

Kendal BID
Full Board Ordinary Meeting
Minutes 04/05/2021

1. Welcome

2. Attendance and apologies

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Richard Moore [RM] (Representing office and professional services)
- Lynda Johnston [LJ] (Representing tourism, hospitality and evening economy)
- Brent Ainsworth [BA] (Representing food and drink)
- Jan Nicholson [JN]
- Matt Williams [MW] (SLDC)
- Simon Thomas [ST] (Project manager)
- Carly Jones [CJ] (Admin manager)

Apologies

- Aaron Gilby [AG] (Representing large retail)
- Nick Pitt [NP] (Large Retail)
- Tina Dulson [TD] (Hospitality)

3. Approval of last Minutes and review of actions

- a. Minutes approved and adopted.
- b. Actions were reviewed and updated.

4. Role Descriptors.

- a. JM had prepared draft role descriptors for Chair, Vice Chair, Directors and Managers for consultation.
- b. RM questioned who the PM and AM were responsible to. It was agreed that both were responsible to the Board.
- c. It was agreed that the AM [CJ] should be responsible for Data Commission Compliance and Statutory returns to HMRC and Companies House in conjunction with the accountants.

- d. It was suggested that the Directors might contribute to a regular Blog post to advise levy payers about current events.
- e. JM proposed and RM seconded that the roles be formally adopted by Kendal BID Ltd. The resolution was carried unanimously.

ACTION: JM to draft letter to accompany Levy demands and send to SLDC so that the demands can be sent out.

ACTION: JM to create and send press releases to Westmorland Gazette.

5. Review of current projects.

1. Gift card: ST reported that Miconex were willing to manage the card dispatch and administration in return for the breakage on the cards. The board decided that this was a positive solution.

ACTION: ST to liaise with Miconex to confirm.

2. Town trails: ST reported that he had requested prices for trail updates and a new trail but had not yet received them.
3. Festivals: ST reported a request for funding from LICAF (Comic arts) to support the windows trail this year.
JN suggested that a festival calendar would be useful for tourism promotion.

ACTION: CJ to compile a calendar of events

ACTION: ST to obtain a grant application from LICAF

ACTION: ST to contact Wool Fest organisers to see if they could discuss integrating with the town centre

ACTION: ST to contact Mountain Festival and Kendal Torch Light for updates on this years festivals.

4. Business plan: In progress.
5. Parking Perx: MW reported progress on contract with SLDC car parks.
6. BID website: ST suggested that the BID website become an administration tool and that the Visit-Kendal be a public face of Kendal BID.

ACTION: ST and BA to arrange a meeting with Paula Scott of Kendal Futures

7. Aesthetics: JM suggested that Kendal BID might make small grants available to business owners to renovate shop frontage. MW agreed to share the application forms from previous SLDC grants.

ACTION: ST to ask Kendal Futures to cooperate with this project.

8. for visiting coach drivers and potentially some discounts for guests.
9. Business directory: BA and RM agreed to review the draft directory before printing.

ACTION: ST to chase Fell Tarn to send the draft to Directors.

6. Review of new project submissions

- a. Discussion of the Town App was deferred to the June meeting.

7. Directors Volunteering to oversee specific projects.

8. Project Managers report.

- a. ST reported communication from SLDC asking for permission to write off £791.49p in respect of unrecoverable debt from levy payers in administration. The Directors agreed.

9. Admin Managers report.

CJ confirmed that current account had been signed and sent off to HMRC by the accountants.

10. Kendal website

Dealt with earlier in the meeting.

11. Fantastic Kendal.

Sarah Williams had suggested that JN take over the fantastic Kendal website and social media.

ACTION: JN to report at the next meeting.

12. Rebranding

- a. JM suggested that the BID invite quotations for a new BID logo to start rebranding.

ACTION: JM to obtain quotes and report back.

ACTION: ST to try and recover passwords for social media

13. Business arising

No business arising.

Meeting closed.

