

Board Meeting

3rd October 2022, 2.30pm, St Giles Centre

In Attendance	Apologies
Angela Norrie (AN) Tina Mainland (TM) Stephen Young (SY) Stuart Huyton (SH) Derek Duncan (DD) John Divers (JD) Juliette Buchan (JB) Sarah Holmes (SaH)	Katherine Mackintosh (KM) Natalie Shewan (NS) Mark Angus (MA) Greg Robertson (GR)

Discussion: Last Meeting Note & Action Point Update	
The last meeting note and action update sent prior to meeting. No comments.	
Conclusions	
Action Points	Person Responsible

Discussion: Elgin BID Fit for Purpose	
<p>Currently there is a small amount of funding available to us due to our structure as we do not fit all criteria, for example there were 189 different funds and BID could only apply for 5 under our current structure. A BID can have charitable structure and STP have been advising it is good to restructure. SaH asked if any BID has done this in Scotland, AN explained there has not been in Scotland, but it has worked with BIDs in England. AN happy to investigate further as BID would be under two governing bodies.</p> <p>The team has done a mini strategy development session. From this session KPIs will be created on a workplan which will be brought to the Board at meetings. We will also be holding sessions with the Board to develop these further.</p> <p>AN asked the Board for approval to look in to opportunities for work placements and volunteering placements. As we will be starting consultations for Ballot in Summer 2023 the team are going to be spread very thinly. There are funds available to support placements and we would ensure the placements would be beneficial to the person holding them. All agreed to explore.</p>	
Conclusions	
<p>Board agreed to look in to the possibility for BID to hold a charitable arm as this would open the doors for more funding.</p> <p>Board also approved for work/volunteer placements to be explored to help BID team.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> Investigate possibility for BID to hold a charitable arm Explore work/volunteer placements 	AN AN

Discussion: Moray Gift Card
<p>The Moray Gift Card is presenting an issue to the Elgin Gift Card. No previous information had been given to AN in handover and now members are worried about the Moray Gift Card depleting the Elgin Gift Card.</p>

AN had met with Kirsty Conti and Kirsty Shand and although it was asked that Elgin not be included in the initial launch of the Moray Gift Card, Elgin had been included and businesses signed up. AN had agreed to pass information on to businesses as it will still be an additional income stream.

JD highlighted that in the meantime the marketing needs to be revamped and JB suggested to push for more corporate sales.

SY asked how many businesses are currently accepting the Elgin Gift Card, currently 86. SH suggested to have a secret shopper go around businesses that don't accept the Elgin Gift Card to see if that will push more businesses to accept.

Conclusions

The Moray Gift Card is presenting an issue to the Elgin Gift Card.

In the meantime, marketing around the Elgin Gift Card will be revamped to get more sales.

Action Points

- Revamp gift card marketing
- Push corporate sales
- Look in to secret shopper idea

Person Responsible

TM
TM/AN
TM/AN

Discussion: Overview

With AN being in post for seven weeks she gave a brief overview of what we have been doing.
Business Engagement- 33 face to face visits, 5 issue visits.

Start-ups- Five new businesses are looking to come to the town centre all at different stages. Two are at the beginning stages, three are existing and are looking to expand.

Eight partnership meetings.

Grants- six expression of interest forms sent out and two grant payments have been made.

Organisation Meetings/Events- Scotland's Town Partnership, UHI Moving Forward Event, UHI Freshers Fayre, Visit Moray Speyside Workshop.

Future Events

AGM & Awards 21st October- Need a Director to read SY's introduction. Next year we will be expanding the award questions/categories.

Halloween Fun Day 29th October

Christmas Lights 26th November- in previous years the event ends after the lights are switched on and this year the event will be extended to 5.30pm.

Gulls

Gull Strategy meetings- have been waiting on data to come back, TM will be collating the data in to a BID gull strategy. Once strategy is completed it will be sent to Community Council for them to discuss in conjunction with the work they are Moray Council are planning.

The sonic device located on St Giles Centre did well and look to expand across BID area.

Discussion: Others	
<i>Fountain</i>	
<p>As discussed at previous meetings we have been told that the fountain cannot be turned on due to the risk of legionnaires disease. AN has sourced a company that test for the disease, they do two tests- one on location, and another is sent to a lab for deeper analysis. The water would be tested every quarter and would cost under £2K a year. AN asked the Board if the process is as simple as that if BID would be able to take on the work if after presenting this to the Moray Council and they still do not have the resources. JD suggested that some of the costs could be covered by the Common Good fund.</p> <p>Board agreed to take findings to Moray Council and investigate working in partnership on this.</p>	
<i>BID Office Facilities</i>	
<p>AN highlighted two issues with the facilities in the BID office, there is currently no hot water or sanitary provisions. Board agreed for hot water work and for sanitary provisions to be rectified.</p>	
<i>Levy Emails</i>	
<p>James Taylor Taxation Manager has asked us to provide the BID member email addresses to allow for levy invoices to be sent through email. This would be a GDPR issue however we will work to gather up to date emails and ask if members are happy to have their emails shared with Moray Council. We will aim to have this done for the April invoices.</p>	
Conclusions	
<p>Fountain- AN has found a seemingly simple and cost effective solution to having the fountain turned back on and will take information to Moray Council to discuss.</p> <p>BID Office- Board agreed for hot water and a sanitary provision to be installed.</p>	
Action Points	Person Responsible
<ul style="list-style-type: none"> Take fountain information to Moray Council 	AN

Next meeting date- 16th January 2023

Action Point Summary 3rd October

Action Points 3 rd October 2022		Update
Elgin BID Fit for Purpose <ul style="list-style-type: none"> Investigate possibility for BID to hold a charitable arm Explore work/volunteer placements 	AN AN	
Moray Gift Card <ul style="list-style-type: none"> Revamp gift card marketing Push corporate sales Look in to secret shopper idea 	TM TM/AN TM/AN	
Others <ul style="list-style-type: none"> Take fountain information to Moray Council 	AN	
AOCB <ul style="list-style-type: none"> Meet with Kirsty Conti to discuss Operating Agreement 	AN	