

CRIEFF SUCCEEDS BID Co. BOARD
Minute of a Meeting held on
Wednesday, 7th October 2015
6.30 p.m., Crieff Co-op

PRESENT: Graham Donaldson, Chairman; David Agnew; Bob Anderson; Paul Attewell; Scott Bennett; Ailsa Campbell; Neil Combe; Andrew Cuthbert; William Frame; Simon Pengelley

ATTENDANCE: Jean Ann Scott Miller

APOLOGIES: Stewart Cassells; Kate Graham; Stephen Leckie; Alan Rankin

1. GD extended a general welcome and invited brief introductions round the table. The Meeting would be curtailed by AR's absence, due to sad family circumstances.
2. **Previous Minutes.** The Minutes of the Meeting held on Tuesday, 15th September 2015 were approved, and signed by the Chairman as a true and accurate record.
3. **Matters Arising**
 - 3.1 **BID Office.** As agreed, AR had asked PKC to provide Heads of Agreement for the lease of the Old Town Hall. This had been acknowledged. It had now been established that the Council did own the building, in trust. It was believed that they would carry out necessary repairs before any hand-over.
 - 3.2 **Database.** This had now been issued to the Board.
 - 3.3 **Sub-groups.** As requested, Directors had submitted their first and second choices. AR's suggestions were **AGREED:**
 - **Marketing** - *Ailsa Campbell, David Agnew, Stewart Cassells
 - **Welcome** - *Andrew Cuthbert, Neil Combe, Paul Attewell
 - **Bottom Line** - *Bob Anderson, William Frame, Simon Pengelley
 - **Making it Happen** - *Graham Donaldson, Scott Bennett, Kate Graham

* **denotes organiser**

NC commented that he was the only Director not to be given his first choice. **AGREED** that the composition of the sub-groups would be kept under review, with the present arrangement in place for six months.
 - 3.4 **Funding.** The request to PKC for an advance of £13,500 had been due to be discussed by the full Council at its meeting that afternoon.
 - 3.5 **"Quick Win".** The Board should focus on the need to promote an event or business opportunity before Christmas.

4. **BID Company**

4.1 **Registration of Directors.** A Meeting of the present three Directors would be held during the following week to deal with the necessary formalities.

4.2 **TSB Bank Account.** GD had received notification that this was now operational.

4.3 **Levy Invoices.** These had been issued and received.

5. **BID Business Plan**

5.1 **Support Grant Schemes.** The Board was asked to agree the final documents, to allow for the planned launch. Discussion covered:

- The need for maximum publicity, including word-of-mouth
- The relevant sub-groups (Marketing/Events; Welcome/Business Improvement) would make informed recommendations to the Board
- While it was desirable to develop a programme of events to provide a sustained programme throughout the year, BID could not dictate terms to other groups/organisations
- If a grant was refused, the applicant should be told why
- Support for diversification must be monitored to prevent over-duplication of particular businesses
- BID funding was not a substitute for PKC funding
- The proposal that only businesses with a three-year track record could apply under the Business Improvement scheme was too restrictive

It was finally **AGREED** (1) that the Business Improvement Scheme should be open to any business, whether new or established; and (2) that with this amendment, both the Events Support Grant and the Business Improvement Grant Schemes were signed off by the Board.

5.2 **Communications.** AR's template was **NOTED**

5.3 **Recruitment.** The BID Manager's post was now advertised, with the intention that interviews would take place during the last week in October.

6. **Any Other Business**

6.1 **"Quick Win" event.** Discussion centred on proposals for an extended Christmas event, involving late-night opening possibly over two evenings, with a day-long entertainment/fair in the Square in between. It was known that the Hydro and Glenturret Distillery would support this, and hoped that the Visitor Centre would also be involved. Suggestions included:

- Heated marquees in the Square
- A food festival on the St Andrews model
- A whisky/spirits festival involving the Perthshire distilleries
- Musical entertainment
- Special offers at local cafes, restaurants, hotels, B&Bs
- Advertising to extend to Perth/Stirling as well as settlements in Strathearn

It was finally **AGREED** that GD, DA, AC and PA would bring proposals and outline costs to the next Board Meeting.

NC left the Meeting at 7.45 p.m.

6.2 Cost savings scheme. GD had taken part in the pilot, with DB Consultants and had been pleasantly surprised to find that he could make significant savings on the cost of water. After discussion, it was **AGREED**

- That DB Consultants should now be commissioned to approach all levy payers
- That use of the database must be very carefully controlled – SB to speak to AR
- That the scheme should meanwhile be restricted to levy payers

7. Date of the Next Meeting – Tuesday, 20th October 2015, 6.30 p.m. at Crieff Hydro. DA explained that besides the necessary business, there would be an opportunity for socialising – to encourage the same warm relationship which had built up in the Steering Group during its operation.

There being no other competent business, the Meeting ended at 8.05 p.m.

Signed

Date