

ATTENDEES

Andrew Fuller (Chair, Independent, voting)
Charlotte Whitaker (Manager, no voting rights)
Philip Downer (Independent, voting)
Rick Parish (Independent, voting)
Nick Boot (Office, voting)
Geoff Evans (Leisure and Tourism, voting)
Ben Curtis (Resident representative, observer, non-voting)
Stephen Cooksey (Councillor, voting)
Candida Goulden
Clayton Wellman (Councillor, voting)

Tracy St.Clair (IN ATTENDANCE)

		ACTION	TIME
1.	Item 1 - Welcome and Introductions		
1.1	Andrew opened the meeting and welcomed everyone.	INFO	-
2.	Item 2 – Approval of Last Month’s Minutes		
2.1	The minutes of the previous meetings in August and September were approved.	INFO	-
3.	Item 3 – BID Update		
3.1	<p>AGM The board were happy to go ahead with the AGM planned for 8th February 2021 and a vote was passed for the new articles. Members need to be consulted and charlotte will do this asap.</p> <p>Budget Collection and Spend The collection rate is around 60% and the BID levy relief cannot be given as per the regulations. It was agreed to insert a letter with the reminder bill detailing all the things the BID has and is doing to support the town.</p> <p>Discussion took place with allowing payments in instalments for levy payers which will be checked with the collections team at Mole Valley District Council.</p> <p>Priority Budget The BID and the council are perhaps looking to collaborate with Chip for pop up, start-ups, and co-working using vacant premises.</p>	INFO	-

	<p>It was suggested to list everything that is on offer and next to each item identify what can be useful in lockdown or in an open situation.</p> <p>Little Black Book A double page spread advert has gone into the book and some businesses have gone in. The book lasts for 6 months and is distributed to 20,000 homes.</p> <p>There was a suggestion of partnering with Vantage Point if people want a paper-based publication. The idea of dropping a post card through people's door to say we are open was well received. Mole Valley are requesting a survey to be completed to aid a booklet about what's on and special offers to homes in the area.</p> <p>Social Media Thoughts on social media are that it's a lot more consistent and the tone feels appropriate. The KPI's are evident as to what work is being done, for example there were 950 mail chimp subscribers and 350 people opened the email. Along with 11% uplift on Instagram from London and over 3,000 subscribers on Instagram.</p>		
4.	Item 4 – MVDC Update		
4.1	<p>The Christmas campaign is going ahead.</p> <p>There are currently 29 vacancies but looking to fill these and divide the town into four areas or zones to advertise more effectively.</p> <p>The foundry project is moving forward with a look to expand the museum and create 4 new workshops when it comes to fruition.</p> <p>A job centre is looking to go ahead for apprenticeships and local businesses.</p> <p>MV are close to receiving a grant for parking to be upgraded.</p> <p>There is a change in the planning application so that businesses can easily change from a retail business to an office-based business.</p>	INFO	-
5.	Item 5 – Review Next Steps and Action Points		
5.1	<ul style="list-style-type: none"> • Charlotte to check whether 14 or 21 days is required for AGM • Charlotte to check name insertion on letters • Charlotte to write BID insert letter • Charlotte to speak to Liz with regards to paying in instalments • Charlotte to present two plans for next year one for lockdown and one for non-lockdown. 	INFO	

	<ul style="list-style-type: none"> Philip and Charlotte to inform others about queuing app 		
6.	Item 6 - AOB		
6.1	The plays in the park went really well. An award was won for Dorking in bloom.	INFO	
	NEXT MEETING		
	The meetings are the second Tuesday of the month – the next meeting is schedule for 10th November 2020.		