to come along to take the baskets down and the Elgin in Bloom group will replant them and SSE will put them back up.</p> <p>This year we will bring back the offer for businesses to have a hanging basket or small planter for outside their business.</p>
<p><u>Bunting</u></p> <p>GC asked the Board for their thoughts on the bunting project that was discussed in 2021. SY advised to send the proposal document around the Board to get their approval for the project. Should approval be given we will then go to the businesses to ask for their feedback on bunting locations.</p> <p>SY suggested to contact the bunting company to ask for a sample of the bunting and to ask how long the colour will last before fading.</p>
<p><u>Christmas Light Working Group</u></p>

There wasn't much pick up from the businesses to join the Christmas Light Working Group, our next step is to put out to the public. On the 23<sup>rd</sup> February we will hold a drop in session in Elgin Library for those that are interested to come along and find out more.

SY proposed an idea to help raise money for the Christmas Lights. In shopping centres they allow people to come along to have a message written on a bauble to be placed on the tree and they pay a donation to charity to do this. SY's idea was for us to have the message written on wooden disks and secure on the Christmas Tree using clips. SY suggested that the money raised could then be split between emergency services and the Christmas lights fund. All agreed this would be great way to raise funds and create a community spirit around the project.

### BID Member Events

A business breakfast was held on Friday 21<sup>st</sup> January which had five businesses attend. To allow more businesses to attend these events we will be holding them at different time and venues.

The next member event will be on Friday 25<sup>th</sup> February at Badenoch's, this will be an informal event where businesses can come along chat with the BID team and meet other businesses. GC asked for the Board's approval for BID to pay for first drinks, all in attendance agreed.

### Working Group Meetings

Before the Board meeting, RC suggested to GC to hold the Working Group meetings in different hospitality businesses as this could encourage more people to attend the meetings. If we were to also market the meetings as more of coffee, cake and chat meeting more people may be inclined to attend rather than if it was a more formal meeting.

The next Working Group meeting is on Monday 31<sup>st</sup> January. Days and times of meetings will be changed to allow more to attend.

### Street Cleans

The street cleans will be starting up again in April (weather depending). These will happen on a fortnightly basis and allow us to get on top of litter and any weeds before the Summer.

### Benches

Whilst the benches are still in storage we will get them painted ready for being taking out in April. If we can locate new locations for new benches we may look to get more benches made.

SY asked about painting the iron benches around the trees, GM explained that this is a project that the Unorthodox Project will be undertaking, they have the paint they are just waiting for better weather.

### Elgin Gift Card

In 2021 our Christmas sales were £16,065. Although this is less compared to 2020's Christmas Sales (£19,869), the overall year sales were only slightly below. 2020's full year sales were £22,784 and 2021 was £22,745. This shows that the gift card is being bought for more reasons than just Christmas.

Corporate sales at Christmas continue to do well and we will continue to grow them. MA suggested to look in to the possibility of running early bird offers for companies to order early, TM will contact Miconex to ask about the possibility of this and how it would work.

The Moray Gift Card hasn't made much of a difference to us in sales, however it has been beneficial to get more businesses signed up to the Elgin Gift Card who signed up to the Moray card and not ours.

## **Conclusions**

### Elgin In Bloom

An Elgin in Bloom group will be getting set up that BID will be part of alongside Elgin Rotary and the Positive Action Group. We are having a meeting on 29<sup>th</sup> February and an update will be given to the Board at next meeting.

## Bunting

GC will resend the bunting proposal document around the Board to get final approval to move forward with the project. Should approval be given we will then go to the businesses to ask for their feedback on bunting locations.

## Christmas Light Working Group

We will be holding a meeting at Elgin Library on 23<sup>rd</sup> February for people who are interested in joining the Christmas Light Working Group to come along to and find out more.

## BID Member Events

We have started up business member meetings again and will be holding them at different times and venues to allow businesses to attend. Our first was a business breakfast on 21<sup>st</sup> January and the next will be an informal evening on 25<sup>th</sup> February.

## Working Group Meetings

Working Group meetings will be held in different hospitality businesses and on different days and times to encourage more people to attend.

## Street Cleans

The street cleans will be starting again in April on a fortnightly basis.

## Benches

The picnic benches will be put out again in April for the Summer months.

## Elgin Gift Card

Christmas sales continue to do well, in 2022 we will look to continue our marketing for corporate sales and different ways to market the gift card.

Action Points	Person Responsible
<ul style="list-style-type: none"><li>Send bunting proposal document to Board</li></ul>	GC
<ul style="list-style-type: none"><li>Contact company to get sample of bunting and ask how long the colour will last</li></ul>	TM
<ul style="list-style-type: none"><li>Look in to Christmas message wooden disks</li></ul>	TM
<ul style="list-style-type: none"><li>Look in to possibility of Early Bird Offers for Corporate Orders</li></ul>	TM

## **Discussion: AOCB**

### BID Grant Scheme

We need to do work around getting the grant information to new businesses before they organise their signage or any work so they can benefit from the grant scheme.

In 2021, there were nine completed grant applications and we have thirteen waiting, this is due to them waiting for the work to be completed, receive quotes or send paperwork back to us.

GC told the Board that the grant is currently capped at a max of £400 and asked if we can up this amount to £500 (as it was previously), this proposal will be sent around the full Board for approval.

### Seagulls

Seagulls continue to be the biggest issue that businesses have. There were concerns that Nature Scot would be changing the legalisation around gulls again this year, however Specialist Vermin Control (SVC) had informed us that it hadn't. JD replied to say that there had been changes, SVC will be contacted to double check if there has been changes and if they would affect our work as it isn't residential.

Alongside the lasering that SVC carry out, if a business requires extra work on their business SVC will carry out a survey and let us know how much the extra work would cost. Last year our contribution to this was 30%, GC will put a request for approval to the full Board for our contribution this year to remain at 30%.

SVC informed us of a sonic machine that puts out sonic pulses to help discourage seagulls from nesting. The sound from the machine reaches half a mile and works well at disrupting the birds. One machine costs £4,500, Board members in attendance agreed this could be a beneficial piece of equipment to buy. GC will contact SVC to ask for examples, further information on how the machine functions and will then circulate that information around the full Board for approval.

### Parking Issues

GC met with the new Inspector Simon Reid who took over from Norman Stevenson. So far this year the Police have been very active moving parked cars on and issuing tickets.

### Elgin App

GC told the Board that the Elgin App isn't performing as we thought it would and has hardly been used since being launched. We tried to revamp the app by getting offers to put on it from businesses but we didn't get much take up on it.

GC asked for approval that we take down the app, all agreed as it's not being used.

## **Conclusions**

### BID Grant Scheme

The BID Grant scheme continues to be of value to BID members. GC will put in a request to the full Board for the maximum grant payment to be raised from £400 to £500.

### Seagulls

Seagulls continue to be the biggest issue that businesses have. We will put out the offer for businesses with seagull issues on their properties to get extra work done, GC will gain approval from the Board for what percentage our contribution to the extra costs will be.

GC will get extra information on the sonic machine and send on to the Board for approval as these could prove beneficial to reduce the gulls numbers further.

### Parking Issues

So far this year the Police have been very active moving parked cars on and issuing tickets.

### Elgin App

The Elgin App never really took off and is being hardly used by the public. Board in attendance agreed to take down the app.

## **Action Points**

- Send proposal round full Board to ask for maximum grant payment to be increased to £500
- Check with SVC on any legislation changes

## **Person Responsible**

GC

GC

<ul style="list-style-type: none"> <li>• Ask for more information from SVC on sonic machines and send round Board</li> </ul>	GC
<ul style="list-style-type: none"> <li>• Take down the app</li> </ul>	TM

**Next meeting date- 21<sup>st</sup> March 2022**

**Action Point Summary 24<sup>th</sup> January 2022**

Action Points 24 <sup>th</sup> January 2022		Update
Projects Update <ul style="list-style-type: none"> <li>• Send bunting proposal document to Board</li> <li>• Contact company to get sample of bunting and ask how long the colour will last</li> <li>• Look in to Christmas message wooden disks</li> <li>• Look in to possibility of Early Bird Offers for Corporate Orders</li> </ul>	GC TM TM TM	
AOCB <ul style="list-style-type: none"> <li>• Send proposal round full Board to ask for maximum grant payment to be increased to £500</li> <li>• Check with SVC on any legislation changes</li> <li>• Ask for more information from SVC on sonic machines and send round Board</li> <li>• Take down the app</li> </ul>	GC GC GC TM	