



Present

Victoria Jackson (in the Chair)	Kingston Recruitment
Steve Trynka	Rollits
Ian Kelly	Chamber of Commerce
Peter Barber	Prospect Centre
George Tambaros	The Omelette Restaurant
Kevin Priestley	Hull City Council
Jim Harris	St Stephens Shopping Centre
Steve Allbones	KCOM
Cllr John Robinson	Hull City Council
Mike Killoran	Princes Quay

In attendance:

Richard Duxbury	Mail News and Media
Kathryn Shillito	Hull City Centre BID
Jonathan Levy	Top Banana
Janet Reuben	VHEY
Nick Pontone	Chamber of Commerce

**ACTION
POINTS**

1. Apologies for absence

Apologies were received from Insp Lee Edwards, Steve Tradewell and John Holmes.

2. New Director

The Chair welcomed Peter Barber, Manager of Prospect Centre, to his first meeting of the BID Board.

It was reported that the Chair and Ian Kelly had spoken to two candidates regarding the BID Board. Mike Bisby, a member of the Federation of Small Businesses did not meet the criteria for Board members because he was not currently a BID levy payer, however it had been agreed that he would provide a useful link with the FSB in the future.

The Chair reported that a positive discussion had been held with Paul Gregory of Leonardo's and the Panel recommended that he be invited to join the BID Board. This was agreed.

NP

3. Minutes

The minutes of the meeting held on Tuesday 11th May 2010 were agreed as a true and correct record.

4. Matters arising

Council re-structure – Kevin Priestley reported that Adrienne Kelbie had been appointed as the new Hull City Council director for business support, which includes finance and procurement. Appointments to the other two director posts, including regeneration, had not been made at this stage. It was also noted that Nigel Richardson was leaving Hull City Council to move to Leeds City Council.

Larkin – it was reported that private sponsorship had been attracted to fund the toads now in situ across the city. The general reaction to the toads had been positive and it was hoped that they would have the kind of impact similar projects had achieved in cities such as Liverpool. The toads would be auctioned for charity at the end of the project. Mike Killoran reported that the Larkin statue at Paragon Station was progressing.

Whitefriargate – Kathryn Shillito reported that Whitefriargate had been busy over Clipper weekend and that the banners and flower pots etc had looked good. Footfall figures were awaited.

KS

Clipper – Cllr Robinson reported that it had been a good weekend despite the weather. A tourism impact assessment would be conducted. Jonathan Levy highlighted that there was considerable media coverage such as BBC TV and Sky. A TV documentary was being made and the business agenda had been successful via the Chamber run trade missions. Cllr Robinson stated that plans for the Freedom Festival were well underway and private sponsorship packages were available to supplement the public sector support for the event.

'Half Past the Weekend' – Kathryn Shillito said that there had been good feedback on the promotion and that the concept had been embraced by businesses. It was also noted that levy payers were being given the opportunity to promote their offers via the eatdrinkenjoy.co.uk website.

Queen Victoria Square – in response to a question, Kevin Priestley reported that the lighting work in Queen Victoria Square had been completed. The planning application for Saville Street to improve its linkages to the square was still being discussed with the traders.

5. BID Renewal Issues

Jonathan Levy gave the Board a comprehensive presentation on the issues relating to the renewal of the BID. The key points of the presentation were as follows:

- The renewal ballot would be held on 10 March 2011 with voting papers circulated a month beforehand.
- Notice of the ballot had to be given 42 days in advance and the Council had to apply to the Secretary of State before then.
- It was proposed that the main 'Yes' campaign would begin after Christmas although it was noted that good communication with levy-payers should be an ongoing feature of the BID.
- Research into the priorities of city centre businesses had already begun.
- A BID Annual Report would be published in the Autumn.
- Improving the BID website and bringing in PR support should happen in the Autumn.
- The BID would run a strong Christmas campaign through November and December.
- The renewal campaign would be formally launched in January 2011.
- The campaign budget would be broadly comparable with the first BID.

The Board were invited to agree the programme and budget; begin the process of appointing PR and web support; and allocate Board roles. The Board discussed various elements of the campaign including the timetable, staff resources, roles and responsibilities of Board members, process of proxy voting and communication with key levy payers. It was noted that the different 'audiences' of BID levy payers e.g. larger retailers, independents, professional firms, public sector, restaurants etc. needed to be segmented to ensure good communication.

The Chair highlighted that it was important that the campaign be led by Board members. The Board stressed the importance of ensuring existing BID services and activity be maintained during the campaign period.

The Board broadly endorsed the steps taken to date and it was agreed that the Working Party would meet again to develop the programme. Any directors wanting to get involved in the Working Party should contact Kathryn Shillito.

KS
All

Mike Killoran asked if the Board had formally agreed to raise the threshold for the second BID. The Chair indicated it had been agreed to raise it to £5,000.

The Chair stated that Jonathan Levy would be leaving the area in August to take up a new position with Clipper Ventures. The Board thanked him for the significant role he had played in the original BID campaign and in working with the BID on marketing and communications.

6. Finance

The management accounts were noted.

Mike Killoran asked whether Hull Forward's contribution would be received. Kathryn Shillito and Kevin Priestley were discussing these issues with Hull Forward.

KS/KP

7. Bid Managers Report

Kathryn Shillito reported that a questionnaire had been circulated to all levy payers. The responses were coming in and safety and security appeared to be emerging as the top priority. She reported that John Hakes, BID Support Officer, had requested to work three days per week and this request had been granted. Kathryn Shillito believed that there was adequate cover. The BID press log and footfall statistics were circulated.

Regular meetings were being held with Hull & East Yorkshire Community Foundation about the potential of attracting external funding, however this continued to prove challenging. In view of the decreasing funding pots for regeneration activity, the Board felt it was more important to focus on the BIDs core income unless funding streams could be accessed which directly matched BID priorities.

Mike Killoran updated the Board on the work of the Marketing Committee. He reported that the 'Yum' BID food festival was taking place at the end of July. Planning for Christmas activity was proving slow with only the BID and shopping centres committing resources at this stage. It was also noted that neither VHEY or the Council had attended the last marketing meeting. Given the need to progress Christmas arrangements quickly, Cllr Robinson offered to set up a meeting with the relevant officers before September to discuss the funding pot and plans.

Cllr R

8. Hull City Council City Centre Report

Kevin Priestley reported that the Council's capital programme was under significant pressure and all projects were currently on hold pending a review of the capital programme. This included some city centre projects involving BID and Hull Forward. It was expected that the outcomes of the review would be known in the next few weeks.

It was likely that the Council's decision whether to support BID renewal would be discussed by the Riverside Area Committee in November and the Cabinet in December. Kevin Priestley was asked to enquire whether a presentation from the BID would assist the Council.

KP

Work on the River Hull footbridge was ongoing with the main structure being assembled off site. It should be completed by December. It wasn't known whether an operator for the café on the bridge had been appointed.

Ian Kelly asked about the future of the Bondholders Scheme and whether it would be linked to VHEY to ensure the co-ordination, promotion and marketing of the city which was the reason the original City Image Bondholder Scheme had been set up. The Chair noted that the future of the scheme was a decision for the bondholders themselves and it was indicated that various options were being discussed.

10. Any Other Business

Steve Trynka updated the Board on a legal issue which was being pursued by JBL Leisure in relation to the unsuccessful planning application for a project involving the BID in 2007.

In view of the theoretical conflict of interest between the BID and the Council on this matter, Cllr Robinson and Kevin Priestley observed the discussion but did not participate in it. Steve Trynka reported that Andrew Jackson Solicitors were acting for the BID and the Board did not need to make any decisions at this time. The Board thanked Steve Trynka for advising them of the current position and agreed that he would continue to work with Ian Kelly and the chair to try to resolve the matter, bringing any relevant decisions back to the Board if required at a later stage.

11. Date of Next Meeting

The next meeting would be at 10:00am on Tuesday 28th September at 34-38 Beverley Road, Hull.