

**ATTENDEES**

**Andrew Fuller (Chair, Independent, voting)**  
**Charlotte Whitaker (Manager, no voting rights)**  
**Philip Downer (Independent, voting)**  
**Rick Parish (Independent, voting)**  
**Nick Boot (Office, voting)**  
**Geoff Evans**  
**Emily Ayres**

**Tracy St.Clair (IN ATTENDANCE)**

		<b>ACTION</b>	<b>TIME</b>
<b>1.</b>	<b>Item 1 - Welcome and Introductions</b>		
<b>1.1</b>	Andrew opened the meeting and welcomed everyone. Apologies had been received from Stephen Cooksey, Lisa Edwards, Clayton Wellman and Laura Drake.	<b>INFO</b>	-
<b>2.</b>	<b>Item 2 – Approval of Last Month’s Minutes</b>		
<b>2.1</b>	The minutes of the previous meeting in August will be approved via email.	<b>INFO</b>	-
<b>3.</b>	<b>Item 3 – BID Update</b>		
<b>3.1</b>	<p>A resignation has been received from Gillian Harris due to moving out of town. The board would like to thank Gillian for all her hard work.</p> <p><b>Mayflower</b>            The flavour of this project has changed in that it was a celebration, and with the black lives matter movement gaining momentum, it’s been changed starting with moving it to 2021 in being commemorative with understanding and education of what’s happened.            Virtual Voyages has been added.            The museum is doing walks for the Mayflower, with a look to how to commemorate this next year.</p> <p><b>Christmas</b>            The Christmas festival has been cancelled, but with the success of the markets it was proposed to have a market on the weekend of 21<sup>st</sup> and 22<sup>nd</sup> November.</p> <p><b>Shop Local Campaign</b>            The logo will be changed to say ‘Shop Dorking Support Local’ as the tag line will get more uptake on social media. This will run through into the parking offer, Christmas markets and autumn winter events.            The free parking is going live on 21<sup>st</sup> September 2020 with promotion commencing from 14<sup>th</sup> September.</p> <p><b>Levy Payers</b></p>	<b>INFO</b>	-

	<p>Midterm review recommendations are currently being actioned and the plan will be forwarded on, to include a feedback form on the website, along with the procurement document to be looked at.</p> <p><b>Marketing Strategy</b> Currently being worked on to incorporate all social media, advertising and planning, along with a clear set of KPI's and targets. This will enable where money is best spent on campaigns, including Google analytics.</p> <p><b>AGM</b> It has been agreed to hold an AGM in January 2021. Documents are to be uploaded to get more members to engage in the AGM by November.</p> <p><b>LoyalFree</b> Revisit the offers and trails for Autumn with LoyalFree and the businesses to ensure more presence on social media.</p> <p><b>Banners</b> Banners on the lamppost are looking tired so the licence has been extended to the end of December and will be changed with the new design.</p> <p><b>Britain in Bloom</b> It was suggested to extend the flowers into winter, so the boats will be replaced with sledges/sleighs then to bring back the boats in spring.</p> <p>Positive feedback has been received with regards to the website and social media on how good it looks and very professional.</p>		
<b>4.</b>	<b>Item 4 – Subgroups</b>		
<b>4.1</b>	<p>Recruitment process is ongoing which is proving quite difficult. Future Dorking is currently putting ideas out there with a look to hold the first meeting in October. The status of the economic development strategy 2018/2028 has been acknowledged that this is a working document. Opportunity Dorking is still going ahead until the end of March.</p>	<b>INFO</b>	-
<b>5.</b>	<b>Item 5 – MVDC Update</b>		
<b>5.1</b>	If there is an update this will be emailed to the board.	<b>INFO</b>	-
<b>6.</b>	<b>Item 6 – Review Next Steps and Action Points</b>		
<b>6.1</b>	<ul style="list-style-type: none"> <li>• Charlotte and Emily to check on Artwork date</li> <li>• Charlotte to send MV proposal for Christmas market dates.</li> <li>• Charlotte to send marketing report to everyone.</li> <li>• Charlotte to check with Rod about West Street.</li> <li>• Emily to send Charlotte amendment to Minutes from last meeting</li> <li>• Charlotte to communicate with Friends of Dorking re lights.</li> </ul>	<b>INFO</b>	
<b>7.</b>	<b>Item 7 - AOB</b>		
<b>7.1</b>	Recruiting additional directors can go ahead.	<b>INFO</b>	

	Susanna Powell who is the manager of St. Martins Walk is stepping down from Monday 14 <sup>th</sup> September.		
	<b>NEXT MEETING</b>		
	<b>The meetings are the second Tuesday of the month – the next meeting is schedule for 13<sup>th</sup> October 2020.</b>		