

**Kendal BID**  
**Full Board Ordinary Meeting**  
**Minutes 06/04/2021**

**1. Attendance and apologies**

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Nick Pitt [NP] (Vice Chair and representing large retail)
- Richard Moore [RM] (Representing office and professional services)
- Lynda Johnston [LJ] (Representing tourism, hospitality and evening economy)
- Brent Ainsworth [BA] (Representing food and drink)
- Tina Dulson [TD] (Representing tourism, hospitality and evening economy)
- Simon Thomas [ST] (Project manager)
- Carly Jones [CJ] (Admin manager)
- Aaron Gilby [AG] (Representing large retail)
- Matt Williams [MW] (Representing SLDC)

**2. Approval of previous meeting minutes**

- a. With one grammatical correction, the minutes of the previous meeting were agreed and adopted.

**3. Review of actions**

**ACTION 1 - ST to chase up discretionary grant with SLDC**

**Done**

**ACTION 2 - ST to start advertising and distributing floor stickers to levy payers**

**Done**

**ACTION 3 - ST to create a brief of our social media training requirement and get quotes from a number of providers**

**Cancelled**

**ACTION 4 - CJ to make contact with JN to reinvite to meetings and sign back up to board**

**Done**

ACTION 5 - CJ to send invites for meetings to Matt Williams

Done

ACTION 6 - NP to submit his forms ASAP

In progress

ACTION 7 - ST to get website refresh quotes to review at next board meeting seeking BID zone contractors as the priority

Ongoing

ACTION 8 - JM/ST/CJ to book onto relevant training courses provided by British BIDS

In progress

ACTION 9 - Create a governance review / summary for the board with recommendations

Complete

ACTION 10 - CJ to check companies house director listing and provide forms to directors for name spelling corrections and listing for BA

In progress

ACTION 11 - JM to produce and circulate role descriptors with the minutes for review by the board ready for approval or amendment at next meeting

Done

ACTION 12 - ST to compile a full list of ongoing BID projects

Done

ACTION 13 - All directors to consider any projects they may wish to undertake or be responsible for ready for next meeting

To review

ACTION 14 - ST to set up an extraordinary meeting to review the 2 potential apps on zoom with interested directors

Done

ACTION 15 - CJ to set up a recurring outlook calendar invite with a reusable teams link for future meetings

In progress

#### 4. Role descriptors.

- a. JM had prepared and circulated draft role descriptions to managers and board members for comment after review at next meeting.

## **5. BID Governance**

- a. JM was to start updating the Business Plan.

## **6. Review of current projects**

- a. PM had prepared and circulated a list of current projects.
  - . Kendal gift card
  - . Town trails
  - . Festivals
  - . Business plan
  - . Parking Perx
  - . BID website
- b. PM reported that Parking Perx was waiting for SLDC approval to use their ticket machines. He will update the board following a meeting on 07/04/21. MW advised that SLDC were investigating legal aspects of PP.

LJ agreed to oversee the PP project.
- c. RM suggested that the BID examine the potential of the Visit Kendal website rather than investing heavily in to the Kendal BID website. BA suggested that that we could quickly update the BID website and concentrate on Visit Kendal. PM suggested he contacted Paula Scott at Kendal Futures with a view to a joint project. It was decided to potentially add Visit Kendal to the BID project list.
- d. PM reported that Miconex had offered to take on the administrative function for the gift card in return for the breakage revenue. PM agreed to obtain figures for the gift card and report to the next meeting.
- e. The meeting agreed that the Town Trails were positive and should be updated. TD volunteered to oversee the Trails project. PM agreed to contact Felltarn to obtain costs.

## **7. Review new project submission.**

- a. Place making app.

The PM reported that the board had received Zoom presentations by Loyal Free and DSCVR, a decision was deferred until the next meeting.

- b. Street and town improvement. The board discussed the general appearance of the town. JM agreed to lead a project on improving the aesthetics.

## **8. Director Volunteer roles.**

- a. The board discussed the opportunities for individual Directors to oversee specific projects and work with the PM to accomplish goals. The Chair called for volunteers and the following Directors expressed their willingness to take the lead on various projects:
- Kendal Gift Card
  - Town Trails {TD}
  - Festivals {TD}
  - Business plan {JM}
  - Parking Perx {LJ}
  - BID Website {BA}
  - Coach initiative {JN}
  - Business directory {RM}

## **9. Project Manager's Report**

The PM reported the following correspondence

- An approach by an individual offering to finance cleaning of the war memorial
- A proposal to bring a Vegan/Vegetarian Fair to Kendal.

## **10. Admin Manager's Report**

AM confirmed communication with the Accountant's and progress with the access to the BS.

## **11. Levy Collection Charges**

The Board questioned the high rate of collection charges from SLDC and discussed the possibility of using another collection agency, however MW stated that the Levy could not be collected at any lower rate than currently, and that SLDC made no profit.

## **12. Restart Grants and Additional Restriction Grants**

MW informed the board that links for both grants would soon be up on the SLDC website.

## **13. Rebranding**

DEFERRED.

#### **14. Interim review of Business Plan**

DEFERRED.

#### **15. Time line for relaxation of Covid measures**

JM proposed that the May meeting should be held in person at the Westmorland Homecare offices which was welcomed by the board and managers.

#### **16. Meeting Time**

It was agreed that the meetings should be brought forward to 5.30pm .

#### **17. Urgent Business**

Nothing to report.

Meeting closed.