



**Minutes of a meeting of the Board of Watford BID Ltd ('The Company') held at Atria Management Suite, Lower High Street, 9.00 am on 14<sup>th</sup> March 2023.**

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Present:

|                    |                                |
|--------------------|--------------------------------|
| Maria Manion       | Watford BID Ltd                |
| Daniel Berko       | Aspect Property Group          |
| Kathryn Robson     | Watford Borough Council        |
| Jill Farnsworth    | Watford BID Ltd                |
| Simon Plumb        | Atria                          |
| Kwame Tefe (Chair) | Moon Under Water               |
| Donna Nolan        | Watford Borough Council        |
| Gary Foley         | Everyone Active                |
| Donna Lawrie       | One YMCA (For part of Meeting) |
| Mark Ryan          | Metro Bank                     |

In Attendance:

|                  |                             |
|------------------|-----------------------------|
| Glen Hempenstall | Watford BID Ltd             |
| Kara Mesiano     | Watford BID Ltd             |
| Peter Taylor     | Elected Mayor of Watford    |
| Cherie Norris    | Watford Borough Council     |
| Saffron Johnson  | Watford Chamber of Commerce |

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Kwame Tefe (Chair) welcomed everyone to the board meeting of the company.

**1. Apologies**

No Apologies, all board members were in attendance. Donna Lawrie was present via Zoom link and had to leave early.

**2. Minutes of Previous Board Meetings**

The minutes of the Board Meeting held on 1<sup>st</sup> February were approved.

**3. Matters Arising**

At the Board meeting held on 1<sup>st</sup> February 23, the option of us acting as a broker/financial administrator for Atria with smaller contractors where they were unable to comply with Savills purchasing requirements or for the purchase of one-off good was discussed. The Board required further information about the scheme, with the risks to the BID identified. Maria Manion confirmed the potential estimated income to board members.

It was recommended by Maria Manion that Watford BID enter into a Service Level agreement with Atria, to support them with the purchasing of goods and suppliers which they would otherwise be unable to access for a period of six months, with the option to review, renew and extend. A review would be

completed towards the end of the six months with an update being provided to the Board for a further decision.

All Board members agreed to enter into a Service Level Agreement with Atria for an initial period of 6 months.

#### **4. Statutory and Corporate Affairs**

##### **a) Company Membership**

No applications received.

##### **b) Directorate**

###### **i) Resignations and Appointments**

It was noted that Chris Luff had resigned as a Director of the Company on 15 February 2023.

It was resolved that Saffron Johnson, Watford Chamber of Commerce, be appointed as a Director of the Company with immediate effect.

###### **ii) Other**

David Vickery, Pryzm, has expressed an interest in joining the BID board. This will be followed up at the next meeting.

###### **iii) Directors interests - To note any interests/conflicts of interest**

See item 10 below.

#### **5. Trading and Operations**

##### **a) Finance Report**

The Chief Executive's report had been circulated to the Board prior to the meeting. The contents were noted and discussed. The following points were highlighted:

The recommendations proposed by Maria Manion were agreed by all present board members.

Maria Manion shared the BID levy collection plan for 2023-24 with the board members and shared concern that the new BID levy bills will be circulated at a similar time to the potential court summons and this may appear confusing. The Watford BID team are prepared for any telephone calls received, but expressed that the NNDR team will also need to be prepared.

No concerns were raised by any present board members in respect of the finance report.

#### **6. Watford BID new logo**

Glen Hemenstall shared a presentation by We are Acuity, detailing 3 newly designed logos to support the rebrand to Watford Town Centre BID. The designs were discussed and the following points were highlighted:

Donna Nolan and Kathryn Robson would like Glen to share the designs with the appointed Marketing contractor for Watford Borough Council to ensure the narrative and voice behind the strategy work together. It was noted they felt the logo designs were not far off the place branding.

Kwame Tefe asked the board members to vote on their preferred logo from the 3 designs. All present board members voted for design F2.

## **7. Coronation celebrations and activities**

A board decision paper had been circulated to the Board prior to the meeting. The contents were noted and discussed. The following decisions were agreed by all present board members:

To proceed with the installation of Union Jack banners, from 1 May to 31 May in support of the Kings coronation and to turn the tree lights red, blue and white.

To not proceed with a street party, but to revisit the idea of hosting a similar, alternative event later in the year, should the National Lottery grant be awarded.

## **8. Floral Displays**

A board decision paper had been circulated to the Board prior to the meeting. The contents were noted and discussed. The following decision was agreed by all present board members:

Jill Farnsworth to proceed with the reappointment of Amethyst Horticulture for the BID's summer flower displays.

The following decision was deferred by all present board members.

To invite Veolia to quote for the maintenance contract, and to appoint them if the quote is competitive with the quote received from Amethyst.

Action:

To explore other contractors for the maintenance contract, including a local company and the company currently contracted by Atria and present all quotes at the next board meeting – Jill Farnsworth

## **9. Dates for diary**

All board members were reminded that the BID Social will be held on 28<sup>th</sup> March at Boom Battle Bar, 6pm-8pm. Kwame Tefe expressed that he'd like to see board members supporting all BID events.

### **Future board meeting dates:**

- 17<sup>th</sup> May 23 9am – 11am
- 12<sup>th</sup> July 23 10.30am – 1pm
- 4<sup>th</sup> October 23 10.30am – 1pm
- 10<sup>th</sup> January 24 10.30am – 1pm

## **10. Confidential item**

BID employees, with the exception of Kara Mesiano, for the purpose of recording the minutes, were asked to step out of the board meeting.

A board paper prepared by Donna Nolan, Chief Executive, Watford Borough Council had been circulated to the Board prior to the meeting. The contents of the confidential paper were noted and following

discussions on the proposals contained within the report the Board agreed to approve the recommendations.

It was noted that, in accordance with Article 16.1 of the Company's Articles of Association, as the decision of the Directors in this respect concerned a transaction or arrangement with the Company in which Maria Manion and Jill Farnsworth were both interested, they were not counted as participating in the decision-making process for quorum or voting purposes.

It was agreed by all present board members that BID employees are to remain in their current roles.

It was agreed by the board that BID levy paying businesses and stakeholders were to be notified by a special edition newsletter, e-communication and Watford LinkUp. All communication is to be approved by the BID board in advance of circulation.

#### **11. Any Other Business**

There was no other business.