

Kendal BID
Full Board Ordinary Meeting
Minutes 02/03/2021

1. Welcome

New Director Tina Dulson was welcomed to the Board.

2. 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)

Apologies

- Aaron Gilby [AG] (Representing large retail)

3. Approval of last Minutes and review of actions

- a. With the correction that the name of Nick Pitt should be altered to Richard Moore in paragraph 3 of item 11 (Any Other Business) the February meeting 2021 were approved and adopted
- b. No listed actions for follow up this meeting

4. Managers' Report.

- a. Project manager reported lack of progress on the covid discretionary grant from SLDC
- b. ST has ordered more COVID social distancing floor stickers to be offered for free to BID levy payers following the go ahead from the board at a cost of £400.

- c. ST suggested we look at providing some social media training for levy payers and bear the cost. The board felt this would be a good way to support levy payers. One provider had quoted £2000. The board discussed that there may be free courses available, but it was uncertain if these could be made more relevant for our levy payers specifically. The board raised concern that the £2000 quoted cost did not represent best value for money and we should assess a range of providers
- d. ST reported receipt of free activity sheet for children from Felltarn which could be personalised to Kendal BID and distributed to members to give away.
- e. ST reported contact from Jan Nicholson [JN], a former Director expressing a wish to re-join the Board. NP proposed the motion to reappoint JN as a director and company member, BA seconded and a vote was carried unanimously in favour.
- f. ST reported he and CJ had had a Zoom meeting with other BID managers locally and there was potential for cooperative marketing with Northern Rail.
- g. JM reported that following a conversation with Cllr Robin Ashcroft and Matt Williams (SLDC Officer) he had arranged for Matt to attend future Board meetings on behalf of SLDC. This was generally agreed to be a positive move.

ACTION 1 - ST to chase up discretionary grant with SLDC

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

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

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

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

5. Bank Account Signatories

- a. JM, RM and CJ have submitted their forms with ID. to the Cumberland BS to get bank account access set up

ACTION 6 - NP to submit his forms ASAP

6. Rebranding and Website

- a. It was raised that the BID website looks tired and out of date as does the BID branding

- b. The board generally agreed that the website and branding needs to be addressed. It was discussed whether to instruct a complete redesign of the website or just refresh the existing website which would be cheaper.
- c. The board decided that a refresh was a more appropriate use of funds than a whole redesign which would be expensive

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

7. Governance

- a. It was raised that BID would benefit from a clearer structure and agreed ways of working in line with our operating document
- b. The board discussed the existing governance and that it is not well disseminated and the directors listed on companies house is out of date
- c. The board agreed that it would be beneficial to do a review of current governance, policies and decision-making principles to ensure BID operates in the most effective and professional fashion including providing training courses for BID project manager, admin manager and chair. Cost approved around £80 pp per course.

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

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

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

8. Role Descriptions

- a. It was raised that BID employees have not been provided with role descriptors or formal job descriptions
- b. The board discussed the different types of role for project manager, admin manager, director, chair etc.
- c. It was agreed that formal role descriptors would be a positive addition to ensure the most effective operation of the BID with clear responsibilities

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

9. Current Projects

- a. It was raised that BID doesn't have a current formal register of projects BID is undertaking
- b. The board discussed that ongoing projects were a core part of BID activity and it would be beneficial to have a comprehensive grasp on all current activity. It was agreed that projects could be tracked and monitored using this register and given a finite completion date.
- c. The board decided that a formal list of projects should be compiled which can be reviewed at each full board meeting and updated on

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

10. Directors Responsibilities for Specific Projects

- a. During last meeting it was suggested that directors take responsibility for specific projects and that this should be followed up
- b. The board felt that directors should have the opportunity to volunteer for project but should not feel pressured to do so. There was consensus that directors overseeing specific projects was positive
- c. The board agreed to move forwards and allocate projects at the next meeting

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

11. New Projects for Consideration

- a. A placemaking app called DSCVR was raised as a potential new project for BID to undertake. There is also an alternative called Loyal Free already in use in Ulverston and Lancaster.
- b. The board had mixed views on a new app. Some were keen to explore this, others felt apps had not worked previously and raised the example of shop appy.
- c. The board felt that a decision could not be made at the meeting on whether to approve or reject this proposed project and more information would be required.

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

12. Follow up on Directors being listed as Company Members

- a. The board noted that there had been previous discussion that board members had to be listed as “company members” and this should be followed up
- b. RM explained that being a “company member” was different to being a “BID member” in legal terms and that we had now met the obligation to sign up as company members by agreeing to this and minuting it during the last board meeting. No further action required.

13. Any other business

- a. LJ reported that she now sits on Kendal in Bloom Committee which the board agreed was a very positive step
- b. NP requested that a regular Outlook Calendar Invite was set up for future meetings. JM confirmed.

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

Meeting closed.