
Meeting	Make it York Shareholders Group
Date	18 January 2016
Present	Councillors Hayes (Chair), Cuthbertson, Levene, K Myers and Taylor
In attendance	Steve Brown (Managing Director, Make it York) M Alty (Principal Strategy & Economic Policy Officer)
Apologies	Ian Floyd (Director of Customer and Business Support Services)

1. Declarations of Interest

At this point in the meeting Members were asked to declare any personal, prejudicial or disclosable pecuniary interests that they might have in the business on the agenda. The following interests were declared in relation to the meeting:

Cllr Cuthbertson: Member of York Museums Trust

Cllr K Myers: Member of Make it York and Trustee of York Museums Trust

2. Minutes

Resolved: That the minutes of the meeting of the 6 July 2015 be approved and signed by the Chair.

Action: Mark Alty to liaise with relevant officers for brief written update to members of the board on market drainage improvements.

3. Public Participation

It was reported that there had been no registrations to speak under the Council's Public Participation Scheme.

4. Monitoring Financial Performance

Steve Brown outlined the highlights and challenges of financial performance to date.

The group noted the positive overall positive of £20,000 ahead of budget and positive contributions of excellent performance on city centre events and Christmas to this.

The group discussed areas where there may be challenges, including market income, the visitor information centre, the York Pass and website advertising.

Steve Brown also provided update on work done around flooding and potential impact as well as highlighting forthcoming national media campaign which Make it York has received funding for.

Action: Steve Brown to send on evaluation report for Illuminating York for further metrics.

5. Monitoring Performance against Objectives

The group discussed Make it York's performance against the various elements of the Service Level Agreement.

Steve Brown explained some of the key activities which Make it York have undertaken over the last quarter, including involvement in flood response work, promoting Make it York's business support offer, developing sector conferences, culture awards and a targeted focus around high value sector conferences (e.g. health insurance conference secured).

The group noted strong performance in most areas; with the one area for more concern discussed being number of jobs created, particularly above the average wage, and slower progress around inward investment.

Action: Mark Alty to liaise with highways to provide update on city centre signposting for the group.

Action: Mark Alty to liaise with the Guildhall Project Manager to provide update for the group on project.

Action: Steve Brown to provide further update on work around students start-ups for April meeting.

6. Any Other Business

There were no items for 'Any other business'.

Cllr Johnny Hayes, Chair

[The meeting started at 17.30pm and finished at 19.00pm].