

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)
Lisa Edwards (Leisure and Tourism, 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)

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 and Laura Drake.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	Minutes were agreed as correct by unanimous vote.	INFO	-
3.	Item 3 – BID Update		
3.1	<p>CW gave a BID update:</p> <p><i>Market on West Street</i> The use of the West St Car Park for a Sunday monthly artisan market has now been approved by MVDC. The first achievable date is 7th July and CW is now seeking Board approval to proceed. Hoping for 15-18 stalls with a 75/25 craft/food stalls. The artisan market logo is ready to go and advertising will take place via boards around town, flyers and social media. GH will investigate advertising on the West St Banner. We need to ensure that all outlying villages are aware of the markets – possibly advertise in parish magazines and flyering. CW will be there as the event organiser.</p> <p>In addition, the flyer could have a list of free parking and shops that are open on Sundays. It should link in with the Loyal Free App to maximise the advertising opportunities.</p> <p><i>Surrey Day 4th May</i> Brilliant promo day for Dorking with over 60 photographs entered into the Instameet Competition. CW thanked Healthy Kitchen for their hospitality and Sorrel for the prize for the competition winner.</p> <p><i>LoyalFree</i> There are now 1850 engaged app users, 2337 redemptions of offers/stamps made, 9777 profile views of businesses and 1302 additional</p>		

<p>clicks for Dorking businesses. Currently have 68 businesses with 80 offers on there. Dorking now has access to live data of the 68 businesses, their social media profiles and all of their customer reviews in a live dashboard.</p> <p>Dorking trails not on our app just yet – hoping to get Mayflower trail on there as soon as possible.</p> <p><i>Amplia</i> CW provided a long report on social media including focus for May (finish three films, continued execution of 2019 social media calendar, continued training, campaigns, building relationships and collaboration) and activities in April (filming, social media calendar execution, social media training, website updates, Surrey Day coordination and lots more!). Top line results for April include 1278 new followers, 1194 FB likes and 1271 FB followers and 1400 followers on twitter. On Instagram the most engaging posts are those submitted by our audience and this trend continues to be a winning strategy. On facebook posts with increased engagement and reach tend to focus on walking tours, hikes, tourism, community and new business ventures.</p> <p>CW to find out how much we are paying for social media reach and how effective our spend is? Is it making a difference? The information will be ready for the next meeting.</p> <p>CW went on to show two new films – Shop local and Tourist edits.</p> <p>Comments on the shop local edit:</p> <ul style="list-style-type: none"> - very good <p>Comments on the Tourist edit:</p> <ul style="list-style-type: none"> - can't really tell you are in Dorking? - how will people know its Dorking? - Can we use captions? - Where will it be used? (social media, visit surrey website, big screens in town) – could it be shown at Clapham Junction? Waterloo? Can we rent space anywhere else? CW to investigate - A bit town centre specific? - Not diverse enough - is 1 min 30 secs too long? Teasers on social media can be shorter. <p>CW will re-share the first film again on social media.</p> <p><i>Mayflower Event</i> CW provided a list of plans in place to celebrate Mayflower in Dorking. CW is hoping to use the logo from the Mayflower 400 website, but currently awaiting permission and associated costs – would also provide continuity with national coverage.</p> <p>The promotional leaflets will be left in hotels and shops but also hoping for waiting room at train station to get more coverage.</p> <p>CW also played the Mayflower film edit to the Board.</p> <p>Comments included:</p>		
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	<ul style="list-style-type: none"> - should we change to an American voiceover? Is the British voice too twee? - Ending requires improvement - Make it more relevant to American life - Turn up the quaintness factor - Give an indication of how close Dorking is to London. <p><i>Proposal for National Beer Day</i> CW provided the costs for proposals put forward by a private company to run events for National Beer Day and a Collaborative Conference and Workshop for pubs within the BID area. The conference/workshop is open for all pubs around town and it will be funded by the BID. CW is seeking Board approval to proceed albeit she will negotiate on price, the number of attendees required and also include lounges/wine bars within the invite. Passed unanimously.</p>		
4	Item 4 – AOB		
4.1	<p><i>Parking Application</i> CW has been approached by a company who use Bluetooth technology to pick up when you arrive in a car park and then dependent on the amount of money you spend in town you would receive credit on your ‘account’ which you can then use to pay for parking on your next visit. They are working with a national parking App to merge the two applications, it’s really efficient, its nationwide and we could secure an early adopter package. General feeling was that retailers are being hit again on their margin. Could MVDC pay? Could BID pay? CW suggested that we keep the conversation going.</p> <p><i>New MVDC Admin</i> From 21 May the council will be under a new administration and as such there will be a delay in putting any future plans in place, although the new administration are aware of their urgency. There will be more details next month.</p> <p><i>Dorking Guide for New Homes</i> A local property development company are keen to provide new residents with information (local guide or leaflet) on Dorking. CW has already said yes to them.</p> <p>The chair closed the meeting at 9.25 am.</p>	INFO	-
	NEXT MEETING		
	Next Meeting will be held at 0745h on 18 June 2019 in South St Clinic.	INFO	-