

**Dorchester Business Improvement District (BID)  
Meeting of Board of Directors**

**The Dressing Rooms, Corn Exchange  
Wednesday 9<sup>th</sup> December 2009, 4.30pm**

**MINUTES**

**Present:**

Keir Francis  
Phil Gordon  
Mark Andre  
Gerald Duke  
Claire Robertson  
Emma Stapleton  
Tim Batty  
Els Pontin  
Brian Keene  
Rachel Cole  
Chris Sheppard

**Observers:**

Alistair Chisholm  
Peter Noble – Dorchester Chamber of Commerce  
Denise Addison – Dorchester Chamber of Commerce  
Jem Main – Dorset Visual Arts

Democratic Period

**Apologies**

Teresa Woolley  
Molly Rennie  
Trevor Hedger  
Richard Southam

**Minutes of last meeting**

Agreed as accurate

**Matters arising**

None

## **Dorset Arts Week – Jem Main – Organiser**

Information provided to the board with regard to Dorset Arts Weeks running across Dorset in 2010. Sponsorship was requested to assist with the putting up of a banner to publicise the event, as well as assistance to distribute event programmes or have leaflet stands in shops in the town. Claire Robertson agreed that she could accommodate this in Wellworths. Keir Francis made a declaration of interest at this point.

It was agreed to move this forward to the next meeting for discussion.

## **Phil Gordon Report**

Phil Gordon reported on the following:

- 32 new businesses opened in Dorchester
- Local Index published and distributed to all DT1 and DT2 households, all web-registered levy payers have a free basic entry
- Dorchester Promotion in: Dorset Echo, View From and Marshwood Vale, with emphasis on late-night shopping on Wednesdays in December. Overall cost £4000, cost to DBID £1500
- Good result from Cracker, agreed further £2000 donation
- Launch and publicity of Ring Go in Dorchester
- Meeting with Chamber of Commerce and Oliver Letwin to discuss on street parking meters
- On street recycling project complete with new bins in situ
- Good level of levy collection
- Good website traffic
- Good results from mailshot - engaging more levy payers
- Launch virtual Dorchester in January 2010

## **Report on BID Chairs meeting.**

Keir Francis attended the BID chairs meeting in London and reported the following:

- Dorchester was described as one of the more proactive and innovative BIDs
- Ideas received at event included;
  - BID area maps inside visitor packs
  - Audio Town Trails
  - Downloadable discount vouchers
  - Identify on a map the areas where things have been done
  - Run a regular risk register
  - Create a Dorchester banner brand – a consumer brand rather than BID brand
  - Food festivals with tickets for each course available at different locations
  - Raise the profile of independent traders in the town
- Marketing and research is vital i.e.; why people don't come to shop in Dorchester etc.

## **Finance Report and Levy Collection**

Please refer to finance pack. Brian Keene suggested that funds are moved from the finance report in to reserves to show that the funds have been allocated to specific projects.

## **Directors**

Richard Southam has resigned from the Board  
Ben Hunter has resigned from the Board  
Emma Stapleton, Mark Andre and Claire Robertson have been proposed for directorship by Keir Francis, seconded by Brian Keene and carried by the board.

### **Staff Costs**

It was proposed by Keir Francis and seconded by Chris Sheppard that Phil Gordon may invoice the DBID for 50 hours as he has worked and additional 100 hours over the year. It was proposed by Keir Francis and seconded by Gerald Duke that Lisa Cartwright may increase her hourly rate by £2.

### **Planning for Open Forum.**

During the last week of January, it was agreed to hold a public meeting at which members of the public can offer feedback to the BID as well as generate ideas for future projects.

### **Christmas Lights**

Gerald Duke reported that there is a wash up meeting of the Christmas Cracker committee in January, he will report back to the board at the next meeting. It was requested that a member of the board join the Christmas cracker committee as DBID representation.

### **Wireless Internet**

Chris Sheppard is researching and developing the project at present. The software is in place, the antenna is being developed and work is being undertaken with regard to the power supply and other wireless networks in the area. Chris assured the board that it is possible to ensure that the system can not be abused, over used or used inappropriately as blocks and filters can be set up.

### **Items for Agenda – Next Meeting**

Dorset Arts Weeks

### **Any Other Business**

Areas that require deep cleaning attention to be advised to Keir Francis.

At present, the roundabout project has been turned down. This will be re-considered by the authority once another suggestion is put forward.

**Date of Next Meeting: 3<sup>rd</sup> February 2010, The Dressing Rooms**

**Meeting closed at 18.15h**

