

CRIEFF SUCCEEDS BID COMPANY LIMITED
Minute of a Meeting of the Board held on
Tuesday, 5th June 2018
Crieff Town Hall, 6.30 p.m.

PRESENT: David Agnew (DA); Scott Bennett (SB); Rhona Brock, PKC (RB); Graham Donaldson, BID Chairman (GD); William Frame (WF); Tom McKiddie (TM)

ATTENDANCE: Neil Combe, BID Manager (NC); Jean Ann Scott Miller, BID Minutes Secretary (JASM)

APOLOGIES: Bob Anderson; Ailsa Campbell; Jamie Landale; Stephen Leckie; Councillor Roz McCall

1. The Chairman extended a general welcome.

2. Previous Minutes

The Minutes of the Board Meeting held on Tuesday, 3rd April 2018 were approved, and signed by the Chairman as a true and accurate record.

3. A Way Forward

A meeting had been convened by all five elected representatives for Crieff - Roseanna Cunningham, MSP; Elizabeth Smith, MSP; Councillor Rhona Brock; Councillor Stewart Donaldson; Councillor Roz McCall – with the object of enabling the No to Crieff BID group to discuss their concerns with Board representatives. Following a frank discussion, further meetings had been offered by BID.

The Board recorded warm thanks to all elected representatives for their initiative.

Following the meeting, Roger Wallace had contacted NC with further requests for information, including details of PR companies contacted before VOLPA's appointment and the terms of the lease of the Town Hall. In accordance with normal commercial practice, NC had approached the companies concerned. They had been happy for their names to be disclosed but would not allow disclosure of any detailed information. Before NC could convey this information to RW, he had publicly withdrawn from any further contact with the Board.

GD stressed that the Board must continue to concentrate on the delivery of the Business Plan, and that Directors should take every opportunity to engage with levy payers. He proposed to invite the two MSPs and Councillor Donaldson to meet informally with NC and himself for a full briefing on BID's current and future activities. **AGREED**

4. BID Company

4.1 Management Accounts

- Accounts for April 2018 previously circulated – reflect a satisfactory position
- Cash balance as at 5th June 2018, £43,726 – figure includes latest tranche from Visit Scotland Growth Fund

- PKC has been invoiced for a further levy tranche of £20,000
- NC to produce projected cash flow for Finance & Operations sub-group meeting, Tuesday, 19th June 2018

4.2 Levy Payment update

- Residual balance to be drawn down from collected levy to date £3,172.99
- Further funds will be available as levy payments are received

5. BID Business Plan

5.1 Marketing Plan – Visit Scotland Growth Fund

- Campaign update report previously circulated – VS happy with progress
- Third payment just received
- VOLPA's performance generally satisfactory, but NC to ask for more activity on social media and a generally more imaginative approach

5.2 Drummond Castle event

- Seven companies invited to tender for marketing contract
- Closing date 29th June 2018
- One company has already requested to make their presentation on 29/06/18
- Tenders will be circulated to the Board in confidence
- Appointment must be made by mid-July
- Derek Allan (DAI) will be involved in the selection process
- Various marketing suggestions were advanced – NC to discuss further
- Detailed planning for the event now underway - DAI in discussion with estate/NC
- DAI to produce revised detailed budget
- £30,000 grant awarded by PKC – no official confirmation yet received

5.3 Gift Card

- 55 businesses now signed up – most displaying sticker in their windows
- Slow start anticipated, with business gradually increasing for Christmas trade
- Local marketing required

5.4 Comedy Festival – “Before the Fringe”

- Successful launch
- DAI contracted to produce the event
- NC meeting VOLPA/DAI to discuss marketing, including Board suggestions
- Present emphasis on headline acts must be broadened to promote all 60 comedians involved

6. Renewal Ballot and Succession Planning

- Process to get underway in January 2019
- BID Scotland now replaced by Scotland's Town Partnership – as yet unclear how this will affect ballot process. Further information awaited

After a full discussion, it was AGREED: (1) that the Board would establish a new Steering Group to progress the revised Business Plan and ballot; (2) that this would require the appointment of a part-time consultant or the dedicated services of a Board member to direct the process; (3) that the Open Meeting to be held in November 2018 would provide the launch platform for the recruitment of the new Steering Group.

7. AOCB

7.1 Business Improvement Grant Scheme

- Application for £500 received from Campbell’s Bakers – represented on Board
- According to procedure, NC to circulate details of application, after which the Board will make a final decision

7.2 Noticeboards

- No further information available

7.3 Crieff@Christmas

- GD to attend meeting on 20th June

8. Date of the Next Meeting – Tuesday, 7th August 2018, Crieff Town Hall, 6.30 p.m.

There being no other competent business, the Meeting ended at 7.50 p.m.

Signed

Date