

Present

Victoria Jackson (in the Chair)
Cheryl Kitching
Steve Trynka
Steve Allbones
Ian Kelly
Kevin Priestley
Lee Edwards
Andy Parsons
Jon Pywell

Kingston Recruitment
Marks and Spencer
Rollits
KC
Chamber of Commerce
Hull City Council
Humberside Police
Humberside Police
Hull City Council

In attendance:

Kathryn Shillito
Jennifer Marshall
Howard O'Neill
Madeleine Childs
Phil Ascough

Hull City Centre BID
Hull City Centre BID
Customer First/ Chamber Vice President
Chamber of Commerce
XD Network

ACTION POINTS

1. Apologies for absence

Apologies were received from Steve Tradewell, Jim Harris, Richard Duxbury, Mike Killoran, Cllr. John Robinson, George Tambaros and Peter Barber.

2. Minutes

The minutes of the meeting held on 18th January 2011 were agreed as a true and correct record.

3. Matters arising

Finance Committee

The Board were informed that an informal finance meeting has been held with George Tambaros and Pete Barber in attendance. Both were satisfied with the financial position and how finances are recorded.

Footfall counter

Kathryn Shillito updated the Board on plans to move the Brook Street footfall counter to reflect footfall more accurately down this particular street. Peter Barber is liaising with a contact at Spring Board and it is hoped a reduced cost can be negotiated for the work.

Administration Assistant Position

Kathryn Shillito also informed the Board that Chris Stubbs who had been employed (cost

free) on a work placement scheme had unfortunately left to take up another position. Sammy Townend had now taken up the administration role and seemed to be working well.

Three Month Management Accounts

The accounts were approved.

4. BID Manager's report

Kathryn Shillito reported that a new Support Officer, Mark Andrews had been successfully recruited. Mark would be mainly responsible for the Old Town. As part of his responsibilities he will be working a longer shift pattern (8am to 6pm) to ensure workers felt a heightened sense of security particularly on dark nights. Kathryn Shillito and Lee Edwards both agreed a meeting between Mark and Sgt Steve Lamb would be beneficial.

KS/ LE

Kathryn Shillito informed the Board that Support Officer Phil Overfield would be having surgery on his back imminently but hopefully recovery would be reasonably quick. The Board wished Phil Overfield well.

Kathryn Shillito indicated to the Board that the campaign for the second ballot had started to take shape and that she had already arranged to do presentations at meetings with the Hull & East Yorkshire Hoteliers Group, Hull Area Chamber Council, One Hull Business Forum and the Rotary Club.

In addition, Ian Kelly had negotiated with the Lord Mayor, Cllr David Gemmell, to support and host a lunch on behalf of Hull BID in May providing an opportunity to talk about the good works of BID and the strategy for the next five years. Key levy paying businesses/city stakeholders would be invited.

Fashion Week

Kathryn Shillito reported that Hull BID would be holding its second Fashion Week commencing 25 April. The event will be supported by the 3 shopping centres, large stores and independents, culminating in a finale at Holy Trinity Church on Saturday 30 April. Kathryn Shillito also indicated that a VIP Launch will be held on the 27th April for local business people. It is hoped this event will also showcase the building as a versatile venue and the church will benefit.

Food Festival

Kathryn Shillito informed the Board that this year's Food Festival would be merging with the Jazz festival. An initial meeting has been held with Therese Rigg with a further meeting scheduled for late February with David Porter, organiser of the Jazz Fest.

Dine Brochure

Jennifer Marshall reported to the Board that the dining out brochure – 'Eat, Drink, Enjoy' - had now been completed and featured 34 city centre restaurants, and cafe bars. 20,000 brochures had been produced and put in circulation (venues, TIC, door drops etc) with a downloadable version available from www.eatdrinkenjoy.co.uk website. Steve Allbones discussed the possibility of putting a feature on the Karoo home page.

Footfall

Kathryn Shillito reported that an encouraging footfall of 2.98 million had been recorded in the city centre. However Whitefriargate was continuing to see a decline. Kathryn Shillito informed the Board that she had met with Therese Rigg and Paul Holloway from Hull City Council Arts Team to discuss ways of animating this area thus drawing footfall.

cont

New Swing Bridge

Kevin Priestley indicated to the Board that the landscaping proposed around Scale Lane Staith would still be going ahead but on a smaller scale.

Ambassadors Scheme

Janet Reuben from VHEY (Visit Hull and East Yorkshire) reported to the Board about the Conference Ambassador Scheme and showed a short presentation regarding the VHEY interactive conference guide.

Janet Reuben requested BID Board Directors to become Ambassadors for the scheme; to take the opportunity of promoting what Hull and East Yorkshire Conferences can offer to anyone considering organising a conference. This would support the local economy.

5. Hull City Council City Centre Report

Kevin Priestley reported to the Board that the Paragon Square development would be completed by Easter and a payment structure would be agreed before the end of February.

Kevin Priestley told the Board that the last element of the art project in empty units down Whitefriargate was being installed.

Kevin Priestley also indicated to the Board that the Fruit Market area of the city was taking on a new lease of life with a Microbrewery having just moved into premise and another business just waiting on planning permission.

Rugby League Bid

Jon Pywell reported to the Board that Hull would be putting in a bid for the Rugby League World Cup and hoped that the business community would help support this. Hull would be aiming to host a group stage and provide a base for training camps.

10. Any Other Business

Kevin Priestley advised that the Electoral Reform Service needed to be provided with final hereditament numbers for balloting purposes. Kevin requested the Board to reach agreement on whether a threshold be imposed and at what level. Kathryn Shillito said she had already calculated how much revenue would be lost at varying levels of threshold and this information was available if required. It was agreed to hold a campaign working party meeting to review these issues.

KS

Lee Edwards informed the Board that a rally against council cuts would be taking place on February 24th that would coincide with a full Council meeting taking place on the same day. Lee Edwards indicated that he couldn't see any real problems arising but did warn of crowds of up to 1000.

Ian Kelly gave notice that the BID AGM would be taking place and would coincide with the March Board meeting.

Phil Ascough reported on Hull Bid's campaign strategy for the second ballot and indicated that a timetable of activity would be produced for July through to September.

Vickie Jackson reported to the Board that the recent legal action taken against them by JLB Leisure had had a successful outcome and they had been offered £10,000 in damages and court costs.

11. Date of Next Meeting

The next meeting was agreed to be held at 10:05am on Tuesday 15th March following a 10:00 am AGM at 34-38 Beverley Road, Hull.