

**ATTENDEES**

**Andrew Fuller (Chair, Independent, voting)**  
**Charlotte Whitaker (Manager, no voting rights)**  
**Nick Boot (Office, voting)**  
**Philip Downer (Independent, voting)**  
**Geoff Evans (Leisure and Tourism, voting)**  
**Ben Curtis (Resident representative, observer, non-voting)**  
**Rick Parish (Independent, voting)**  
**Stephen Cooksey (Councillor, voting)**  
**Candida Goulden (MVDC Representative, observer, non-voting)**  
**Emily Ayres (MVDC Representative, observer, non-voting)**  
**Laura Drake (Night-time Economy, voting)**  
**Ken Storr (Multiple Retailer, voting)**  
**Metin Hussein (MVDC, voting)**

**Jen Dannel (IN ATTENDANCE)**

		<b>ACTION</b>	<b>TIME</b>
<b>1.</b>	<b>Item 1 - Welcome and Introductions</b>		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Gillian Harris and Lisa Edwards.	<b>INFO</b>	-
<b>2.</b>	<b>Item 2 – Approval of Last Month’s Minutes</b>		
2.1	Minutes were agreed as correct by unanimous vote.	<b>INFO</b>	-
<b>3.</b>	<b>Item 4 – BID Update</b>		
3.1	<p>CW gave a BID update:</p> <p><i>Loyal Free</i></p> <p>CW gave a brief run down of the December Loyal Free usage. There were more than 6000 profile views and there are now more than 1,300 users. Offers haven’t really improved, but growth appears to be very good and a more detailed breakdown can be found in the Report issued at the meeting. There were no comments from the Board.</p> <p><i>Amplia Report</i></p> <p>Amplia have provided a social media report (also issued at the meeting), but followers on all platforms have increased since last month. Over 10,000 organic reach on the Xmas travel blog.</p> <p>There has been feedback to CW about the pictures being used on social media. The comments were about stock images being used instead of branded images. Stock images do need to be used to bulk out our social media content, but KK is now trying retweeting businesses own images/content to get engagement feedback. But we will need to engage a photographer to get good seasonal pictures in the future.</p>	<b>INFO</b>	-

	<p><i>Website</i></p> <p>The next iteration is available to view, but KK is still working on the final version. CW asked for any feedback – none offered.</p> <p><i>Video</i></p> <p>CW had emailed everyone the first version of the video and the Board discussed its content. The general feeling was that more shooting is required. The Board agreed that CW could go back to the production company ask for a price for further work.</p> <p><i>Xmas Festival Proposed Road Closure</i></p> <p>CW showed everyone a map with a suggestion for extended road closures (particularly the whole of the High St) for the 2019 Xmas Festival.</p> <p><i>Request for Matched Funding for Deepdene Feasibility Study</i></p> <p>AF had had a response from Emma Day regarding the request for a financial contribution towards the cost of a feasibility study into the improvement of access to Deepdene station:</p> <ul style="list-style-type: none"> <li>- Deepdene is 3<sup>rd</sup> across the GWR area for access issues</li> <li>- There is a meeting on Thursday with railways/council to do a site visit and a meeting to discuss proposals.</li> <li>- GWR are proposing to fund a third (£10k), SCC agreed in principal to contribute £10k, MVDC have no budget for the next two financial years, LEP have no funds either – that’s why the BID are being asked to contribute</li> </ul> <p>General Feeling from the whole Board was that we should wait until the meeting has occurred this week before its discussed further or a decision is made. CW will attend and report back to the Board.</p>		
<b>4</b>	<b>Item 4 - AOB</b>		
<b>4.1</b>	<p>AF had received feedback from customers asking why the 4<sup>th</sup> Saturday in December wasn’t free parking for shoppers. EA explained that it was because the free parking was for the first three Saturdays in December so that they would coincide with an MVDC offer for the first Saturday. MH – communication issue from MVDC. BC mentioned that next year we need to have signs on the payment machines to stop people paying unnecessarily.</p> <p>KS – his secondment to Dorking is coming to an end and this will be his last meeting.</p> <p>The chair closed the meeting at 8.50 am.</p>	<b>INFO</b>	-
	<b>NEXT MEETING</b>		
	Next Meeting will be held at 0745h on 12 February 2019 in South St Clinic.	<b>INFO</b>	-