

Board Meeting

12th February 2024 5pm, Elgin BID Office

In Attendance	Apologies
Angela Norrie (AN) Stephen Young (SY) John Divers (JD) Juliette Buchan (JB) Leigh Ellis (LE) Darren MacDonald (DM) Katherine Mackintosh (KM) Sarah Holmes (SaH) Sophie Masson (SM)	Natalie Shewan (NS) Mark Angus (MA) Stuart Huyton (SH) Derek Duncan (DD)

Discussion: Last Meeting Note & Action Point Update
 Sent out prior to meeting, no comments.

Discussion: Renewal Ballot
 Discussion took place regarding the following if successful in next phase of Ballot:

- No increase would be made to the BID Levy
- No expansion on the boundaries of the district area, although Voluntary members will be considered after research into best practises undertaken and a suitable package is introduced.
- Cash Machines, any businesses holding is required to pay a BID levy. Directors agreed to look at the potential of removing for next phase.

In previous conversations with Moray Council it was asked if consideration would be given to grow EBID to cover Moray. At the time management Staff made Moray Council aware this would not be feasible for next phase as to much work would be required in the ground of researching what could be provided to all areas as multiple factors must be considered. All directors agreed this being the case but did agree that other communities could benefit from a blueprint that other areas could adopt. This would include some of the practises and workings EBID undertook and resources to support success.

Conclusions
 All directors unanimously agreed

Discussion: BID Levy collection procedures
 Discussion held on the procedure for collection of BID Levy, procedures were out of date, and due to time restraints meant that what was previously agreed, did not work for the management team or BID members. It was agreed that the procedure should be BID members receive the invoice, then a final reminder then sheriff office letter if payment has not been received.. SY suggests that we do not go into businesses and LE suggests we only have contact through Email and not face to face. However if any business would like to arrange a meeting to discuss the BID Levy then 2 members of staff should be present. SY suggest we move away from the office and hold meetings at the St Giles Centre with himself present. Some businesses receive 2 invoices within the year however if they only pay under £100 we only give then the 1 invoice for the year. We are finding it hard to collect from takeaways as they change names and email addresses often.

Conclusions

Agree to email exchanges only and in extreme measures have meeting with SY present. All voted yes to this new policy

Action Points	Person Responsible
<ul style="list-style-type: none"> • Create and implement a new BID Levy collection procedures 	AN

Discussion: Budget 2024

Although there has been a saving from previous years in certain areas of the budget. Due to seeing an increase in prices from partners and for essential equipment to support initiatives and the requirements now needed to hold a license to run these events. It was noted this could impact the delivery of some of the events and consideration was now needed where higher levels of safety and security measurements are required.

Where we have been successful gathering £5,000 of funding from Elgin Councillors to support the cleaning undertaken by BID. We originally gathered a quote for a sweeping machine this has now raised to £32,000. Suggested to use the funding of £5K for the purchase of the Gum, graffiti remover and time will be dedicated to source funding so one can be purchased if successful in the next phase of Ballot.

(SaH) When it comes to marketing we should be advertising the sponsorship of The Elgin Pipe Band. This led to conversation of donation to St Giles Church for when we use Church for events and how this may change if Church does go up for sale.

Town Centre Wi-Fi Elgin BID currently are the only ones who offer this service. It was spoken about in previous years that in a partnership fund Moray Council would look to expand this offering across other sections of the district, but this never happened. The current Wi-Fi provision is temperamental and relies of an area that tends to fall off the window. This is currently placed in St Giles Centre and even they cannot access the service. Management team to look at providers and offerings of a Wi-Fi suitable for the district especially high foot fall areas. This could be utilised to capture how many people are using town facilities but requires a marketing plan to make sure all are aware of the project encompassing from locals to those touring local area.

(SY) Wages and allocation of budget must be included to support Living wage increase and any increment Directors see fit to make.

All agreed the draft budget proposal

Conclusions

All directors unanimously agreed

Action Points	Person Responsible
Wifi providers to be consulted with for town centre provision	AN

Discussion: Website

Discussion on EBID current website. How it is currently displayed makes it nonuser friendly and is no longer fit for purpose. We have been approached by a website and social media developer, Archie from Highland Heights Media. We have held an introduction meeting and quotes were provided on levels of services.

(SAH) suggested meeting with (AN) to discuss this further and give consideration to holding a members login section where information can be up dated by the individuals and can access potential resources while also looking at the users side, and capturing the analytics, such as who is using the website.

Conclusions

(SaH) & (AN) to meet to discuss.

Discussion: Renewal Ballot Event

Lunch consultation event is taking place, this is where members are asked to consider 3 main objectives of what they would like EBID to concentrate on in the next phase.

(AN) asked directors to confirm who would be attending (SY, DM, KM, (LE) and JD) if prior engagements finish on time and apologies from (SaH, JB & SM) they all have prior engagements.

(JD) spoke about the councillors meeting where it was voted 8 to 6 in agreeing to support EBID going to ballot. 5 conservatives and 1 SNP councillor voted no. There are a number of new representatives who do not know what EBID does. (AN) commented that the main engagement comes from 3 of the Elgin Councillors and suggested holding a RSVP event, following on from their next full meeting. We could utilise this to educate the new members while showcasing what we have been successful in over this period and what we would want the next phase to potentially look like. (JD) mentioned that if we wished to do this then going through Mady Tough would be a good way, and that both the chair (SY) and Manager (AN) would be expected to attend and give a presentation later in the year.

(SY) commented that this would be a good way to differentiate between ourselves and other local business support providers, while highlighting how we also work in partnership raising common issues and concerns such as parking and antisocial behaviour.

Conclusions

4-5 directors will attend lunch event

Discussion: AOCB

Premises: (SaH) asked if premises are still being looked at. Yes but currently there has been nothing that covers all our needs.

Datasbase: The new system is now in place and all members credentials are now installed. The team have been spending time getting to know the layout of the system and all functions. A weekly report will be made available to the directors on stats recorded once all training is complete from Vacinity.

(SaH) commented that budget showed spelling mistake that needs amended. Stationery instead of Stationary.

Embrace Elgin Magazine: discussion on dates when these should be delivered out. Due to issues with Royal Mail delivering the magazines we have had it reported that not all received in timeline that was expected. (AN) to look at timeline and readjust the dates for delivery. We will also look to add to the list of distribution holders. Currently Tesco's, Museum, College, Library and some hairdressers hold.

Staffing: Tina has resigned from her position as Marketing & Communication Executive she will be leaving EBID on the 1st March after 6 years of service.

Directors: Mark Angus (G&M rep) will be stepping down from the board in April.

Management team was asked to leave the meeting for directors to speak confidentially.

Meeting adjourned after this.

Next meeting date- 15th April 2024