



Minutes
Sutton Coldfield BID Board Meeting
Tuesday 19th March 2024 4.30pm
Sutton Coldfield College

1) Welcome and apologies

New BID Chair Mark Wilkinson welcomed all to the March BID Board meeting.

Attendees (in alphabetical order):

- Alison Clack
- Anna Jackson
- Cllr David Barrie
- David Hemming
- Kevin Wood
- Mark Harris
- Mark Wilkinson
- Michelle Baker
- Stephen Roberts

Apologies (in alphabetical order):

- Cllr Jackie Cummins
- Stephen Nixon

2) Sara Davies event – review

The Board thanked Michelle Baker for the work involved in organising and managing the Sara Davies 'Lets Talk Business' event on International Women's Day.

Mark Wilkinson asked Board members for individual feedback on the event and the Board discussed ideas for the next speaking event.

All agreed it had been a successful event that received excellent engagement from BID levy payers. The networking event at The Townhouse after the Sara Davies talk was also a success and very well attended.

3) The Gracechurch Centre

The Board discussed the questions they would like to ask The Gracechurch owners when the Board meet next week to hear about the redevelopment plans.

Alison Clack provided an update on the meeting with Wayne Hemmingway and said the BID could consider working with him in the future in some capacity given his experience. Michelle Baker said he had submitted a proposal to work with The Gracechurch Centre.

Michelle Baker informed the Board that she had met with Dan Sinton at wearebreed.com who would be running The Gracechurch Centre's marketing and events going forward.

Michelle Baker updated the Board that The Gracechurch Centre had asked whether the BID would consider funding for additional Police in the town. The Board unanimously said this should not be a BID funded initiative.

4) Police update

Michelle Baker circulated an update from Police Sgt Dan Fox for the Board. The Board agreed that this was extremely helpful, informative and positive to have this level of information from the local Police.

5) BID Manager update

- BCC update – Michelle Baker said she had received correspondence from Birmingham City Council regarding the levy collection.
- 2024 events booked – Michelle Baker went through the BID events programme that had been booked to date.
- Bunting – the Board has previously approved the quote and the bunting will be installed along The Parade this month and removed in October.

Michelle Baker discussed the BID's priorities for Spring: including

- Graffiti audit of BID area
- BID newsletter
- Murals for utility boxes
- Create and launch 'Voluntary BID Membership'
- Update BID Food & Drink Guide for 2024
- Update BID Professional Services Guide for 2024

6) Any other business

Mark Wilkinson asked Michelle Baker to set up a meeting with the businesses that had expressed an interest in joining the Board.

Mark Wilkinson said Louise Davies would be starting work for the BID 2-3 days per month from 1 April as Finance Assistant and the book-keeping and vat returns will be brought in-house.

Dates of next meeting

The dates of future Board meetings have been circulated to Board members and sent as calendar reminders.

- Tuesday 23rd April 4.30pm
- Tuesday 21st May 4.30pm
- Tuesday 25th June 4.30pm (Alison to Chair as Mark is away)
- July TBC
- August TBC
- September TBC
- October TBC
- November TBC

2024 BID Events Booked



BID's Monthly Farmers & Craft Market Last Sunday of the month March-November 10am-3pm



Easter Egg Trail 23rd March – 7th April

Find the 12 giant eggs in business windows and look for the letter at on the egg. Write the 12 letters on the trail map and spell a word (Hot Cross Buns)

Post completed map into the postbox that will be placed in Bishop's Court near House of Fraser.

12 BID levy payers would be hosting the 12 giant eggs. This event is jointly funded by The Gracechurch Centre.



Easter Egg-stravaganza

Good Friday 29th & Saturday 30th March 10am-4pm

- Giant life size globe of spring petals for people to step inside for a free photo will be in Bishop's Court – funded by The Gracechurch Centre
- Free face painting – funded by the BID
- Entertainment by a bubble-ologist and balloon modeller – funded by the BID



Meet JJ & Cody from Coco Melon

Sunday 5th May 2024 10am-2.30pm

- Free character meet and greet in Bishop's Court in The Gracechurch Centre.
 - Free face painting
 - Entertainment by a bubble-ologist and balloon modeller
- All funded by the BID

Thursday 13th June An Evening with Carl Chinn MBE

BID supported event hosted by The Rhodehouse, similar to:



Dino Day (awaiting artwork)

Saturday 15th June 10am-4pm

- 3 giant dinosaurs
 - Jurassic Park jeep parked on The Parade
 - Free face painting
 - Bubble-ologist
 - Balloon modeller
 - Free children's craft workshop
- All funded by the BID

Kid's Car Fest (awaiting artwork)

Saturday 10th August 10am-4pm

6 cars from the movies along The Parade:

- Flintstones
 - Toyland Noddy
 - Mystery Machine Scooby Doo
 - Tumbler Batmobile
 - Knightrider
 - 1989 Batmobile
 - Free face painting
 - Bubble-ologist
 - Balloon modeller
- All funded by the BID