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**Experience Milngavie Business Improvement District
Wednesday 27th January 2010
Steering Group Meeting no. 1**

MINUTES & ACTIONS

In attendance:

Ian Lavrie – Townhead Carpets
Stuart McKenzie – Crosskeys
Wendy Ross – Ruby Red
Charles Kinsey – Specsavers
Alan Arnott – Alan Arnott Eyecare
Inspector Bill Ross – Strathclyde Police
Councillor Bill Binks - East Dunbartonshire Council
Fraser Robb - East Dunbartonshire Council (Mins)

Apologies:

Cllr Billy Hendry - East Dunbartonshire Council
Cllr John Dempsey – East Dunbartonshire Council
Crawford McGhie - East Dunbartonshire Council

Items 2 & 3: Overview of the BID Process / Role of the Steering Group

Ian Lavrie gave an overview of progress to date in the BID project, pending actions and the role of the BID Steering Group in the process.

Key points:

Role of the BID Steering Group is to:

- Make decisions on behalf of the wider business community
- Guide and give strategic direction to the BID project team
- Support the BID election campaign
- Ensure a smooth handover following a successful ballot to the new BID Company and its board of directors.

Some of the key decisions the Steering Group will make will include:

- Defining the geographical BID area
- Sectors / no. of businesses to be included
- Inclusion of property owners and/or occupiers
- Level of levy
- Thresholds and limitations
- Term of BID

The exact lifecycle of the BID Steering Group will be dependent upon the agreed ballot date, but is likely to last until approx. October 2010.

This was followed by a discussion, items to note are:

- If the Steering Group is taking a view on an issue deemed of critical importance to the project, negotiations will continue until a unanimous decision is reached. If the issue is of less than critical importance, a majority vote will carry.

Items 4 & 5: Marketing and Communications / Business Consultation

Fraser Robb updated the group on the pending business consultation and marketing activity to date.

The Business Consultation will be distributed by post to each business in the proposed BID area. The Consultation document is broken down into three sections:

Section 1: Background Information and Current Business Performance

Section 2: Opinions on current trading environment in Milngavie Town Centre

Section 3: Business Demand for projects and initiatives for the BID

In parallel to the Business Consultation, a survey of shoppers in Milngavie Town Centre will also be delivered – these will be done person – to – person and made available via a no. of town centre venues for collection/return.

See document: Key Stages

Action: Following discussion, it was decided that:

- A time-limit of ten days should be placed on the business consultations, after which they will be collected in person from each business.
- Resources permitting, a follow-up phone call will be made to each business a couple of days prior to the deadline to remind them of the pending collection of the document.
- Response rates will be monitored to ensure the consultation results are as robust as possible.
- If deemed appropriate, further shoppers surveys will be carried out to provide a clearer picture of customer demand.

Timescales: both consultation activities will take place during February, with initial results to be prepared for the next Steering Group.

See document: Business Consultation

Marketing activity continues to follow the time-line set out in the Marketing and Communications Plan.

Completed activity includes: 3 standard letters to each business within BID area since October / website set-up and populated / on-going website updates / sponsor of Christmas Lights Switch-On / no. of press releases

Pending activity (next 4 to 6 weeks): consultation activity advertisements in the local press / accompanying press releases / publication of first print & digital newsletter / consultation results meetings to be arranged

See document: Marketing and Communications Plan

Date of Next Meeting: 6pm on Monday 8th March in Crosskeys Pub. Items for discussion will include initial results of consultation exercise, proposed BID area and BID levy rate.