



ALSTON MOOR BUSINESS ASSOCIATION MINUTES OF COMMITTEE MEETING

Date/Venue: Thursday 13 February 2020, 6pm, The Nook Cafe

Present: Ian Grey (Chair), Janis Goodfellow, Gina Perryman, Elaine Edgar, Lesley Mearns, Guy Harmer, Andy Holt

Apologies: Gary Wright

Minutes of committee meeting held on 15 January 2020

Agreed, with no matters arising. They can be published on the website.

Finance and Membership

Janis reported that 20 members have paid their 2020 subscriptions so far. Draft accounts to 31 December 2019 were presented, and these will now be audited by Dawn Athey, hopefully before the AGM on 11 March.

Overall there was a loss of £1,200 on the electric bus project. The entire United Utilities grant that supported this has been returned to the fund (see below). A lot was learned by the sub-committee who were running this project, and it has been fully documented should the idea ever be resurrected. Of that loss, £800 was attributable to insurance. There is £3,121 left in the United Utilities fund, which includes the grant money initially allocated to the electric bus project.

Christmas Trees

Janis advised that there is £50 left to collect from businesses who had trees, this is in hand. There may need to be some minor repairs undertaken this year.

Front Street Steering Group

Gina represented AMBA at the last meeting on 29 January. 27 people had attended the public drop-in event, hosted by Cumbria CC, on 25 January at Alston Town Hall. The project is proceeding as previously publicised, with the trial panels due to go down when the weather has warmed up, and full installation of a 30m stretch in late summer. Gina raised the issue of signage with the Steering Group, flagging up that we'd like something along the lines of what was done with the United Utilities road closure in 2018.

<https://cumbria.gov.uk/communications/alstonfrontstreetredevelopment.asp>

Heritage Open Days

After last year's activities in support of HODs, an AMBA sub-committee chaired by Guy has been established, and met last week. Planning has started on this year's HODs programme, which will run from 11-20 September. There's an optional 'Natural Environment' theme this year.

<https://www.heritageopendays.org.uk/about>

Marketing sub-committee

It's been tricky to get all of the sub-committee together for a face to face meeting, but a date has now been arranged for Monday 17 Feb. This will be the first meeting of the new group, which comprises Gina, Guy, Lesley, Elaine and Janis. It will look at marketing Alston Moor as a visitor destination, and also marketing businesses to residents to encourage increased use of local retail outlets and service providers. Priorities for 2020 will be agreed, and subsequently presented to members at the AGM. **Action - any committee member not coming to the meeting on 17 February** to email any input to Gina before the meeting.



Gina met with Nic and Janis at STR last week to discuss how we can continue the great working relationship we established last year. The maps have been well received, and it was agreed at that meeting that STR would fund 50% of a reprint cost (plus all the VAT) if AMBA would fund the rest (AMBA's share should be about £290). The Committee agreed this funding.

Gina has also met with Ian Grey and Donna Rawling. Donna is a marketing professional, and is helping AMBA out on a voluntary basis. At one time Donna was Head of Tourism Marketing for One NorthEast, when that public body had responsibility for increasing visitor footfall in the region between York and Berwick. Donna has drafted a marketing strategy, which will be shared with the marketing sub-committee for its meeting on 17 February.

Janis has been added as an additional Admin for the Visit Alston Moor Facebook page.

United Utilities sub-committee

There has been a good mix of grants allocated across Alston Moor, with a balance of £3,121 remaining. The sub-committee had considered 3 grant applications, and these were presented to the full committee for consideration, and a decision was reached regarding the level of funding for each.

Jim McCarry joined the meeting for a short while to outline the plans for VE75 on Alston Moor, and to present some proposals in terms of a United Utilities grant and administration. These were considered after he left, and decisions made.

Actions for Ian – to notify the 3 grant applicants, plus Jim, of the decisions reached on their respective proposals. Also, to approach UU to see if they will allocate more funding.

AGM - programme and content

The AGM is on 11 March at STR, and members have already been notified of this in an email from Gina. Ian will send Gina the agenda, and this will need to be sent out by Gina, along with the minutes of the last AGM and the EGM. The constitution will also need to go out, with the proposed changes highlighted that the committee discussed last month. **Actions for Ian and Gina.**

The AGM will be open to non-members, in the hope they'll join, although they won't be able to vote. STR will provide tea, coffee and water on arrival, and drinks and crisps afterwards. It was agreed that AMBA will fund this, but limited to one drink per person afterwards.

Ian is meeting Dawn Dixon (Hartside Cafe) tomorrow, and is hopeful that she'll join, and come to the AGM.

AOB

Guy thought that there could be some value in setting up a forum for accommodation providers, possibly a Facebook Group. Gina mentioned that one does exist 'Tourism Knowhow', and offered to send him the link. Gina also has a list of accommodation providers' emails addresses which she will send him. **Action for Gina.**

Cumbria Tourism event, 12 March, Levens – Gina said we have 2 free places at this. If nobody from the committee wishes to go then we could offer it out to members. Janis will see if STR wish to attend and let Gina know. Guy is a member of CT in his own right.

The meeting closed at 8pm.