

## Present - Board

Victoria Jackson (in the Chair)	Kingston Recruitment
Jim Harris	St Stephens
Mike Killoran	Princes Quay
Steve Tradewell	True-Budget Accommodation
Paul Gregory	Leonardo's
George Tambaros	The Omelette
Jon Pywell	Hull City Council
Ian Kelly	Chamber of Commerce

## In attendance:

Kathryn Shillito	Hull City Centre BID
Richard Kendall	Chamber of Commerce
Phil Ascough	XD Network

## ACTION POINTS

### 1. Apologies for absence

Apologies were received from Steve Allbones, Richard Duxbury, Janet Reuben, John Robinson and Peter Barber.

### 2. Minutes

The minutes of the meeting held on 15 March 2011 were agreed as a true and correct record.

### 3. Matters arising

#### New swing bridge

Mike Killoran asked for an update. Jon Pywell said that the bridge and associated works would be completed by October.

#### Rugby League World Cup bid

Victoria Jackson reported that the inspection team would be visiting on 2 June.

### 4. Finance

The 6 month management accounts to 30 March were noted. Kathryn Shillito indicated that a total of £8,000 had been spent on legal fees, less than the £22,000 budgeted for.

### 5. BID renewal issues

#### Campaign launch and working party update

Victoria Jackson reported that the working party had met on 14 April. It had decided to use a similar brochure to last time, which would be developed by Eskimo Soup, Phil Ascough and Kathryn Shillito. It was important to reach all levy-payers. Large and small companies would be recruited to act as ambassadors. The campaign would be launched on 6 July and Board members were asked to attend. Approximately 200 people would be invited.

The ballot date had been revised to 14 September to avoid school holidays and help with media coverage.

Support from Board members was discussed, and Ian Kelly confirmed that it would be possible to circulate the list of hereditaments so the Board could contact people they knew and feed back to Kathryn Shillito. **KS**

Mike Killoran asked what the budget would be. Kathryn Shillito said that £10,000 had been allocated for printing and Phil Ascough's time, and there would also be the existing July newsletter.

Victoria Jackson said that Jon Pywell would be arranging a meeting with the Hull City Council leadership. **JP**

Phil Ascough gave a presentation on the strategy for the campaign. The challenge was to raise awareness of what BID does, reach more businesses in all sectors, demonstrate how BID helps them and encourage them to vote yes and to spread the word. The programme of activity would include a print campaign, planned media coverage, the website and other online material, face-to-face contact and a launch event. The key messages were that BID had a successful track record, which could be backed up by success stories and testimonials, and a plan for five more years.

The print campaign would incorporate the July newsletter, a manifesto, a flyer to be sent with the ballot forms and a handout to give to businesses.

The strategy was discussed. Mike Killoran emphasised the importance of getting to the key decision-makers. Ian Kelly confirmed that a mockup of the brochure would be presented at the next meeting. Mike Killoran said that the £10,000 budget was too small. The Board agreed to extend it to £20,000 or even more if needed. **KS/PA**

#### BID levy thresholds

Ian Kelly indicated that the Working Group had discussed whether or not to have a threshold on rateable value. A £5,000 threshold was recommended, which would exclude 339 businesses from having to pay at a cost to future revenue of £10,000. This was agreed by the Board.

#### **6. BID manager's report**

Kathryn Shillito reported that Half Past the Weekend would be returning after a successful run last year. It would be a joint approach, with BID responsible for the promotion. The role of Bondholders and possible marketing support was discussed.

YUM would also be continuing this year, and would be merging with the Jazz Festival. It would also coincide with the powerboat race.

Works on improving Paragon Square had started.

BID was working with Humberside Police on the night time economy. The Police would like to bring forward the main drinking hours; BID would consult with businesses.

The Purple Flag award for safety was being looked at, and BID was working with the University of Hull again for graduation week.

Mike Killoran asked for event dates to be circulated.

KS

Paul Gregory asked if BID could quantify the amount of private sector investment leveraged. Kathryn Shillito said that she would present on this at the next Board meeting.

KS

#### Press Log

Noted.

### **7. Hull City Council city centre report**

Jon Pywell reported that Kathryn Shillito attended his team meetings. The Council was trying to align its resources in the best way for the future. £2.3m of Arts Council funding had been awarded which would help support events. Advice from BID on attracting commercial sponsorship for big events would be welcomed.

Hull Carnival would be held on 21 May. The Maritime Weekend was continuing and would be self-funded by businesses, with the Council helping with logistical support and marketing. Christmas would be a challenge as there would be less money. Apart from cancelling the 5 November fireworks, the events programme was not much reduced despite the savings made.

### **8. Any other business**

Ian Kelly asked for an update on Business Week. Paul Gregory said this year would probably be the busiest ever, and lots of companies were looking to get involved.

### **10. Date of Next Meeting: Friday 20<sup>th</sup> May, 10am, Chamber of Commerce**