



**MINUTES OF THE BUSINESS IMPROVEMENT
AND DEVELOPMENT BOARD
HELD ON 14TH MARCH 2023
AT 7.45pm AT THE RUFUS CENTRE**

Present:

Cllr Gleave (Deputy Chair)
Cllr Blazeby
Cllr Hodges

Also Present:

Cllr Lutley
Stacie Lockey – Acting Town Clerk
Helen Glover – Senior Finance Officer
Angela Smith – Rendezvous Chef
Sarah Burgess – Weddings and Events Coordinator (remote access)

1433. APOLOGIES FOR ABSENCE

Apologies received from Cllr Snape (holiday).
Apologies received from Cllr Roberts (unwell).

It was **RESOLVED** to accept the apologies as detailed above.

1434. DECLARATIONS OF INTEREST

To receive Statutory Declarations of Interests from Members in relation to:

- (a) No members declared Disclosable Pecuniary interests in any agenda item.
- (b) No members declared Non-Disclosable Pecuniary interests in any agenda item.

1435. CHAIRMAN'S ANNOUNCEMENTS

There were no announcements from the Chairman.

1436. PUBLIC OPEN SESSION

There were no members of the public present.

1437. INVITED SPEAKER

There were no invited speakers present.

1438. **MEMBERS QUESTIONS**

There were no questions from members.

1439. **MINUTES**

- a. Members requested correction of the misspelling of Cllr Mackey's surname.

It was **RESOLVED** to adopt the minutes of the Business Improvement and Development Board meeting held on 11th October with corrections outlined.

1440. **MATTERS ARISING**

- a. Members did not identify any matters to discuss in relation to the Minutes of the Business Improvement and Development Board meeting on 11th October 2022.

1441. **ITEMS FOR CONSIDERATION**

- a. **Rendezvous Gift Cards**

Members considered the report received from the Senior Finance Officer and suggested the use of gift cards was broadened to include Flitwick Town Council purchases alongside use in the Rendezvous, this could include purchasing event tickets, lunch club meals etc. To emphasise this, branding should include the Flitwick Town Council logo, website address and full contact details.

Action: CMM

Members suggested a discount on purchases was offered as an incentive to customers to purchase gift cards.
Members considered the environmental impact of the plastic cards and questioned whether the gift card was made from recycled material or was recyclable.

Action: SFO

It was **RESOLVED** to adopt option 2 to purchase gift cards and the Chair and Vice Chair to work with the Marketing and Communications Manager to design the front and back of the gift cards to include corporate branding, and if possible, the card be made of recyclable or recycled material.

1442. **ITEMS FOR INFORMATION**

- a. **Marketing and Communications Forward Promotional Plan**

Members noted the circulated Marketing & Communications Forward Promotional Plan.

1443. **PUBLIC OPEN SESSION**

There were no members of the public present.

1444. EXEMPT ITEMS

The following resolution was **moved** that is advisable in the public interest that the public and press are excluded whilst the following exempt item issue is discussed.

12a) Officer Update – noted.

12b) Financial Reports – noted.

12c) Rendezvous Café Performance – noted.

12d) Occupancy Stats and Forecasts – noted.

Pursuant to section 1(2) of the public bodies (Admission to Meetings) Act 1960 Committee **resolved** to exclude the public and press by reason of the confidential nature of the business about to be transacted.

Meeting ended 20.42hrs