

## BID Directors Meeting Notes

# Meeting Notes (minutes) 11th June 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)  
**Robert Jolley** (MVDC Officer, observer, non-voting)  
**Simon Edge** (MVDC Executive Member, voting)

**Karen Coyne** (Police observer, non-voting)  
**Jen Dannel** (Note Taker, non-voting)

1.

### Welcome and Introductions

1.1

Andrew Fuller opened the meeting and welcomed everyone. He had received apologies from Stephen Cooksey. Karen Coyne of Mole Valley Police was present as an observer.

2

### Approve Minutes of the Last Meeting

3

### Budget Update

3.1

Charlotte Whitaker and Nick Boot gave a budget update and management accounts update, respectively. Nick asked for a volunteer to be added as a signatory to the Bank Mandate. Rick Parish offered and was accepted.

## 4

### **BID Update**

#### 4.1

Charlotte Whitaker updated the Board on the following subjects:

- Press and Promotion
- Signage
- CRM
- Events
- Community Clean
- Town Centre Review
- Pub Watch
- Loyalty Scheme
- Radios
- Footfall Counters
- Zed
- Marketing & Promotion
- Dates for the diary

## 5

### **Items for Decision**

#### 5.1

##### *LDC Footfall Counters*

It was proposed that a vote was held on paying for footfall counters for 3 years, but seeing what best deal CW can get for 4 years. The vote was carried unanimously. The Board would like CW to proceed and get the counters in place asap.

##### *Zed Creative Branding Sign-off*

Firstly – do we stick with the DTP brand we have just developed or align ourselves with the MVDC Discover Dorking website should it be offered to us? The vote was carried unanimously that we stick the new Zed Creative branding that has been in development for some time.

Secondly – CW asked if we need to go to tender for a new website or just use our existing ‘interim’ solution? The vote was carried unanimously that we should go to tender for a new website designer. CW to email the tender document and proposed companies that we ought to approach.

Thirdly – Can the Board please vote on whether they are happy with the branding that Zed Creative have designed. The vote was carried unanimously that we can go ahead with the new branding.

**6**

## **Proposed Dorking Festival**

**6.1**

Molly Pinner, a representative of the Marketing and Tourism Group, presented a proposal to the Board for a new Dorking Christmas Festival. A Vote was held on whether to go ahead and investigate the proposal and budget further. The vote was carried unanimously. The Marketing and Tourism Group have an agreement in principal to hold the Dorking Christmas Festival on Sunday 25 November from 3-6 pm. The Board are happy for CW to continue to work on the event and have asked that she come back with a revised budget.

**7**

## **AOB**

**7.1**

Andrew Fuller closed the meeting at 9.55 am.

## **Next Meeting**

The next Board Meeting will be held at 0745h on 9 July in South St Clinic.

BID Board Meeting Dates for 2018

- **19th March**
- **16th April**
- **14th May**
- **11th June**
- **9th July**
- **6th August**
- **3rd September**
- **8th October**
- **12th November**
- **10th December**