



**NOTES FROM BID FOR GALASHIELS
STEERING GROUP MEETING**
Tuesday 16th April 5.30pm – 7.00pm
At Channel House

Present: Debbie Paterson, Mags Fenner, Lewis Roden, Craig Murray, Julie Hogg, Ian Dalgleish, Erin Coltman, Mike Gray, Bill Mathers, Guy Frater.

Apologies: Lauren Jamieson, Dan Broadhead, Ed Dalgleish, Gina Macari, Andrew Poole

MacGowan Marketing Introduction

- Emily McGowan was asked along as a special guest to update the group re. McGowan Marketing's (McGM) role within the BID Project.
- She has now made contact with all 50 businesses assigned to McGM but many need followed up. The responses are generally positive.
- Agreed that using national companies' logos on website and inviting them to the Steering Group would be beneficial. As MacDonalds is supportive, **ACTION:** EMcG to ask Manager to sit on Steering Group.
- McGM are organising the business consultation event for 22nd May 2024 at the Great Tapestry (afternoon and evening sessions).
- They will also create the physical business plan.
- Newsletter to be created and shared to BIDs and Galashiels Heartland database.

Project Manager Update

- Further to the activity report supplied with the agenda, Mags' priority is to get the website updated and promoted and then focus on the consultation.
- Database updated continually.
- Still need a few Baseline Services from SBC (Mags is chasing these).
- Then BID Zone will be discussed at the May meeting.
- Figures being sought from SBC re. cost of administrating the levy.

Website and Steering Group Bios

- Most of the Steering Group bios are still needed. Mags will send a reminder and some prompt questions to assist in copy writing. **ACTION: ALL**

Marketing Plan

- McGM are working on a Marketing Plan which will be available shortly.

- Video content would be impactful. Can this be created as part of EGT's member spotlight service? **ACTION: Mags to check with EGT.**

Decision-taking process on BID Zone etc.

- To be discussed at the May meeting.
- Discussed business on periphery and the effect of changes on ownership .

Review Budget

- No significant spend this month.

AOCB - None

Date of next meeting: Tuesday 14th May 2024 5.30pm at Channel House