

Attendees

Eddy Webb, InSynch (Chair) (EW)
 Sophie Fuller, Sophie's café (SF)
 Cyril Baker, The Jewellery House (CB)
 Mark Joseph, The Jewellery House (MJ)
 David Evans, Aberystwyth Business Club (DE)
 Nick Davidson, The Phonline (ND)
 Carl Clifton, Clive Menswear (CC)
 Jim Wallace, Aberystwyth University (JW)
 Gary Pemberthy, Cactws / Watch Obsession (GP)
 Mauro Tedaldi, The Penguin Café (MT)
 Ceredig Davies, Mona Lisa (CD)
 Karen Axford, Havav Hospice at Home Aberystwyth Volunteers (KA)
 Brendan Sommers, Aberystwyth Town Council (BS)
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)
 Gareth Lloyd, Ceredigion County Council (GT)

Mandy Jenkins, The means (MJenkins)
 James Thomas, The means (JT)

Apologies

None given

Item	Detail	Action
1.0	Welcome and introductions EW opened the meeting and welcomed all attendees.	
2.0	Minutes of the last meeting The group confirmed that the minutes were a true record of the meeting. JW asked: How much money was available for the setup from Ceredigion County Council and Welsh Government? JT confirmed that it was £10k.	
3.0	Action plan updates 3.1 Project plan MJenkins briefly talked though the plan. 3.2 WG confirmation date EW explained that Welsh Government had confirmed that the ballot result was upheld on 26 th July, the setup funding for Ceredigion County Council was confirmed on 4 th August and that the group had then met on 12 th September with The means contracted on 19 th September. JW asked if the BID had a second temporary/founding director. EW said that SF had agreed to be the other director and that they were the only people to have put themselves	

forward for the role.

JW asked if the group currently had a chair following the resignation of Chris MacKenzie-Grieve. EW stated that he had agreed to act as interim chair.

CD asked why not everyone was informed of the meeting date.

SF explained that those who were already part of the steering group would continue in their role to form the board and that any levy payer could put themselves forward for consideration by the group/board to become a board member.

GP said that he has brought up in the previous meeting that the process was not transparent.

SF said that the BID had no money to communicate with members.

EW and MJ circulated a letter that had been drafted by The means that would be posted out to all BID levy payers.

GP asked if the date of the next meeting could be added to the letter to ensure everyone was aware of it. He said that having closed meetings would be dangerous and that everyone should be invited to each meeting to find out where the money was being spent. This should be decided by the whole business community.

EW asked if the group felt there should be an open meeting.

SF felt this was a good idea as there had been no visioning event.

CB said that he felt that this would give everyone the opportunity to put themselves forward as directors/find out more about the BID.

JT suggested there be an open meeting and a separate board meeting. Businesses could find out more about the BID at the open meeting and then consider if they would like to put themselves forward as a director.

BS thought the meeting would be a good opportunity for people to put forward ideas.

JW suggested amending the letter to include an invitation to an open meeting on 10th November.

JT confirmed that during this transitional phase the

steering group would establish the BID as a legal entity. Articles of Association would be created and two founding directors would be required for the company to be formed. The two founding directors would be drawn from the steering group. Other interested parties can put themselves forward as directors. The directors can then co-opt new directors on to the board.

JW said that the steering group had been working on the BID for the best part of two years and that attracting people to get involved in the process had always been an issue as had who could attend the meetings. The steering group had previously agreed to push the BID forward to the ballot stage and now individuals had to decide whether to carry on and put themselves forward as board members or step back.

GP said that more people should be informed about BID meetings.

SF said that MJenkins had come along late in the process and had tried to engage with the community. The group had decided earlier on not to have a Facebook page but that notice of meetings could be added to the website.

JT said that directors would initially stand until the AGM where they would then be required to step down and should they wish to do so seek re-election. During the intervening period directors can be co-opted. Nominations can also be made in the lead up to the AGM.

3.3 Articles of Association

To be discussed later.

3.4 Budget spreadsheet

Circulated to GP as agreed.

GP asked about the fact that over 20% of the budget was allocated to Strengthening Relationships and Communication and that costs for the ambassadors were included.

MJenkins said that the steering group had discussed the ambassadors and decided that they ideally would like them to be voluntary rather than paid positions but that a budget line had been left in for them in case this was not possible.

JT said that budgets could be moved around within the broader themes but that the group / board would need to be careful if considering moving between themes particularly if it would result in a significant change as this could run the risk of being challenged. He said that changing percentages within BID budgets had not yet

	<p>been tested in law. JT also stated that money can be carried forward from one year to another to enable the BID to deliver its programme across the BID term.</p> <p>GP said that all levy payers should get a vote on reallocating the budget.</p> <p>EW asked if this had happened in other areas.</p> <p>JT said that as projects are developed consideration will need to be given to which theme they align to. Also partnership funding could be drawn in to provide additional funding for projects.</p> <p>GP queried the budget</p> <p>JT said that there was contingency funding available.</p> <p>3.5 Collection costs The group discussed the levy collection/software costs. MJ said that the group always knew they had to pay the costs but had agreed with the Council that they be spread over 5 years.</p> <p>EW asked MJenkins to check this with the Council.</p>	<p>MJenkins: To ask Ceredigion County Council about spreading the collection costs over the five years</p>
<p>4.0</p>	<p>Programme – progressing theme group projects</p> <p>4.1 Improving access</p> <p>4.1.1 Parking initiatives Not discussed.</p> <p>4.1.2 Greening projects The group discussed the circulation of the flyer announcing the Town Council meeting to discuss the provision of flowers in the town that had taken place the preceding Tuesday.</p> <p>The baseline agreement with the Council states the following in relation to flowers:</p> <p><i>Ceredigion County Council’s involvement in the provision of floral displays including bedding, planters and pots has been changing for some years to reflect the particularly challenging financial climate which the Authority finds itself operating in.</i></p> <ul style="list-style-type: none"> <i>The current arrangements are in place until the end of the 2016 season. Consideration is being given to identifying and developing opportunities for maintaining sustainable displays into the future which could include working with other</i> 	

	<p><i>interested stakeholders</i></p> <p>SF said she felt it has been a good way to inform people about the meeting and start a discussion.</p> <p>EW stated that his own, personal opinion was that the BID should not be funding something that was previously provided by the Council.</p> <p>The group discussed it and decided that the BID would not fund any greening / flowers for the foreseeable future.</p> <p>4.2 Promoting and marketing 4.2.1 Small business Saturday tour bus Not discussed.</p>	
<p>5.0</p>	<p>Company matters 5.1 Company formation</p> <p>EW said that there had been some questions raised at the last meeting about the length of the BID term. The BID would last for 5 years and start from 1st April 2016 and could not be started and ended later as had been suggested.</p> <p>GP asked if this was set in stone.</p> <p>JT said that the BID proposal which businesses had voted on had stipulated a start and end date and BID term. The BID regulations do not clearly provide for a change of this sort without an alteration ballot. Billing for a period after the original term could risk legal challenge.</p> <p>JW said that no one foresaw a challenge to the ballot result that would have delayed the start date, resulting in 6 months had been lost</p> <p>SF said that it could be a problem when levy bills are received.</p> <p>EW explained that one option could be delaying the second payment until July.</p> <p>GP felt that it was impossible to charge for something that wasn't in existence until November / December and suggested it would be fairer to bill from 1st April 2017.</p> <p>JT said that there were two mechanisms in place, a limited company which would run beyond the length of the BID term and the initial five-year term of the BID itself as stated in the proposal document.</p> <p>The means would investigate the different options.</p>	<p>The means: To look into the options for starting the levy</p>

<p>5.2 Articles of Association</p> <p>EW said that the aim was to establish the company in the next couple of days and asked if anyone had any objections to the Articles of Association.</p> <p>GP asked about levy payers having to submit an application to become a member of the BID company and why this wasn't automatic.</p> <p>SF proposed that all levy payers become members automatically and that the Articles of Association be amended to incorporate this.</p> <p>The group discussed Article 20 and asked that the wording be changed to:</p> <p><i>The Board will endeavour to include representatives from the following groups</i></p> <p>And that numbers be taken out.</p> <p>The group agrees that Tony Bates check the amendments and that EW and SF agree these so the company could be registered.</p> <p>5.3 Election of Chair and Vice Chair</p> <p>EW said that he had been asked to Chair the meeting but did not want to be the permanent Chair.</p> <p>JW suggested that until there was a permanent Chair in place, it should alternate between the shadow board.</p> <p>SF agreed to chair the next meeting.</p> <p>5.4 Financial procedures</p> <p>JT said that a document had been circulated to the group for information but no decisions needed to be made at this point.</p> <p>GP suggested that for over £500 and less than £3000, three written quotes be provided as oppose to three verbal quotes as suggested in the document.</p> <p>5.5 Levy collection</p> <p>CD asked if the Council had the capacity to collect the levy and if it would be a one-off bill for the year.</p> <p>JT replied that The means had met with Council officers who had confirmed that they had the capacity.</p> <p>MJ said that the letter to be distributed to all businesses confirmed the bills would be sent out once a year.</p> <p>CB asked when the BID company would be operational.</p>	<p>collection</p> <p>MJenkins: Amend Articles and check with Tony Bates</p> <p>MJenkins: To amend financial procedures document to reflect this change</p>
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	<p>EW said that the group needed to know the process but the company needed to be formed and established so a bank account could be set up.</p> <p>GP asked if it was legal as there was no documentation and no evidence had been provided. If the company was not set up until 1st November everyone should be consulted about a start date.</p> <p>JT said that the Council had put the systems in place ready to start the levy collection.</p> <p>EW said that the BID period was fixed but the payment method was flexible and suggested that the levy be collected in two payments.</p> <p>JW said that this would mean payments would be taken before the board is set up.</p> <p>There was much discussion about the impact of amount and timing of levy collection.</p> <p>Options included simply not charging for half year or whole of first year; wrapping up first year charge in years 2 to 5 including charging based on 6 monthly, amongst others.</p> <p>AH asked why the board themselves could not collect the levy.</p> <p>CB said that the Council already had the collection mechanism in place.</p> <p>5.6 Bank account EW told the group that the BID company would need a bank account and that The means would be looking into the best options.</p> <p>The group agreed that The means procure the best account for the BID.</p>	
<p>6.0</p>	<p>AOB The group discussed potential accommodation options for the BID and working with the Town Council and Menter.</p>	
<p>7.0</p>	<p>Date of next meeting Thursday, 24th November, 4:30pm (Old Seddon Room, Old College)</p>	