

Minutes of Director's Board Meeting held 17.11.20 via Zoom

ATTENDEES

Andrew Fuller (Chair)

Charlotte Whitaker

Beccy Gunn

Emily Ayres

Geoff Evans

Ben Curtis

Nick Boot

Stephen Cooksey

Philip Downer

Kenrick Parish

1.	Item 1 – Welcome and Introduction	Action	Time
1.1	AF opened the meeting and welcomed everyone. Apologies had been received from Cllr Clayton Wellman	Info	
2.	Item 2 – Approval of Minutes of previous meeting		
2.1	The minutes of the previous meeting in October were approved	Info	
3.	Item 3 – Covid Recovery	Info	
	New Business Grant applications are open based on Rateable Value (RV). Some businesses have already applied and are appreciative. RV less than 15,000 Grant 1334 RV of 15,000 – 51,000 Grant 20,000 RV of over 51,000 Grant 30,000		
4.	Item 4 - Autumn/Winter		

	<p>It was explained that the Christmas Artisan Market has been moved from 21 – 22nd November to 12 -13th December. Shop local and on line click and collect initiatives are ongoing. Hello lamposts Project starts from Monday. Markets are a real win driving footfall, and have been very successful. Christmas window competition is due to be opened with MVDC and DTP partnering this Project, and is subject to MVDC approval.</p> <p>Budget Communications are ongoing until March 21 for agreeing the BID levy. Some Businesses are struggling to pay and are obtaining a grant, but fewer than during the previous lock down. No events planned yet for next year, but there will be an opportunity to re visit.</p> <p>The AGM is in February, and we need to get into a strong position with a full complement of Directors. The next bill is due in April, Businesses having been given the option to pay by March 21 Consensus to move perhaps to quarterly. Agreement sought for 2 instalments to pay BID levy over 5 years time. This topic to be included at MVDC Group Meeting. A tier arrangement potentially could be considered. As we are unsure of the position post lockdown all parties to liaise. If levys are deferred, we would continue to offer levy payers continuing services. Supply of Hanging baskets has been deferred.</p> <p>Unanimous VOTE to defer the above levy arrangements until March 21.</p>		
5.	Item 5- Memorandum of Understanding for MVDC		
5.1	MVDC and DTP are working together in partnership, this includes working on Objectives and Projects. M of U is vital for the Business Plan so that Projects can be agreed between both parties. These are not set in stone and there will be opportunities to explore further. Directors will be updated on progress.	SC	
6	Item 6-Sub Groups		
6.1	<p>A discussion was held about the value and impact of developing the visitor economy. Retail value, BID boundary and structure is relevant to this. CW to look into all applications for next BID ballot with a review of all areas.. At present we have 77% Retail and 23% Office space.</p> <p>Unanimous VOTE to proceed as above.</p>	CW	
7.	Item 7- BID Boundary and levys		
7.1	<p>There was a proposal to drop a couple of businesses from the levy as they are on the other side of the Cockrell roundabout. It was felt they added little value to the BID. It was however felt that there were others which would add value. CW will progress conversations with parties concerned.</p> <p>Unanimous VOTE to proceed as above.</p>	CW	
7.2	<p>CW indicated she wanted to consider the change of wording for levy payers so if there was a building that was unoccupied, the levy would fall to the Landlord as hereditament. To change the wording would impact the levy collection.</p> <p>Unanimous VOTE to proceed as above.</p>	CW	
8.	Item 8 -Directors		
8.1	It was confirmed the current Directors list is correct, but there is a need to be flexible to achieve a full complement of Directors. It can be a challenge to fill	CW	

	vacancies. A suggestion was made about grouping sectors differently. CW to e mail the figures for each sector so a decision can be reached by the Group.		
9	Item 9 -Free Parking		
9.1	MVDC are not providing this in Lockdown II. Consideration will be given to extend the free BID parking on Fridays, 3-6 pm which is the current arrangement, from end of January until the end of February 21.	CW/EA	
10	Item 10 - Directors Applications		
10.1	Not that many Directors Applications have been received. CW suggested the Applications should all be accepted and be re visited at the AGM to ensure seats are correctly allocated. The categories may well change as in 8.1 above, at the AGM. Unanimous VOTE to accept all Applicants		
11	Item 11 - Banners and Websites		
11.1	There are several banners currently displayed, eg Shop Dorking , Shop Local and Shop on Line. It was thought these could be considered contradictory. The current banners are worn and although not essential it was agreed to replace and change the designs. Consideration will be given to the replacement's wording and design.	ALL	
11.2	Discover Dorking website has received many visitors and Visit Dorking website has received many compliments. It was felt that the word VISIT has more impact to assist the development of visitor economy. Consideration will be given to the wordings and refreshing the websites.	CW & EA	
12	Item 12 - MVDC update		
12.1	An update was provided. The Christmas campaign was underway utilising direct resources. Grant systems are ongoing at this challenging time. MVDC wishes to support the Commercial trading community by working with BID and also by promoting free parking in the Town.		
13	Item 13 - Next Steps		
13.1	AF communications to Levy Payers deferred til March 21 Meetings with MVDC quarterly at present and to continue Project Team to alter Memorandum of Understanding wording BID boundary changes, conversations to take place with interested parties. Operational Agreements Acceptance of Directors who have submitted Applications and consider changing of sectors. Banner replacements and wordings Visit Dorking website wording and design options	AF SC SC CW All All All CW/EA	
	AOB	All	

	Some useful learning opportunities are available on LinkedIn. Could these be offered to levy payers ? Most are free. It was agreed this could be looked into and communicated to the levy payers.		
	Date of next meeting 8.12.20		