

**BID Board meeting – 5th June 2014**

**Present:**

**Directors:** Chris Witt (Chairman), Giles Bingley (Treasurer), Annette Miller, Karen Blackburn,

Richard Hurst, Mike Coles, Paul Scott, David Halton

**BID Manager:** Carl lamb

**St Austell Chamber of Commerce:** Jessica Milln

**Cornwall Council:** Helen Nicholson

**Apologies:** John Kneller, David Pooley, Ameena Williams, Colin Glanville, Tania Hall

**Absent:** Robin Hunkin

***Minutes & actions***

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|  | **Minute item/action** | **Who** | **When** |
| 1. | Chris Witt opened the meeting. |  |  |
| 2. | The minutes of the last meeting on 8th May were approved and signed off. |  |  |
| 3. | Bid Manager Update – Carl  *Christmas lights*  The lighting colours can be changed for this year at no additional cost to the BID. To extend the light across one extra street would cost £4000. The BID Events Project Team are going to look into this and feedback to board at the next board meeting.  *Seasonal brochures*  Carl suggested replacing the seasonal brochures with a quality food, drink and shopping guide that would contain editorial and pictures instead of simple adverts. Carl has obtained three quotes ranging from £2500 to £10,000. The board suggested that Carl investigates this in more detail for next board meeting.  *Footfall Counters*  Carl met with Springboard, who operate footfall counters for Truro , Falmouth and Newquay BID. Springboard carried out a recce of the town centre and suggested two footfall counters should be installed (1) Fore Street outside Boots Chemist, and (2) Fore Street outside Tengo Café. Details and costs appended.  David Halton to send Carl details of a low cost alternative that can be installed and run by the BID.  *St Austell Brand Development*  Absolute Design have sent the logos and fonts to Carl. It was suggested to let levy payers pick which font they would like to represent the town. The Marketing Project Team are going to action this. | Events Project Team  Carl  David Halton  Marketing Project Team | For next board meeting  For next board meeting  For next board meeting |
| 4. | *BID Finances – Giles*  Cornwall Council have so far collected £61,722 in levy money of which £55,000 has been paid into the BID bank account.  Payments have been received from all voluntary levy payers with exception of Ocean Housing and KLF Hairdressing. Carl to chase these payments.  The 2013/14 Financial Statements were approved for Carl to send out to all levy payers. | Carl  Carl | w/e 13/06/14  w/e 13/06/14 |
| 5. | *BID Projects –* Not discussed at this meeting |  |  |
| 6. | *Britain in Bloom - Annette*  There are currently 143 planters, five troughs and the flower tower in-situ around the town centre. Annette and Helen received great feedback from shoppers and businesses while the planters were being installed.  The board discussed removing all of the old, broken brackets from town centre buildings. This could be a problem with landlords expecting the BID to make good, therefore Carl to speak to the lessees of the three properties with the most unusable brackets – The Post Office, Stag pub and Natwest Bank.  Poltair school are currently creating four large murals that are going to be installed along Chandlers Walk. These should be in-situ by the end of July.  Helen has obtained quotes for graffiti artists to decorate the white hoardings on the opposite side of Chandlers Walk. Quotes range from £448 - £2500. Annette has applied to the town council for a £250 grant towards this project and Mike Coles is going to ask the new owners of Old Vicarage Place if they will contribute. | Carl  Mike | w/e 20/06/14  For next board meeting |
| 7. | *Future meeting dates (2014) –* The next BID board meeting is to be held on Tuesday 1st July 5.30pm at the White Heart Hotel. |  |  |
| 8, | *AGM update –* The BID Annual General Meeting is to be held on Thursday 3rd July 6.30pm at the White Hart Hotel. |  |  |
| 9. | *Public Art Proposal – Annette*  Annette and Helen proposed a town centre art project, working with the Old Press gallery and local schools and focus on St Austell’s clay mining heritage. After discussion it was decided the BID Board need more details before making a decision. Annette is going to request a schematic and visuals from Charlie Ratcliffe at the old Press. | Annette | For next board meeting |
| 10. | *AOB*  Jessica Milln suggested making all BID levy payers associate members of St Austell Chamber of Commerce. After discussion it was decided the CoC should approach town centre businesses directly.  St Austell Chamber of Commerce have compiled a business survey and asked if it could be circulated to the BID Board. It was agreed that Carl would circulate it.  It was suggested that the whole town centre should have Wi-Fi. Carl to obtain quotes.  Carl was asked how the loyalty card is progressing. New window stickers are currently in production. Once they arrive Carl is going to relaunch the loyalty card. | Carl  Carl  Carl | w/e 13/06/14  For next board meeting  For next board meeting |

**The meeting closed at 7.20pm**