



**1. Attendees** Cindy Daltioni (Vice Chair) Stephen Leonard (Treasure), Phil Collier (BID Manager), Alison Meadows (CCC), Sandra Collings, Phillip Heath, Lynn Beach, Shabana Azib, Thomas Burrow, Robert Hope, Owain Milne

**Apologies:** Simon Craig (Chair), Nathan Morrow

**Guest:** Keiron Hart, Kylie Leech (minutes)

**2. Minutes of previous meeting** Cindy asked if everyone had read the minutes and if they had any corrections. Everyone read the minutes, the only comment was that if no apologies are sent, they are not to be put in the minutes as such.

**3. Reviewing last actions**

Social media tender

**ACTION – Phil C to circulate to all BID members for feedback no later than Thursday – to be put out to tender on Monday.**

Prospective board members

Cindy and Stephen interviewed Keiron Hart; both felt he had a lot to offer. He was invited to the board to see if he wanted to join

**ACTION – Cindy to follow up with Keiron  
Phil C to send Chris Harrison contact details to Cindy/ Steven**

Changes made to articles of association – nothing received

**ACTION – Steven to submit article changes**

Membership Issues – Steven has submitted a document

Digital marketing training – Ian Quail

**ACTION – Lynn has passed this over to Simon to contact David McKendry**

Meeting with Naomi to discuss website – on agenda

**ACTION – Cindy to arrange meeting with Naomi and**

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

#### to invite Phil and Keiron H

Keiron (CCC) to be chased up regarding signage.  
Phil has followed up although all systems shut down during elections and now holiday leave

#### **ACTION – Phil C to follow up.**

Eventing group – on agenda

Rotary club membership

#### **ACTION – Simon has written to them and they are taking his offer of getting involved in each others groups to their board for consideration.**

Meeting to be arranged regarding Christmas light switch on.

Event group stated that they were planning to do their own Christmas event – others in the group shared their concerns and felt that we should take a more collaborative approach with Dennis Horan  
Christmas switch on.

#### **ACTION – Events group and Phil C to discuss how we could link in, complimenting both events.**

#### **Marketing group (KH) to liaise with Events group/ Dennis Horan regarding joint marketing possibilities.**

#### 4. Matters arising

Copyright agreement – do we own our logo etc?

#### **ACTION – Governance group to draw up a copyright agreement and distribute to board members.**

Confidentiality agreement – maintaining professionalism around discussions that take place round the board table. Others raised concerns that this showed a lack of transparency and communication to other businesses.

#### **ACTION – All to be sensitive to personal opinions/information passed on from the boardroom whilst maintaining professional transparency.**

BBC Plan

#### **ACTION – Simon to update regarding Love Barrow Campaign meeting of 18<sup>th</sup> September.**

Allocating timings for agenda points – wanting to add timings against agenda points to keep discussion

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

more focused.

**ACTION – Simon and Cindy**

## 5. BID Manager Report

BID Manager's Report circulated prior to board

Feedback discussed regarding Vintage & Classic car and Bike Event – positive and other constructive points raised for future events.

Love Barrow pledge document signed. Agreed that weeds etc. Need blitz approach. Do it in Love Barrow t-shirts. FEDF are putting in an application for Heritage funds and using 'BiD' as an example of collaborative partnerships. £150k - £350K per year over three years possibly available.

BBC given permission to use any information off their website.

Need information for Directory section of website. Templates circulated to 35 businesses, only 8 returned

**ACTION – Marketing & Communication group and Phil C**

Phil to send out social media tender by 08/08 for comment/feedback no later than 09/08. Tender to be put out by 14/08 with a two week response deadline

**ACTION – Marketing & Communication group and Phil C**

Need to choose and purchase 10 other domain names that users would possibly use to search/access web page.

**ACTION – Marketing & Communication group and Phil C**

Footfall figures reviewed.

**ACTION – Phil C to action more detail on breakdown ie. Weekly, monthly etc. Not £'s but volumes and percentages.**

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

## 6. Sub Group reports

### **Finance and Governance report circulated prior to board**

Few points discussed relating to BID membership ie, voluntary members.

**ACTION – Steve to check what the VAT implications on voluntary members are**

How will we communicate with non-levy payers. Business owners rather than building owners.

**ACTION – Marketing & Communication group.**

Termination of membership.

**ACTION – Governance meeting also to get form filled out before attendance to AGM . How to check if they have paid?**

AGM requires pull downs/artwork

**ACTION – Marketing group**

**ACTION – Governance meeting and Phil C to do presentation for AGM**

### **Marketing & Communications report circulated prior to board**

Launched a maintenance/holding webpage

**ACTION – Marketing group to address errors including ‘Barrow BID’ text to ‘Barrow town centre’ and mobile handset access and photos.**

Communication with BID members, need to make database a priority. Speak to Naomi about adding enquiry page to the holding area – need two areas; members and non-members.

**ACTION – Marketing & Communication group and Phil C**

### **Transport report circulated prior to board**

Discussed that town centre maps needed to be in the car parks. Confusion around whether or not we were

ACTION TO BE COMPLETED – 

ACTION COMPLETED - 

still having a printed version. Board members thought we were still producing them.

**ACTION – Transport group to decide on content of map and send to Kieron.**

**Action – Marketing & Communications to work with graphic designer ref maps and brand guidelines.**

Request from Transport group to have more semi-permanent signage advertising free parking.

**ACTION – Phil C to sort out poster to match signage. Phil C to liaise with Phil Huck and check with BBC ref signs and logo input.**

**Healthy High streets report circulated prior to board**

Sunday opening launch 1<sup>st</sup> October. Create an event to launch Sunday opening.

**ACTION – Healthy high streets group to look at dates for meeting.**

**Events and Marketing**

**Events Sub group report circulated prior to board**

Discussed event options for the foreseeable future/ need a events breakdown per event

Lynn Beach to no longer be a part of the Marketing group

Events sub group to continue work for the Christmas season ie, Christmas trees like last year in Scott St.

**ACTION – Events Group**

## **7. Any other business**

It was suggested that the land at the back of McDonald's (the old park) could be redeveloped by BID

**ACTION – Alison to find out who owns the land**

## **8. Date of next meeting**

12<sup>th</sup> September 2017

ACTION TO BE COMPLETED – 

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ACTION COMPLETED - 

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