

Meeting Notes (minutes) 9th July 2018

[BID Board Meeting dates 2018](#)

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
Charlotte Whitaker (Manager no voting rights)
Nick Boot (Office, voting)
Philip Downer (Independent, voting)
Gillian Harris (Independent, voting)
Geoff Evans (Leisure and Tourism, voting)
Ken Storr (Multiple retailer, voting)
Rick Parish (Office, voting)
Ben Curtis (Resident observer, non-voting)
Emily Ayres (MVDC Representative, observer, non-voting)
Stephen Cooksey (Councillor, observer, non-voting)

Jen Dannel (Note Taker, non-voting)

1.

Welcome and Introductions

1.1

Andrew opened the meeting and welcomed everyone. He informed the Board that Robert Jolley had resigned as he had left his job at MVDC to pursue a new position elsewhere. Until his replacement has been found, Emily Ayres will attend as a representative for the MVDC Observer. In addition, Simon Edge has resigned from the Board as his portfolio has changed within MVDC. He is being replaced by Metin Huseyin.

Action: Info

Time:

2

Item 2 - Presentation from Loyal Free

2.1

Jason Nesbit and Sophie Hainsworth from the start-up Loyal Free gave the Board a presentation of their location-based App and the facilities it could provide for Dorking (fixed offers, loyalty stamps, events, etc).

Action: Info

Time:

2.2

The Chair asked the Board if they would like to proceed? The vote was carried unanimously, but would like Charlotte to negotiate a payment plan

Action: CW

Time: ASAP

3

Item 3 - Approve Minutes of Last Meeting

3.1

Minutes were agreed as correct by unanimous vote

Action: Info

Time:

4

Item 4 - BID Update

4.1

Charlotte Whitaker updated the Board on the following subjects:

- Website - The website has now been updated to include meeting notes from all committee meetings, projects status and updates and loyalty, market and delivery surveys.
- Communication - The newsletter will be delivered monthly on paper to all levy payers by hand and be put on the website. It can only be sent to the levy payers who have signed up for the newsletter on the website.

- Radios – currently 15 businesses signed up and another two engagement days (3rd August and 28th September) and a training afternoon (27th July at M&S) scheduled.
- Town Centre Review/Mystery Shops – as the Board have decided to pursue the loyalty app and footfall counters, this has been shelved.
- Footfall Counters – will be placed in 10 shops around town in the next few weeks. Once we have initial information the directors will make a decision if any more devices are needed to cover ‘holes’ in the town.
- Website Tender – 5 companies have decided to tender for development of the website. The preferred two will be asked to present at the next Board meeting.
- Miscellaneous
 - banners showing the new branding have been ordered for around town
 - Zed Creative are working on a generic advert
 - postcards advertising the town and its assets have been ordered for distribution during the cycle race
 - it has been suggested that those businesses closing down/leaving the town be interviewed to determine their reasons

Dates for the Diary

Next BID open afternoon will be held on 25 July from 3-6 pm in the Waitrose’s coffee shop.

Action: Info

Time:

5

Item 5 – Traffic Survey Discussion

5.1

There was a discussion on the BID’s formal response to the MVDC Traffic Survey. Charlotte Whitaker will formulate a BID response on behalf of the Board when she receives all comments.

Action: All

Time: ASAP

6

Item 6 – AOB

6.1

Andrew closed the meeting at 10.15 am.

Action: Info

Time:

6

Next Meeting

6.1

Next Meeting will be held at 0745h on 6 August in South St Clinic.

Action: Info

Time: