

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
 Charlotte Whitaker (Manager, no voting rights)
 Nick Boot (Office, voting)
 Ben Curtis (Resident representative, observer, non-voting)
 Stephen Cooksey (Councillor, voting)
 Candida Goulden (MVDC Representative, observer, non-voting)
 Emily Ayres (MVDC Representative, observer, non-voting)
 Ken Storr (National Retailer, voting)
 Rick Parish (Independent, voting)
 Philip Downer (Independent, voting)
 Gillian Harris (Independent, voting)
 Laura Drake (Night-time Economy, voting)
 Clayton Wellman (Councillor, voting)

Jen Dannel (IN ATTENDANCE)

		ACTION	TIME
1.	Item 1 - Welcome and Introductions		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Geoff Evans, Beccy Gunn and Lisa Edwards.	INFO	-
2.	Item 2 – Resignation of Metin Huseyin as a Director		
2.1	The resignation of Metin Huseyin as a Director was notified to the Board and Nick Boot informed the meeting that this had been filed at Companies House effective 6 June 2019.		
3.	Item 3 – Appointment of Clayton Wellman to the Board		
3.1	Clayton Wellman was nominated as Metin Huseyin’s replacement on the Board. This was passed unanimously by a show of hands. Clayton Wellman was duly elected and Nick Boot was asked to file the appointment documents with Companies House.		
4.	Item 4 – Approval of Last Month’s Minutes		
4.1	Minutes were agreed as correct by unanimous vote.		
5.	Item 5 – Economic Prosperity Update by Candida Goulden		
5.1	<p>Following the publication of the MVDC Economic Prosperity Strategy Document last July, Candida gave a presentation on progress to date. The vision was put in place by the previous administration The framework is based on 5 pillars (retain, enterprise, skills, rural and visitor) and business infrastructure. She went on to drill down into the various projects that sit under each pillar.</p> <p>Retain – projects to retain the businesses within the area and update all information held on them Enterprise – encourage new businesses into the area and includes a variety of projects including revitalisation/rebranding of the Dorking Friday Market.</p>		

	<p>Skills – development of skills and workshops for schools/employers within the area and apprenticeships within the area and within the council Rural and Visitor – touched upon the recent rural summit and visitor economy Business Infrastructure – safeguarding employment land, transport connectivity and promotion of small companies and co-working spaces.</p> <p>Candida answered Board questions, particularly on the market revitalisation, throughout the presentation. Now that there is a new administration in place within MVDC all of the above plans will need to be discussed with them. Stephen Cooksey reiterated that there is a sense of urgency and that the current administration will move things along quickly with the limited resources available.</p>		
6.	Item 6 – Heritage Action Zoe Funding		
6.1	<p>Clayton Wellman informed the Board that there is a £40m fund available called Heritage Action Zone Funding. We can bid for £250k-£2m matched funding to bring heritage action zones within a conservation area (High St/Town Centre) and which is to be delivered within 4 years. MVDC hoping to partner with the BID and possibly other community support. Time is very limited (EOI by 12 July).</p> <p>The Board felt that perhaps this is aimed at more underprivileged communities and is it the best focus of our attention? Clayton suggested that we go for a smaller piece of the pie and might be more likely to receive funding, but even if we are unsuccessful then we will have built up a bank of ideas/projects for Dorking which we are ready to use going forward. Can the BID be a partner if not re-elected in 3 years time? Not sure. Clayton gave examples of small projects around the town which could be addressed if we were to win some funding. The Board felt it was a pretty uninspiring list, but agreed that even though we were unlikely to win it was a good exercise and the collateral would be good to use for other grants/funding applications going forward.</p>	INFO	-
7.	Item 7 – BID Update		
7.1	<p>CW gave a BID update:</p> <p><i>Market on West Street</i> CW gave an update on the first artisan market scheduled for 7 July and gave a breakdown of stallholders already engaged. Social media plan and advertising is in place, 10,000 flyers printed and website feature ready. She has got a quote for having flyers delivered to 48,000 homes in the RH1-RH5 area, but is going to get attendance figures from the July and August markets before a decision is made on whether we need to spend money on this.</p> <p><i>LoyalFree</i> There are now 1935 engaged app users, 2,621 redemptions of offers/stamps made, 10,544 profile views of businesses and 1,551 additional clicks for Dorking businesses. Currently have 72 businesses with 99 offers on there.</p> <p><i>Amplia</i></p>		

	<p>Amplia provided a long report on social media including focus for June (promote films, promote artisan markets, continued execution of social media calendar and encourage businesses to promote products on Hello Dorking) and activities in May (social media calendar execution, social media training, website updates and lots more!). Top line results for May include 1405 followers on Instagram, another 49 page likes on FB and 52 new FB followers and 1480 followers on twitter. On Instagram the most engaging posts are those submitted by our Instagrammers from IGERS Surrey. On facebook posts with increased engagement and reach tend to focus on press coverage, walking tours, hikes, tourism, community and new business ventures.</p> <p><i>Pubs</i> The pubs conference is scheduled for 4th July at 10 am at the Red Lion in Betchworth.</p> <p><i>Footfall</i> CW has now got prices for the new footfall monitors with the most up to date technology (she will share an in depth document explaining how the new technology will work). However, the new technology has caused a big increase in price and our budget now means we can only afford three devices. They give very important information and we wouldn't want to be without them, but three devices aren't going to give enough information for the whole town. CW will go back and see if she can get a better price and also see what other companies are out there and the prices they can offer.</p> <p><i>Mayflower Logo</i> CW showed examples of a logo for the Mayflower. Everyone agreed that it should have the word Dorking on there.</p> <p><i>Promotional Videos</i> Videos will be ready next week and the plan is to 'launch' them at a private event on 5th July for all BID levy payers.</p> <p><i>Parking Signage</i> Hopefully costing will be discussed next month.</p> <p><i>Independents Month</i> July is Independents Month and we will have an article in Surrey Life and will use our shop Local video to advertise.</p> <p><i>Prospectus</i> CW will be working on an update next month. Please email any thoughts/ideas.</p> <p><i>ATCM Awards</i> We have been shortlisted for the ATCM Awards Business Support category with LoyalFree. Winners will be announced on 26 June.</p>		
8	Item 8 – AOB		
8.1	<p><i>Meeting Structure</i> Ken asked if there could be more structure to the meetings as it would make it easier for him to plan how long he needs to be away from his desk.</p>	INFO	-

	<p>He feels that the important issues are rushed at the expense of less important issues that could be covered off by email or shorter presentations. Everyone felt that the meetings need to be kept to a 9.30 am finish time.</p> <p>The chair closed the meeting at 9.55 am.</p>		
NEXT MEETING			
	Next Meeting will be held at 0745h on 16 July 2019 in South St Clinic.	INFO	-