

Minutes of Meeting

Meeting Information

Meeting Type:	BID Board		
Facilitator:	Tom Casey	Location:	Riverside, Dunblane
Date:	16 January 2018	Time:	5:30 PM
In Attendance:	Tom Casey, Chair, Charisma (TC), Graham Fleming, Treasurer, Bennett's Butchers (GF), Tracey Erskine, Erskine Eyecare (TE), Russell Brown, Tesco (RB), Chris Duncan, Intelligent Displays (CD) Also present: Scott Abercrombie, BID Project Manager (SA)		
Apologies:	Richard Noakes, Dunblane High School (RN), Keir Stevenson, Stirling Council (KS), Cllr Graham Houston (GH), Scott Walker, Choices (SW), Barbara Allan, Dunblane Development Trust (BA)		

Agenda Items		Led By	Time
1	Welcome, introductions and apologies	TC	
2	Approval of minutes from previous meeting	TC	
3	Priorities for 2018 - Review feedback - Agree priorities	TC	40
4	Finances	GF	5
5	Appointment of new chairperson	TC	10
6	Appointment of new project manager	TC	10
7	Promoting Dunblane	TC/SA	10
8	Website and email hosting	TC/SA	10
9	AOB		5
10	Date of next meeting: - Tuesday 20 February 2018, 5.30pm, Riverside		
11	Close		

Decisions

- 1 Minutes proposed by GF seconded by TE
- 2 Premises Improvement Scheme eligibility to be restricted to businesses who have operated for at least 12 months.
- 3 £800 budget agreed for four days work to update website and bring to a point of becoming a reference point for BID information.

- 4 'Summer Event' scoping to be passed to Promotions Group for exploration and discussion
- 5 Budget Forecast for 2018 to be discussed and agreed at the next board meeting
- 6 Local promotion activity, "Think local. Think Dunblane" and Keir Roundabout billboard idea to be picked up by Promoting Group

New Action Items		Responsible	Due Date
1	PRIMS application and information to be updated to include new eligibility criteria	SA	19/02/2018
2	Website updating brief to be prepared	SA	29/01/2018
3	'Summer Event' to be added to Promotions Group agenda	SA	26/01/2018
4	Promotions Group meeting to be arranged	SA	26/01/2018
5	2016-2017 accounts to be balanced	GF	31/01/2018
6	Board members to recommend a nominee for chair	ALL	20/02/2018
7	TC contact details to be passed to suggested person for PM	GF	22/01/2018
8	TC and CD to arrange meeting with local supplier to discuss domain hosting	TC	22/01/2018

Other Notes & Information

3. Priorities for 2018

A discussion took place following the conclusion of the "Priorities for 2018" survey sent out to all businesses in December 2017. Activities with survey feedback supporting continuation/do more of 65% or less were discussed and the following decisions made: -

3.1 Premises Improvement Scheme (PRIMS). Current uptake by new businesses is approximately 60%. As there is a limited budget, it is acknowledged there is a need to encourage uptake of existing and established businesses. After discussion, decision was made to limit eligibility to businesses who have operated in Dunblane and the BID area for at least 12 months.

3.2 Website. It was agreed to bring the website up to date and to park the site for the time being as a focus, instead to use it as a reference point for BID publications.

3.3 Summer Event. It was agreed to pass this discussion to the Promotions Group.

4. Finance. Current main account balance is £2.7k. GF to have 2016-2017 accounts balanced by end of January.

4.1 Education for Life & Work (EfLW). In early 2017, TC held a meeting with Kevin Kelman of Stirling Council (SC) and the head teacher of Dunblane High School (DHS) at which SC approved a payment of £9k to support the EfLW programme for the remaining period in 2017 and for the 1st quarter in 2018. At a

subsequent meeting held between Kevin Kelman of SC and the DHS head teacher, it was agreed SC would pay 50% with the remaining 50% paid by DHS. Invoices were issued at the end of November 2017 to both SC and DHS, each for £4.5k.

To date, the BID has received payment from DHS only. Despite chasing SC on several occasions, we have been unsuccessful securing payment. Unless payment is received from SC as agreed, the BID will be unable to continue the work ongoing or fund the current paid resource. **Update post meeting – Funding now received from SC.**

4.2 Budget Forecast for 2018. This will be discussed and agreed at the next meeting.

5. New Chairperson

The board is working to identify a new chairperson. TC will remain on the board and continue to represent the BID as part of the Dunblane Community Partnership ie Enhancing Dunblane, and to lead on the EfLW programme ie Supporting Dunblane. There were no nominations received in advance or during the meeting. The board were asked by TC to go away and think of a successor and to return to the next meeting with a recommendation. TC offered to meet with anyone who wished to discuss the role.

6. New Project Manager

SA will vacate the project manager role on 23 February 2017. The role will split into 2 parts to reflect the multi disciplines required to execute the role; ie Internal matters such as, Communication and Events management and External matters such as, destination marketing and 3rd party engagement. Scott will continue with External matters on a contract basis subject to agreeing terms.

A revised job specification for a new project manager is to be prepared based of feedback from SA and TC. GF suggested a local person who may be interested in the role. TC asked GF to pass on contact details so a meeting could be arranged.

7. Promoting Dunblane

In advance of the meeting, SA prepared an “Ideas for 2018” matrix. A discussion took place with many ideas suggested to take forward the “Think local, Think Dunblane” message. There was also agreement to explore the idea of permanent signage at the Keir Roundabout billboard. It was agreed to take these activities to the Promoting Group.

8. Website & Email

The board were issued with a paper in advance explaining the current status of the Discover Dunblane domain, website and email hosting issues. After discussion, it was agreed by the board that TC and CD would meet with the local supplier to discuss a solution.

9. AOB

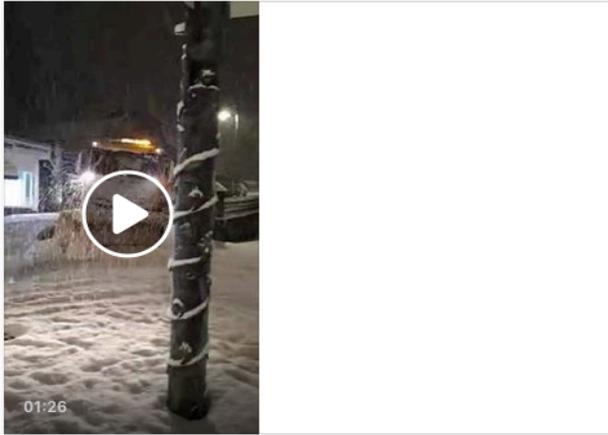
None

Post meeting note

During the meeting, the success of social media was discussed. In view of the heavy snow at the time of the meeting, SA shared the story of a very successful video posted back in 2016 of another heavy snow day in Dunblane to explain how popular the Dunblane weather is across the platforms and world. After the meeting, SA recorded and posted a short live video to Facebook showing Beech Road, the foot of the High Street and Stirling Road. The 1m25s video included the passing of the gritter/snow plough named “Sir Andy Flurry”. As a demonstration of how powerful social media is, in the first 24 hours following the video being published on Facebook, the post had reached 66.2k users with 38,636 views and a total of over 239 hours of viewing. The video has been liked 570 times and shared on 376 occasions. To date, over 100 comments have been made on the post.

Discover Dunblane BID
 Published by Scott Abercrombie (?) · Yesterday at 19:16 · €

#ThinkSnow #ThinkDunblane ❄️❄️❄️
 (The snow plough/gritter is named Sir Andy Flurry! ❤️)



01:26

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👍❤️👎 569 88 Comments 375 Shares

👍 Like 💬 Comment ➦ Share

Performance for your post

63,212 People Reached

38,636 Video Views

3,747 Reactions, comments & shares ⓘ

2,271 👍 Like	487 On post	1,784 On shares
215 ❤️ Love	41 On post	174 On shares
70 😂 Haha	10 On post	60 On shares
208 😲 Wow	36 On post	172 On shares
5 😞 Sad	2 On post	3 On shares
611 Comments	128 On Post	483 On Shares
375 Shares	375 On Post	0 On Shares

12,176 Post Clicks

2,526 Clicks to Play ⓘ | **3** Link clicks | **9,647** Other Clicks ⓘ

NEGATIVE FEEDBACK

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Highlighted shares ⓘ

Page	Share date	Video views	Post engagement	Avg. watch time
 The Riverside, Dunblane "Gritter making the roads a bit safer tonight!"	● 16/01/2018 11:22	2.3k	179	0:20
 Institute of Aquaculture, University o...	● 16/01/2018 17:15	484	18	0:10
 Alastair Majury regarding Dunblane a...	● 16/01/2018 13:39	440	44	0:25
 Explore Scotland "❄️❄️❄️❄️❄️"	● 16/01/2018 12:27	400	69	0:13
 Ramsay's on the Run	● 17/01/2018 01:34	38	3	0:17