



**Poole BID Board meeting
5.30pm 30thth January 2017 at Dolphin Shopping Centre**

Attendance

Directors		
Jonathan Sibbett (Chair)	JS	Sibbett Gregory
Gabrielle Naish	GN	Project Climbing Centre
Helen Challis	HC	Quay Holidays / Quay Living
Alyson Smyth (Vice Chair)	AS	Poole Pottery
Michelle Woodrough	MW	Cashino
John Grinnell	JG	Dolphin Centre
Andrew Goss		
Philip Barnes	PB	Purbeck Pottery
Cllr Andy Garner-Watts	AGW	Borough of Poole
Pete Wilson	PW	Lighthouse
Cllr Mohan Iyengar	MI	Borough of Poole
Other attendees		
Carlie Palmer	CP	BID Manager
Graham Richardson	GR	Borough of Poole
Lisa King	LK	Dolphin Centre

Apologies

Jonathan Maidment – Moretons Jewellers	
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1 – Welcome, introductions and apologies

	Actions
Introductions were made and apologies given. Jonathan S thanked Dolphin Centre for hosting.	

2 – Minutes of the last meeting and matters arising (9th January 2017)

	Actions
<p>Wifi project, Carlie told the meeting she required two signatures on the agreement to get the project started. This was completed.</p> <p>Jonathan S has had a quote from PKF Francis Clark to amend and reprint the memorandum and articles for a sum of £100 + VAT. This is regarding amending the BID memorandum and articles to allow transport ad licensed to be non area specific</p> <p>Carlie to put together a Welcome Package for new businesses – this was agreed to be carried forward to the next meeting.</p>	

<p>Helen reported on the Dorset BID Meeting held in Wimborne on 25th January. Approximately 8 people attended from both Wimborne and Ferndown. They spoke of match funding and grants and the question was who to approach.</p> <p>Wimborne don't ask for funding, they support other people's activities, networking to make contacts. They do lots of small activities over the Christmas period, not one major event.</p> <p>They also borrow have tried to link wifi from the shops within the town, they do not have blanket coverage for the BID area.</p> <p>Carlie reported to the meeting that the local PCSO's were looking at the issues with the beggars and rough sleepers in the area and hopefully this will improve over the coming weeks.</p> <p>The Minutes were agreed and signed off.</p>	
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3 – BID Manager Update

	Actions
<p>Wifi Contract – signed off. Carlie was tasked with looking at two amendments with regard to whose responsibility it is to remove faulty equipment and who is responsible for taking the equipment away at the end of the term.</p> <p>It was also mentioned that the wifi covers the whole BID area but external public areas only.</p> <p>Tagline - It was discussed and 'Poole's Businesses Working Together' was voted as the favourite.</p> <p>Carlie to investigate and cost a directory page for website</p> <p>Newsletter – Carlie to continue working on, include in social media and see if she can get any offers from levy payers to help with any projects across the Bid area. To request support and expertise.</p> <p>Carlie to look into the data protection side of things.</p> <p>Jazz Festival - Booked and invoice has been received – cheque to be signed.contract queries with a few areas of concern then payment to be made.</p> <p>Meercats - Contract signed.</p>	<p>Carlie</p>

A start date of 1st April 2017 – the brochure will cost £1,000 for them to complete. Get quotes from other companies to see if there can be any cost savings.

Digital Screens - Carlie reported that the company she has been speaking with can get reconditioned screens for £28k a piece or possibly two for £50k.

It was decided to proceed with one to start with, ensure that Carlie can operate the content, gain a revenue stream from advertising and the design software.

It was decided to get an alternative quote from Gabi's husband as he is in the industry.

Location of screen – by the railway crossing.

Cost up the power supply, any 3rd party issues, planning consent and signage regulations.

Event Proposals - Seven Seas Festival – the proposal has been received, a decision is needed.

European Maritime Day is more business led whereas the Seven Seas Festival is more community.

The location was thought to be too far out of the town centre. The proposal is to be looked into and discussed again. To be put on the next Agenda.

Continental Markets - Carlie to get more information and costings and speak with other BID areas with regard to what they do.

Suggestion to speak to Cherbourg with regard to French market as previously held on Poole Quay. Mohan to forward contact information to CP.

AUB - Exhibition at the Lighthouse went very well. Approx 60 people attended, good feedback and invoices have been paid.

Next step – to display in the shopping centre mall area from 11th February 2017.

The meeting also spoke about students designing vinyls for the empty shop units down the High Street. Costings investigated.

Improvement of street furniture, signage and paving.

4 – Future Projects

	Actions
<p>Ambassador / Administrator – to be looked at down the line. A job spec to be put together with a view of a part time temp when Carlie starts to administrative work load increases.</p> <p>Vinyls – Cost projectors for vinyls on shop windows as mentioned previously. Jonathan S and Carlie to meet to discuss.</p> <p>AUB - Meeting with regard to syllabus – redesign of street furniture and signage.</p> <p>There are 50 empty properties in the Bid area – window displays to help with rates mitigation – could be themed. Get costs from signage companies :- Elite Signs Insignia Signs Stand Out Signs Decided to hold this until after meeting with AUB</p> <p>Easter - Carlie to present Ideas for generating footfall in the Bid area over Easter – Mascot Bunny / Easter Egg Hunt / Window Displays. Are Poole Tourism doing anything this year i.e. Farmer Palmers in Falkland Square?</p> <p>Landlords - A discussion on how to engage with all the landlords in the Bid area. Between Jonathan S and Carlie a database is being put together.</p>	

5 – Premises

	Actions
<p>TCM are now staying at the Civic Centre. L&G have agreed to split the floors at 175a/b High Street and the BID would like to lease the top floor. Cost of £6,500 inclusive except rates and utilities. Intercom to be fitted. Look at lone working, fire alarm system and fire extinguishers.</p>	

6 – Financial Update

	Actions
<p>Income to date. Expenditure to date. Update on a monthly basis.</p>	

<p>Budget - Costings to be supplied by Carlie on events . Approx £13k still outstanding from BID Levy invoices, but monies are being received on a daily basis.</p> <p>Christmas event was well within the budget, and there is money available for an Easter event.</p> <p>PKF Francis Clark – accounting software Zero</p> <p>Looking at breakdown of costs - £25 + VAT per month – multi access and multi user.</p> <p>Annual financial statements can be run easily and efficiently.</p> <p>Helen to look into and get moving asap. Link to bank account beneficial.</p>	<p>HC</p>
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7 – AOB

	Actions
<p>Alyson is to stand down as Vice Chair, does anyone want to be put forward for discussion at the next meeting.</p> <p>Negative Press - Carlie spoke to the Daily Echo last week and they have committed to publish positive news about the BID</p> <p>Parking Charges - Gabi attended the call-in meeting at the Civic Centre with regard to the increase in parking charges. There were a lot of businesses against the increase, but the scrutineers upheld the rise because of insufficient information. The price increase was upheld.</p> <p>GN reported that when prices increased previously footfall dropped 25% in some areas, stating that this could be the difference in businesses staying afloat or folding.</p> <p>A press release to be issued to show support for the Bid levy payers regarding parking charges.</p> <p>Footfall Counters - The BID is looking to take over the contract of high street footfall counters from TCM. Carlie to cost this out.</p> <p>Secretariat Duties - Helen and Carlie to meet re this .</p>	<p>CP</p>

8 – Dates of future meetings

Monday 20th February January 2017 – Dolphin Shopping Centre

Agreement to stick with fortnightly meetings for now