



o **We Are INverurie Board Meeting – Tuesday 16th August 2022**

The Hub, 1A High street 5pm

MINUTES

Apologies

Kim Smart, Keenon Hawkins & Mike Stuart

Directors Present

Graham Matthews **GM**, Liz Forsyth **LF**, Gavin West **GW**, Ian Sinclair **IS**, Ray Allan **RA**, Fiona Clegg **FC** & Dale Bruce **DB**

In Attendance

Victoria Withy **VW**, Mo Khan **MK** & Derek Ritchie **DR**

Approval of previous minutes

Approved by – **DB**

Seconded by - **LF**

Chairman's Report

n/a

Financial Report

Cash in hand £15k, £3k+ still to come from levy payments via the council and obviously levy payments for the new year will start to come through fairly soon. No major payments outstanding.

Marketing Report

App: development underway, onboarding Sep to Nov

Town Centre Map: final checks and print // direct to member directory on wai.co.uk

Online directory E guides 5x (200 biz): visuals and design complete. Business details population done. Next stage is acquiring member quotes

Video campaign (40+ biz): individual story boards for each video sent wk comm 22/8. 1st Biz visits done with recon shots taken. Filming Rollout over next 8-10wks.

Via IE

- Poi ongoing
- Tour of Britain ongoing
- Xmas prep underway
- In tune 2023 prep underway

Future of the IBA

Dormant for now with Office-bearers to be replaced by similar on BID Board.

Review in one year

De-register for VAT

Contact details on w/site

*proposal from Market Ethically enclosed

Christmas TV advert

RA presented two ideas for a Christmas TV advert.

I've attached the quotation and listed the script, etc. below. I didn't want to put over the slideshow because it featured an old woman and it's been agreed to cast just a middle-aged woman.

I have also listed the shops here for your approval, along with the amended script.

Shops

- **Donside Frames** (browse art)
- **The Jewellery Box** (necklace/earrings)
- **Attic** (men's jumper)
- **Altro** (ladies dress)
- **Andersons** (eating lunch)
- **Novello Gifts** (candles)
- **Tresspass** (Jacket)
- **Cardzone/Thorntons** (Chocolates)

'Family'

A middle-aged lady puts her hat, gloves, scarf and coat on and heads out the door.

She catches a 'Ready2Go' bus and smiles as a couple of young kids gets on the bus.

She gets off at the Town Hall and makes her way to the town centre shops.

We don't really hear what she says to each of the shop assistants but there is a real friendliness and helpfulness there and she buys many things.

We cut to a close shot of her getting a big hug from her daughter and mother and her smiling.

When Christmas is just around the corner...

...and you're looking for that perfect gift.

A gift that you've carefully chosen...

...you've touched it...

...felt it...

...held it...

...tasted it...

...or even personalised it...

So, when the time comes...you know...it will be special for them”.

Make Christmas special at Inverurie.

Let me know your thoughts.

many thanks
Ray Allan
Creative Director

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*Quote from Ray enclosed

CCTV

Geoff Cooper back from holiday now, so we will start looking at the quotes in detail and the various funding options after that. Two possibilities via Aberdeenshire Council are the 'Place Based Investment Programme' and the recently launched 'Shared Prosperity Fund'.

BID Managers Report

AGM

I have booked Inverurie Bowling Club as the venue for our AGM on Thursday 29th September - 6 for 6.30pm finishing at 8/8.30pm. Tea, Coffee & Biscuits will be provided by the Bowling Club and a cash bar will be open.

Speakers still to be confirmed, Mo Khan on the Lokili App and Martin Auld on Evolving Inverurie/litter.

Evolving Inverurie SCIO

Looking for a BID representative for this group, possibility of taking it in turns was discussed.

Arts & Crafts Market

Still slow to get going, both on the number of stalls and the people visiting. Big push on social media etc. for next two markets on 27th August & 24th September. Stalls and hire of gazebos will be free to Crafters for both these dates to give it a much-needed boost. We will review after September market.

New Businesses

Wate-Away-Refillery Shop opening at 28 High Street next month (formerly part of Interiors Unlimited). This business is also currently in Rothienorman.

Litter Group

I have recently been taking part in meetings to address litter issues in the town along with representatives from Inverurie Community Council and Aberdeenshire Council. I will come back with updates on the progression of this group at future meetings.

The Queen's Green Canopy

Plans well underway for planting 350+ trees in Inverurie in November, we will be looking to get community involvement in the planting in the various areas of the town that are part of the project.

Potential new BID Directors

DR has drawn up a shortlist of potential new BID Directors and will be approaching them all ahead of the next board meeting in September.

INverurie Events Update

Pride of Inverurie Awards

Full house for this week's event in Inverurie Town Hall, this will be a very profitable event for IE.

Tour of Britain Event

Cycling-themed event on Sunday 4th September from 10am to 2pm with the race due to come through Inverurie at 11.54am. Various cycle stalls, food vans, face-painting and a pipe band will be the attractions.

The BIG Switch-On

This year's switch-on event will be on Sunday 27th November from 2pm to 6pm. Planning underway already. Inverurie BID levy-payers have been given first chance of taking a stall at the event with a few already having booked. BID board agreed to fund Reindeer event again this year on Saturday 10th December.

IN-Tune Inverurie

This event will return on Mayday weekend next year from Friday 28th April to Monday 1st May with marquee for LLA performers, Cheat Loaf/She Will Rock You, Ultimate 80's Show & the Scottish Fiddle Orchestra in the Town Hall and Massed Pipes & Drums on the Sunday afternoon.

AOB

N/A

Date, time and venue for next meeting:

Tuesday 13th September 2022 at The Hub 1a High Street