

### Attendees

Sophie Fuller, Sophie's café (Chair) (SF)  
 David Evans, Aberystwyth Business Club (DE)  
 Gary Pemberthy, Cactws / Watch Obsession (GP)  
 Helen Dimmick, Caesar's Café (HD)  
 Mark Joseph, The Jewellery House (MJ)  
 Mark Clifton, Clive Menswear (MC) (present for part of the meeting)  
 Brendan Sommers, Aberystwyth Town Council (BS)

Gareth Lloyd, Ceredigion County Council (GT)

### Observers

Jim Wallace, Aberystwyth University (JW)

### Apologies

Eddy Webb, InSynch (EW)  
 Nick Davidson, The Phoneline (ND)  
 Tom Trevarthen, Crimson Rhino (TT)  
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Item	Detail	Action
1.0	<b>Welcome and Introductions</b>  Attendees as above	
2.0	<b>Apologies for absence</b>  Apologies given as above.	
3.0	<b>Minutes of the last meeting</b>  A discussion took place regarding the Ceredigion Cycle Path. MJ stated there was an error in the minutes as it was never agreed to ask CCC for a formal proposal. Instead the board had agreed not to support the scheme. This was acknowledged by the board and this will be removed from the previous minutes.	<b>MN to amend minutes of last meeting</b>
4.0	<b>Actions from the last meeting</b>  <b>4.1 Director removal</b> An update was given and a discussion took place regarding informing the former Director "formally" about the decision to remove him from the board. It was agreed that the board should write a formal letter.  Also, the bank need to be informed and the details on the account updated i.e. remove the former Director's details.  <b>4.2 Emerge Signage</b> MN has spoken to Emerge Charge and has arranged to visit the signage that have been erected in Llanelli when it is up and running (in approximately 2 weeks). Emerge Signage to contact MN to arrange.  <b>4.3 Accountants</b>	<b>SF to write a formal letter</b>  <b>MN to check with HSBC that the director has been removed from the account</b>

	<p>Two quotes have been received:</p> <ol style="list-style-type: none"> <li>1. Davies and Lewis</li> <li>2. John Cunningham</li> </ol> <p>A discussion took place regarding whether we had to give preference to organisations who are within the BID area. It was decided that this would not be a deciding factor and that organisations will be chosen to provide services based on both best price and quality of service.</p> <p>After reviewing and discussing the quotes, the board were in favour of John Cunningham as his service would also involve training in terms of setting up internal financial systems. The board however requested that the monthly payroll fee be negotiated. If this price was non-negotiable, John Cunningham would still be given the work as they still work out cheaper and provide a more thorough service. Board gave permission to approve this due to the time constraints in paying MNs salary.</p> <p><b>4.4 BID Manager phone and laptop</b>  MN has both a phone and a laptop set up. HD submitted the 3 quotes for the mobile phone to file. Business cards are still needed, and will be ordered when MNs contacted details are finalised (i.e. new email and webs address now needed).</p> <p><b>4.5 Ceredigion County Council plans</b>  Peter Austin has confirmed that there is not one overall plan that the organisation can refer to. Any information needed would need to be requested on an individual basis. This was confirmed by GL. GL also confirmed that a parking review was to take place in September as a result of the Mill Street Development.</p> <p><b>4.6 Cycle Path formal proposal</b>  See item 3.0 (above)</p> <p><b>4.7 Arad Goch formal proposal</b>  MN and DE met with Jeremy Turner from Arad Goch do discuss their summer event. The event was also presented to the Marketing and Promotion theme group meeting on March 15. A discussion took place regarding how the organisation can support the event. There are several options available e.g. sponsoring aspects of the event (Story books, picnic boxes, mini diggers) as well as purchasing equipment such as projectors. There may also be a possibility of generating income from renting out the projectors.</p> <p>The board unanimously supported all the ideas in principle, however no formal decisions can be made until business plans and costings are submitted for approval.</p>	<p><b>MN to negotiate payroll fee</b></p> <p><b>HD to get 3 quotes for business cards</b></p> <p><b>GL to provide more information regarding parking review</b></p> <p><b>MN and SF to liaise with Arad Goch re: costings and produce a business plan template for Arad Goch to complete</b></p>
--	--	--

<p><b>5.0</b></p>	<p><b>Company matters</b></p> <p><b>5.1 Directors</b> A discussion took place regarding possibility of new directors. Laura Smith (formerly of Newport BID) has shown an interest in becoming involved in the organisation, however is not keen to become a board member at this stage. SF to pursue further.</p>	<p><b>SF to contact Laura Smith</b></p>
<p><b>6.0</b></p>	<p><b>BID Manager feedback</b></p> <p><b>6.1 Meeting Businesses &amp; Key feedback</b> MN has spent 2 days (one with DE and one with SF) meeting businesses. Both days were very encouraging with the main feedback being the lack of communication thus far. A discussion took place regarding how communication can be improved and it was decided that the email database needs to be completed asap. MN is to use the list given by Mandy Jenkins and add this to his database in order to send out an 'information' email.</p> <p>Due to the time constraints in meeting businesses individually it was decided that all board members will take membership forms to businesses close to them. SF and MJ to compile a contact list.</p> <p>A discussion took place regarding the branding of the organisation and confusion between the name 'BID' and 'Advancing Aberystwyth Ar Y Blaen'. It was decided that the 'BID' name would be no longer used. As a result, a new domain name is now needed i.e. <a href="http://www.advancingaberystwyth.co.uk">www.advancingaberystwyth.co.uk</a></p> <p>Also, MN needs to change his job title from BID Manager. It was decided he will be Advancing Aberystwyth Ar Y Blaen's "Development Manager".</p>	<p><b>MN to send membership form to board</b></p> <p><b>SF &amp; MJ to develop contact list</b></p> <p><b>MN to request new domain with Insynch</b></p> <p><b>MN to update website and email database (when domain is changed)</b></p> <p><b>MN to provide HD with new contact details for business cards</b></p>
<p><b>7.0</b></p>	<p><b>Progressing project themes</b></p> <p><b>7.1 Improving access and connections</b> GL to provide information regarding parking review. Discussion took place regarding the university. SF to liaise with students' union in terms of ideas on how to improve the connection with the university.</p> <p><b>7.2 Promoting and marketing our offer</b> A discussion took place regarding this group being split in order for it to focus on internal and external marketing as well as on certain events e.g. Arad Goch event. This is to be explored further.</p>	<p><b>GL to provide info regarding parking review</b></p> <p><b>SF to contact students' union president</b></p> <p><b>SF to liaise with TT re formally splitting the group</b></p>

