

Kendal BID
Full Board Ordinary Meeting
Minutes 05/10/2021

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)
- Tina Dulson [TD] (Representing tourism, hospitality and evening economy)
- Simon Thomas [ST] (Project manager)
- Jan Nicholson [JN] (Representing hospitality)
- Carly Jones [CJ] (Admin manager)

Apologies from:

- Brent Ainsworth [BA] (Representing food and drink)
- Matt Williams [MW] (Representing SLDC)

2. Approval of previous meeting minutes

The minutes of the previous meeting were agreed and adopted.

3. Review of actions

- a. TD to send directory to ST for review
- b. The board agreed not to pursue a town food festival due to cost.
- c. RM had been sent the contract for the Town App and had requested and received a more satisfactory version.
- d. TD to meet with Fell Tarn to discuss Christmas trail.
- e. ST to defer speaking to Bar Watch until the November meeting.

4. Review of current projects.

- a. Gift Card – It had been resolved to discontinue the gift card.

ACTION: ST to contact Miconex to end the contract.

- b. Town Trails – The Board discussed town trails. NP proposed and JM seconded that the antiques trail be discontinued due to the small number of levy payers benefitting from this trail. TD to investigate and plan a Christmas trail. ST suggested to add a competition to the Christmas trail through window dressing potentially using the new town app.

NP suggested putting in place a system to measure success of the trails, ST suggested using Kendal Futures foot fall counter. All agreed.

- c. Festivals – ST reported receipt of invoices from Comic Art Fest and Torch Light.

ACTION: CJ to pay invoices.

ST reported that a continental market was not possible before Christmas, so the Board decided to defer the project until 2022.

ST reported receipt of a request for financial assistance for marketing Stout Wars from The Factory Tap. It was decided to award them a £500 grant and ask for a measure of success following the festival.

ST reported a multi-agency meeting to discuss holding a teenage market on 28/11/21 (Sunday) in the market place. Cumbria County Council had refused. NP suggested that it could be held in the Westmorland shopping centre instead FOC.

ACTION - ST to follow up and organise.

- d. Parking Perx – PP had launched and BID is waiting for the first installation statistics.
- e. BID Website – JM reported that he had designed a template.

ACTION: ST to write some content and pass on to BA.

ST requested that all Directors send headshots for inclusion on the website.

ACTION: ALL to send headshots to ST.

- f. Aesthetics - ST had received several requests for grants.

ACTION: ST to circulate before next meeting.

- g. Coach initiative – JN reported contact from the Council regarding coach parties. ST reported that DSCVR had requested a meeting with County Hotel to promote the APP via coach tours.
- h. Business Directory – Covered earlier in the meeting.
- i. DSCVR App – RM reported receipt of new 12 month rolling contract with DSCVR. All agreed to go ahead and contract was signed. ST suggested we run the window dressing competition through the app and include the town trails.

ACTION: ST to meet regularly with DSCVR to ensure launch mid-November.

5. New Director proposals

- a. JM reported expressions of interest from Sam Berry (Harry's in the Town) and Denise Thompson (Ruby Tuesday) in becoming BID Directors. All in favour.

ACTION: JM to contact both and report back at the next meeting.

6. Urgent Business

Nothing to report.

Meeting closed.