

Kendal BID
Full Board Ordinary Meeting
Minutes 06/07/2021

1. Attendance and apologies

In attendance:

- Josh Macaulay [JM] (Chair and representing health and personal care)
- Brent Ainsworth [BA] (Representing food and drink)
- Jan Nicholson [JN]
- Nick Pitt [NP] (Large Retail)
- Matt Williams [MW] (SLDC)
- Simon Thomas [ST] (Project manager)
- Carly Jones [CJ] (Admin manager)
- Richard Moore [RM] (representing office and professional services)
- Tina Dulson [TD] (Hospitality)

Apologies

None received.

Resignation received from Lynda Johnston.

2. Approval of last Minutes

Minutes approved and adopted.

3. Review of actions

- a. JM reported that the BID levy letter has been sent to SLDC who will be issuing this years BID levys shortly - Action closed
- b. JM will chase Andrew Thomas re: Gazette press release. - Ongoing
- c. ST will send Miconex an email re: Kendal card. - Ongoing
- d. CJ reported ongoing progress with events calendar and will be sent out to directors. Once distributed action will be closed.
- e. Comic Arts proposal received and approved – Complete.

- f. ST reported no reply from Wool Fest. - Action to be closed
- g. ST met with the Torchlight organisers, now awaiting application for a grant from BID.
- Action closed
- h. ST reported that there was progress on Parking Perx re: deposit. - Action closed
- i. JM reported that permission had been granted for PP. - Action closed
- j. MW to circulate the application forms for previous shop front grant scheme –
Completed and action closed.
- k. ST in talks with Kendal Futures re: shop front grant scheme, they have expressed
support. - Ongoing
- l. ST had asked Fell Tarn to circulate a copy of the directory to BA and RM. - Ongoing
- m. JM reported that he would be circulating potential new logos for BID using Kendal
font and branding. - Ongoing
- n. ST reported he could access all password apart from Instagram as he didn't set it up -
Action complete
- o. JM reported that he had spoken to SLDC about carpark opening hours and been
referred to Praxis as carpark operators. NP replied that Praxis were re-evaluating the
carpark operating system. - Ongoing

4. Review of projects.

4.1 KENDAL GIFT CARD - ST reported that he had suspended sales of the gift card due to difficulty in redeeming and is working with Miconex to resolve the issues with views to relaunch.

4.2 TOWN TRAILS - ST and TD reported that Felltarn were making progress on the town trail but we need this launching immediately.

Action - Simon to chase and get launched

4.3 FESTIVALS - Torchlight: ST – awaiting application.
Comic Art: £3000 funding approved by the board.

Vegan food market: Town Clerk to arrange meeting of stake holders re: use of the market square for events.

4.4 BUSINESS PLAN - JM reported some progress on the Business plan and a draft to be circulated.

ACTION – JM to circulate draft copy.

4.5 PARKING PERKS - ST reported the meeting Parking Perx was successful and a meeting had been arranged for 22.7.2021 to introduce the scheme to levy payers. NP suggested that BID get a price to wrap a shop window advertising PP in the WSC.

ACTION: ST to get price for vinyls.

ACTION: ST to investigate grant from Levelling Up fund for publicity PP.

4.6 BID WEBSITE - ST reported he had spoken to Paula from Kendal futures, and that they welcome BID's input on Visit Kendal website going forward. We need to progress updating our own website. Next step is to get cost to refresh the website for consideration / approval.

ACTION: ST to get a price for a refresh of BID website

4.7 TOWN AESTHETICS - JM circulated a graphic to advertise the shop front initiative. JN suggested window stickers to advertise BID support. This is to go live in the next month for applications

4.8 COACH INITIATIVE - The board discussed use of the welcome back fund to train ambassadors' to welcome visitors to Kendal. ST requested a formal proposal and outline to use in applying for a grant.

ACTION: ST to bring leaflets to give to JN re: the scheme

ACTION: JN to check the County Hotel for Kendal trail leaflets

ACTION: CJ to contact Sarah Williams re: possible volunteers

ACTION: ST and JN to formulate a proposal

4.9 BUSINESS DIRECTORY –

Still not been emailed across from Felltarn.

ACTION: TD to chase

5. New project submissions.

Food Festival: JM proposed and NP seconded that we investigate the cost and viability of a FF in spring 2022.

ACTION: ST to speak to CN events re the organisation.

Town App: the board resolved that DSCVR was the preferred partner for delivery of the town app.

ACTION: ST to contact DSCVR to request full cost breakdown to circulate and invite them to attend the next meeting.

6. Comms and PR.

JN requested a return to the quarterly newsletter as well as a monthly press release. She also requested a baseline for social media accounts to gauge progress.

ACTION: ST to obtain figures for SM accounts for August meeting.

7. PM. report

ST requested that Christmas be put on the agenda for the next meeting.

8.AM. report

ACTION: CJ to bring bank balance to next meeting

9. Urgent business arising

None.

Meeting closed.