**Minutes of RTWT Board Meeting**

**8.30am on Monday 31st October 2022, via Teams**

**Attendees**

Sarah-Jane Adams (BID Director)

Pam Loch (Chair)

Alex Greig (Vice Chair)

Justine Rutland

Gavin Tyler

Peter Allinson

Richard Simm

Alex Green

Hilary Smith (TWBC Observer)

**Welcome and Apologies**

Apologies received from Claudia Wiegand

**Actions from last meeting**

No actions.

**Minutes of last meeting**

The Board agreed the minutes of the previous Board meeting on Monday 26th September 2022.

**Board update**

Sarah-Jane noted that the Board has received a Board Director application from Alexia Taylor of Walsh Bros Jeweller on Mount Pleasant Road. The Board approved the application.

**BID Levy Payer WhatsApp Group**

Board members noted that there have been some unacceptable comments made on the levy payer WhatsApp group in recent weeks, which is not what the group is designed to be used for. The Board does not support or condone these comments.

Alex Greig suggested that the group is dissolved, and BID alerts about projects and events are sent via WhatsApp broadcasts to reach levy payers individually.

Sarah-Jane will draft a proposal for a new communications strategy to replace the WhatsApp group. This will be voted on by the Board.

**BID Comms**

Justine suggested that Board members could contribute to the monthly BID newsletter with updates from their sectors or areas of the town centre to increase engagement.

**Board Governance**

The Board discussed Board levy payers and membership of the BID company, which will be reviewed should the BID be voted for a second term. Peter will consult with other BID locations on behalf of Royal Tunbridge Wells Together to find out how other BIDs manage membership.

**BID update**

* **Staffing**

The Project Officer is no longer employed by the BID.

* **Autumn 2022 Magazine**

The autumn magazine has been printed and distributed locally within the Times of Tunbridge Wells newspaper and directly to homes and businesses, featuring interviews with local businesses and information on BID funded projects and events.

* **Christmas Gift Guide**

The Christmas gift guide has gone to print and will be distributed in the Times of Tunbridge Wells newspaper and directly to homes and local businesses. The Board agreed that the gift guide should be distributed to a wider area to increase visibility. Sarah-Jane will propose a wider distribution area and present quotes to the Board.

* **Christmas Events and Promotional Activities**

The BID has funded a number of Christmas initiatives and events, including Christmas lights in the town centre and Christmas light switch on events in The Pantiles and Chapel Place. The BID is also organising and funding Christmas door bows for local businesses and a Christmas promotional film will be published.

The BID will also run regular print adverts to promote the town centre during the festive period. Alex Greig suggested running some social media paid advertising to promote the Christmas film further.

* **Street Scene Improvement**

Alex Greig, Hilary and Sarah-Jane met with a consultant to discuss street scene activities. Hilary is looking into the price of new planters and street cleaning for the town centre.

**BID Business Plan**

The Board agreed that a separate meeting will be set up to discuss the content of the business plan for the second term ballot.

**Any Other Business**

Peter Allinson noted that there are several new businesses in the town centre, including Five Guys and Urban Outfitters.

**Future Meetings**

The next Board meeting will be on Monday Dec 12 via Teams.