

Attendees

Sophie Fuller, Sophie's café (Chair) (SNF)
Mark Joseph, The Jewellery House (MJ)
Gareth Lloyd, Ceredigion County Council (GL)
Eddy Webb, InSynch (EW)
Gweneira Raw-Rees, Aberystwyth Town Council (GRR)
Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)

Apologies

David Lees, Aberystwyth Town Council (DL)
David Evans, Aberystwyth Business Club (DE)

Tom Trevarthen, Crimson Rhino (TT)
Sian Fisher (SF)
Nick Davidson, The Phonenumber (ND)
Jim Wallace, Aberystwyth University (JW)

Item	Detail	Action
1.0	Welcome and Introductions As above	
2.0	Apologies for absence Apologies given as above.	
3.0	Minutes of the last meeting EW stated that the minutes for the September meeting need to be re-submitted for approval. SFN proposed MJ seconded	MN to circulate September minutes
4.0	Actions from the last meeting 4.1 Minutes Changes The changes have been made and MN is to -re-submit the minutes 4.2 Press Release Two press releases were printed in the Cambrian News. One regarding Free Parking and the regarding Cost Saving Scheme. MN has contacted the journalist in order to have an article/photograph when Meerkat come to launch the service later in November. 4.3 Representation at the plastic free coastline initiative GRR agreed to represent the AAayB and will feed back accordingly and liaise directly with MN when required. 4.4 Menter Aberystwyth representative MN has sent an email and left voice messages with the mentor office with the hope of getting clarification for this meeting. There has been no	MN to contact Menter Aberystwyth

	<p>response and MN is to continue to chase.</p> <p>4.5 Charity levy reduction The finance department of the council has replied to confirm the official stance on charities, which differs depending on whether the charity is a national or local charity and whether or not it has a shop.</p> <p>There is still uncertainty in terms of whether or not the University are having a discount on their levy, as they originally agreed to pay the full amount. MN is to contact Rhodri Morgan to clarify.</p> <p>4.6 Active directors MN confirmed that TT and ND have now stood down as board members due to work commitments. Everyone thanked them for their work. A discussion took place regarding who could be approached to become board members. The following businesses were suggested:</p> <ul style="list-style-type: none"> • Care Society (Guy Evans) • Tan Shop (Merina) • Premier Inn • M&S • THE Grail • Academy • White Horse • Libertine <p>MN is contact each business owner/manager to ask if they would be interested.</p> <p>EW suggested that we need to promote the fact we need looking for board members in newsletter and website. It was also suggested that it is added to email signature.</p> <p>4.7 Non-voting board member GRR is happy to become a Non-Voting Board Member</p> <p>4.8 Golf facilities Deferred until next meeting as DE not present</p>	<p>again</p> <p>MN to contact Rhodri Morgan</p> <p>MN to contact businesses and to promote need for new Directors</p>
<p>5.0</p>	<p>Aberystwyth as a destination representation application -5.30pm 30mins slot</p> <p>MN confirmed that he has met with Aled Rees and Kathryn Colling at Cambrian Tours to discuss the Tourism Destination Project. They are to submit a formal application ready for a decision in the December board meeting. They are also happy to come and present the idea to the board and answer any questions. Everyone agreed this would be a good idea, and that they should be given a 20 minute slot at the beginning of the meeting followed by Q&As.</p>	<p>MN is to submit application by email and invite Cambrian Tours to attend the board meeting</p>

<p>6.0</p>	<p>App progress</p> <p>MN confirmed that he has not yet met with Locly.</p> <p>A discussion took place regarding the new brand name as Aled Rees has voiced his concerns about why we may be moving away from 'Ffaberystwyth'. It was decided that we should not rush in to making a decision and instead we should carry out a consultation process through survey monkey. To include:</p> <ul style="list-style-type: none"> • A multiple choice of possible names (3 or 4) to include 'Ffaberystwyth', 'Caru Aberystwyth', 'My Aberystwyth' • Ask for alternative names • Ask if they are local, students or visitors 	<p>MN to devise and send survey - newsletter, facebook, website</p>
<p>7.0</p>	<p>Christmas and Mill street funding application</p> <p>MN confirmed that the council have agreed in principle that the infrastructure work for the lights is eligible to be paid for from the Mill Street Development Fund. MJ suggested that we should find an alternative person to install the shop front trees as this could provide a big saving. MJ is to find an alternative quote and MN is to inform the electrician of our decision.</p>	<p>MJ is to find an alternative quote for installing shop front trees</p>
<p>8.0</p>	<p>Company Matters</p> <p>Events Officer</p> <ul style="list-style-type: none"> - MN confirmed that he had met with the County Council regarding funding for an Events Officer. The scheme would qualify in principle, however if successful it would delay the process until next April/May (or even June). A long discussion took place regarding the pros and cons regarding submitting a bid, as well as the urgency of recruiting an Events Officer. In order to make the BID a success and allow us to successfully deliver projects, it was unanimously agreed that we should not wait for a possible grant, and recruit an Events Officer asap. MN is to devise a Job Description, which will be submitted via email to the board. A final decision (on the JD, salary etc) will be voted on in December, with the aim of having someone in post by the end of January. GRR stated that the town council are aware that we are considering employing an Events Officer and they have given their support (informally only to date) in terms of 'housing' another person in the office, as well as providing their support for the new events programme. <p>Finance committee</p> <ul style="list-style-type: none"> - The date of the next Finance Meeting was set for November 30th, 6pm in Baker Street. 	<p>MN to produce job description and email to board</p>

<p>9.0</p>	<p>BID Manager feedback</p> <ul style="list-style-type: none"> - Cost Saving Scheme is to be launched on November 22/23. The promotional brochure has been produced and MN will be distributing them to all levy payers from next week. Meerkat will then be finalising appointments during week beginning Nov 13th - MN confirmed that the TAIS funding application has been approved therefore we now have a grant that will fund 80% of the Town App (capital elements), Town Wifi and 4 x Digital Signs. Work on the development of that work is to start asap, with the aim of completion by next summer. Grant Acceptance form to be signed by SNF. 	
<p>10.0</p>	<p>AOB</p> <p>None reported</p>	
<p>11.0</p>	<p>Date of next meeting Thursday, 7th December, 5:30pm (Town Council Office, 11 Baker Street)</p>	