

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
Charlotte Whitaker (Manager, no voting rights)
Stephen Cooksey (Councillor, voting)
Clayton Wellman (Councillor, voting)
Philip Downer (Independent, voting)
Rick Parish (Independent, voting)
Gillian Harris (Independent, voting)
Nick Boot (Office, voting)
Ben Curtis (Resident representative, observer, non-voting)
Richard Green (Senior Economic Regeneration officer)
Candida Goulden (Economic Development Manager)

Tracy St.Clair (IN ATTENDANCE)

		ACTION	TIME
1.	Item 1 - Welcome and Introductions		
1.1	Andrew opened the meeting and welcomed everyone. Apologies had been received from Beccy Gunn, Lisa Edwards, Geoff Evans and Emily Ayres.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	The minutes of the previous meeting in July were all approved.	INFO	-
3.	Item 3 – BID Update Including the Artisan Market		
3.1	<p>Subgroups update. Subgroup information is now on the website and emails have been sent out to the levy payers to gage interest.</p> <p>Dorking Artisan Market 6th September is the proposed relaunch date in St Martins Walk, as easier for social distancing, to unload and for visitors with a one-way system around the stalls.</p> <p>Mid Term Review Summary to go onto the website. It was decided that the bullet points could be split into short- and long-term targets so that people can see what’s being acted upon.</p> <p>In Bloom The application is currently on the website. The In Bloom competition is a Nationwide competition for towns and high streets.</p> <p>LoyalFree The uptake has increased, with the added attraction of Eat Out to Help Out trail that’s being promoted.</p>	INFO	-

	<p>Over the last 6 months businesses promoted have an increase of 60%. The usage increase is 20% and engaged app users 8% increase.</p> <p>Your Local Little Black Book Discussion of this twice-yearly book took place in terms of advertising, cost, distribution and usage. Overall it was preferred that all business should be promoted and to that end producing a printed booklet would promote Dorking and keep the costs down.</p> <p>Shop Local Support Dorking Campaign Zed Creative are putting together a shop local support Dorking campaign. A list of campaigns to show what is to be achieved with a diary entry of who will be featured and why, so that everyone knows what is planned.</p> <p>Footfall The idea is to gather the information, put it on the website, prove it to be useful and use it in planning forward for the town. It was agreed that the July report will go onto the website.</p> <p>Social Media Marketing Plan Levy payers feel forgotten and want to appear on the Instagram grid and not just the stories. The Directors voted to ensure that more businesses are added to the Instagram grid.</p>		
4.	Item 4 – Presentation – The Activation of Vacant Commercial Property on Dorking High Street		
4.1	The BID Board have been consulted on some ideas in which to activate underused commercial property in the High Street. The BID Board and MVDC have been exploring interventions that add value and footfall to the town centre and offer little or no risk of over provision or saturation of any current business offer in the Dorking area. The aim will be to enhance and improve the existing collective offer whilst bring something new and agreeable.	INFO	-
5.	Item 5 – MVDC Memorandum of Understanding with the BID		
5.1	This information to be presented at the meeting in September.	INFO	-
6.	Item 6 – Review Next Steps and Action Points		
6.1	<ul style="list-style-type: none"> Charlotte to review mid-term review and represent. Charlotte to look at updating the LoyalFree list on a daily basis. Charlotte to investigate cost of producing printed booklet. Charlotte to advise action with LDC. Charlotte to put the footfall report on the website 	CW CW CW CW CW	
7.	Item 7 - AOB		
7.1	<p>AGM will take place next year.</p> <p>The Christmas Festival was discussed with the Directors voting to cancel it for this year. The Christmas lights will go ahead and perhaps we can add</p>	INFO	

	an additional Dorking Artisan market with a Christmas theme nearer the time if social distancing allows.		
	NEXT MEETING		
	The meetings are the second Tuesday of the month – the next meeting is schedule for 8th September 2020.		