

Experience Milngavie (Business Improvement District)

Steering Group Meeting

Cross Keys

6.00pm- 8.00pm - 20<sup>th</sup> December 2010

**Action Points**

Attendees: I Lavrie, S Bruce, N Cunningham, C Kinsey, W Ross, R Miller, S McKenzie, PC G Sergeant (and colleague) and G Brown.

Apologies: Cllr B Hendry, A Arnott.

- Business Plan:
  - The business plan was discussed and it was agreed to focus on the following:
    - Events - a notional list was generated:
      - Create a West Highland Way Day.
      - Incorporate the Art and Book Festival into the BID.
      - Christmas Light Switch On.
      - Busking Festival
      - A N Other.
    - Safety and Security – to look at a fast response programme and to invite the police onto the BID board.
    - Awareness and Understanding – to look at a promotional campaign for the area.
    - Accessibility – to re –examine the issue of parking.
    - Other areas will be addressed in due course.
    - A draft plan is to be constructed as part of the proposed Newsletter.
      - Action - GB

- East Dunbartonshire Council:
  - The contribution from East Dunbartonshire Council is to be looked into that may include the following - to be confirmed for the next meeting:
    - A Project Manager.
    - Contribution to events and other areas that could be contributed towards.
    - Agreement on the baseline services – including the Christmas Lights
      - Action – SB
  
- Steering Group:
  - The make up of the steering group was discussed and it was agreed to ask Susan Frize of Milngavie Bookshop and the manager of Marks and Spencer's on to the committee.
    - Action – GB
  
  - It was agreed to allocate each member of the steering group a defined set of businesses within the BID area. The steering group member will then be responsible for communication and feedback with their 'group' of businesses.
    - Action – GB/SB/IL
  
- Database:
  - A full list of all Non Domestic Ratepayers for the area is to be constructed along with a list of the owners of all properties. This needs to include full addresses and contact details.
    - Action - SB
  
- Communication:
  - A Newsletter is to be constructed for approval at the next Steering Group meeting to include:
    - Progress to date.
    - Overview of the research undertaken.
    - Top line ideas for the business plan.
    - Introduce the Steering group.
      - Action – GB/SB

- A forum will be held on Wednesday the 16<sup>th</sup> of February at the Fraser Centre for all BID businesses. This will cover:
  - The Business Plan.
  - An Open Session – To look at key issues and ask for feedback
  - A Presentation from another BID (probably Clarkston)
  - Timescales and Next Steps
- Action – SB/GB
- Contact with the local media will be undertaken once the revised plan and timeline is in place.
  - Action – GB/SB/IL
- BID Ballot:
  - It was agreed to postpone the ballot until September and a final timeline will be drawn up for the next meeting to include all relevant dates.
    - Action – GB
  - The levy has **not** been agreed and it will be finalised once the full plan is agreed but it will be based on the Non Domestic Ratable Value and will apply to **all** businesses in the BID area on a straight percentage basis (which is still to be finalised) with the exception of churches and the Fraser Centre.
  - A demonstration event will be held to coincide with the ballot – this is to be decided but the idea of a ‘Busking Festival’ was discussed.
- Other:
  - A meeting is to be set up for GB/SB/IL with the website developer in early January.
    - Action - IL
  - These action points need posted to the website as soon as possible.
    - Action - SB
- Date of Next Meeting –
  - Wednesday January the 19<sup>th</sup> – 6.00pm – Cross Keys, Milngavie.