

Experience Milngavie (Business Improvement District)

Action Points

Cross Keys

Tuesday 19<sup>th</sup> April 2011

6.00pm- 8.00pm

Attendees: I Lavrie, A Arnott, W Ross, R Miller, C Kinsey, S Bruce, A Hughes, C Christie, Sergeant Donald Leitch and G Brown.

Apologies: Cllr B Hendry, N Cunningham, S Frize, M Evans, S Bruce, F Robb, and S McKenzie.

**Action Points**

- Minutes of Last Meeting:
  - Parking was raised and W Ross raised a potential solution for the parking in Milngavie. This will be communicated to EDC.
    - Action – IL/WR
  - The database was handed out at the meeting for outline approval. GB has arranged for the area to be ‘walked’ to check all details and the final database will be signed off at the next meeting.
    - Action – GB
- Demonstration Event:
  - Callum Christie and Alison Hughes attended the meeting to discuss the demo event planned to coincide with the ballot.
  - It was agreed to call the event ‘Scribbles’ and a suitable URL needs to be found.
    - Action – GB
  - The local primary schools need to be approached to gain their participation. This needs to be done via EDC as soon as is feasible in order to get as many entries as possible before the schools break for summer holidays.
    - Action – FR

- Each primary school will be asked to submit a dozen stories/poems – maximum of one A4 sheet of paper – illustrated. These stories will then be displayed in the windows of the Milngavie Town Centre participating businesses and visitors encouraged to read and vote on the entries.
- The theme for the stories/poems will be ‘The West Highland Way.’
- An audit of each business will need to be undertaken to assess how many entries they can accommodate and this will be discussed at the next meeting. It may be that some businesses will ‘blow up’ entries to provide a bigger display.
- It was also agreed to approach adult authors and A Hughes will help with this.
  - Action – AH
- Scribbles will be promoted via school bag drop, local press and an event leaflet distributed via the BID businesses.
  
- Business Proposal:
  - The draft Business Proposal has been commented on. The document is approved save the additions that we are waiting on from EDC. This will be completed prior to the next meeting and the document signed off at this meeting (providing all the EDC material has been supplied).
    - Action – Steering Group
  - The following is still required from EDC:
    - Baseline Services Agreement.
    - Operating Agreement.
    - Confirmation of funding of the ballot.
    - Nominated returning officer for the ballot.
    - Funding for the run up to the ballot.
    - Action – FR
  
- Business Plan:
  - The design for the Business plan and potential Marketing Campaign for the BID post the ballot was presented. The ‘Milngavie My Way...’ idea was accepted and the front cover of the business plan agreed.

- For the next meeting the outline business plan including draft copy will be created for approval.
  - Action - GB
  
- Newsletter:
  - The next Newsletter content was handed out at the meeting. This needs commented on but in essence it will contain the details of the proposed activity if the BID is successful at ballot. For the next meeting the Newsletter will be ready for distribution by the Steering Group.
    - Action – Steering Group/GB
  
  - It was agreed to use the ‘Milngavie My Way...’ theme for the Newsletter – this would need to be added to the Newsletter to explain the concept.
    - Action - GB
  
- Next Steps
  - The next meeting will be vital as the Steering Group will need to sign off:
    - The Business Proposal.
    - The Outline Business Plan
    - Action – Steering Group
  
  - In addition all Steering Group members will then have two weeks to contact their allocated businesses and ascertain their views on the ballot (Yes, No, Maybe). This will be fed back prior to the final submission of the Business Proposal.
  
- Other Business:
  - It was agreed to present the Business Plan to EDC elected officials as soon as possible.
    - Action – IL
  
  - EDC’s financial contribution for the BID needs to be finalised.
    - Action – IL
  
- Date of Next Meeting is Tuesday 17<sup>th</sup> May at 6.00pm – Cross Keys Inn. Space to be booked.
  - Action - IL