

Attendees

Gary Pemberthy, Cactws / Watch Obsession (GP)
Eddy Webb, InSynch (EW)
Tom Trevarthen, Crimson Rhino (TT)
Gareth Lloyd, Ceredigion County Council (GL)
David Evans, Aberystwyth Business Club (DE)

Observers

Jim Wallace, Aberystwyth University (JW)

Apologies

Sophie Fuller, Sophie's café (Chair) (SF)
Helen Dimmick, Caesar's Café (HD)
Mark Joseph, The Jewellery House (MJ)
Mark Clifton, Clive Menswear (MC)
Brendan Sommers, Aberystwyth Town Council (BS)
Nick Davidson, The Phonenumber (ND)
Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Item	Detail	Action
1.0	Welcome and Introductions Attendees as above	
2.0	Apologies for absence Apologies given as above.	
3.0	Minutes of the last meeting Item 6.1 Directors roles – EW stated that he had offered to provide Digital Marketing support not just social media support. GP proposed that the minutes were correct and accepted, EW seconded	MN to amend item 6.1 of the minutes of last meeting
4.0	Actions from the last meeting 4.1 Contact with Corporates MN has arranged a meeting with Chris Bentley, manager of M&S, however is having no response from Premier Inn. It was suggested that a blanket letter be written to inform all 'multiples' of the organisation and offering a place on the board. 4.2 Aberystwyth internally and externally GP and MN gave an update on the proposal to be produced by Cambria Tours, which may include: <ul style="list-style-type: none"> • Tour Operator Familiarisation Days within Aberystwyth • National/International promotion of Aberystwyth at trade shows • Creating and promoting a new "Aberystwyth" destination package • Sense of Place training workshops for businesses 	

	<p>A discussion took place regarding the process of submitting proposals. It was agreed that proposals could be developed via the theme groups as well as external groups and individuals.</p> <p>4.3 Members List MN gave an update on the latest membership numbers, and stated that he has visited businesses on a couple of occasions this month, however it is extremely time consuming. Another e-newsletter will be sent to the database next week.</p> <p>4.4 Arad Goch a Far Old Line TT confirmed that the event was discussed briefly in the marketing meeting last week. However further discussions need to be held in order to finalise the branding and marketing arrangements both for the event itself and on the promotional material. MN and TT are to meet with Arad Goch. It was agreed that we need to get maximum exposure from the event.</p> <p>Discussion took place regarding Public Liability Insurance and the urgency in getting it in place. GP has been in discussion with various companies and is waiting for more quotes.</p> <p>4.5 Brainstorming event MN confirmed that no progress has been made in arranging this due to other priorities.</p> <p>4.6 Other BIDs MN has met with Vanessa Naughton from WG who has confirmed that there will be an all-Wales BID networking meeting in the next few weeks and MN will use that opportunity to engage with other BIDs</p>	<p>TT to contact Arad Goch to arrange meeting</p> <p>GP to bring quotes to the next board meeting</p>
<p>5.0 and 6.0</p>	<p>Development Manager Feedback and Progress so far / strategic plan MN gave an updated on all the project theme areas:</p> <p>1. IMPROVING ACCESS & CONNECTIONS</p> <p>Parking meeting date has yet to be confirmed by MJ, however will take place within the next month. Feedback to date and ideas to discuss include:</p> <ul style="list-style-type: none"> - Possible Management of "Parking Eye" - Raise awareness of cheap long stay parking - Consistent timeframes in parking areas - Subsidising park and ride - Christmas parking – FREE? <p>2. MARKETING & ENHANCING OUR OFFER</p> <ul style="list-style-type: none"> • Marketing Group meetings held - March 15, April 5 and April 26 • Aberystwyth App / New website <ul style="list-style-type: none"> - MN has met with Locly (app developer) to discuss ideas - Invite to Quote document produced - MN to meet with EW to make amendments to document 	<p>MN to contact MJ to set parking meeting date</p> <p>MN to finalise invite to quote document</p>

	<p>before it goes 'live' next week</p> <ul style="list-style-type: none"> - New domain name is needed. TT stated that Ideas were discussed in the marketing meeting. The one that was put forward is "ffaberystwyth". Although further discussions may be needed, it was agreed that the domain name should be purchased asap to avoid it be lost. <ul style="list-style-type: none"> • Digital Signage <ul style="list-style-type: none"> - Spoken to Emerge Signage. Waiting for Llanelli signage to go live before having a demo. • Inbound Marketing <ul style="list-style-type: none"> - See above item 4.2 • Loyalty Card <ul style="list-style-type: none"> - Initial list of businesses has been developed - Contact made with other BIDs (Merthyr) to discuss ideas • Arad Goch Festival <ul style="list-style-type: none"> - See above item 4.4 • Town Guide – initial discussions held regarding a new Town Guide <p>3. STRONG BUSINESS COMMUNITY and BUSINESS SUPPORT</p> <ul style="list-style-type: none"> • Antur Teifi Business Snapshot - self assessment tool to be distributed to businesses • Welsh Government Business Training – liaised with Superfast Business Wales regarding developing free workshops for levy paying businesses. Presentation possibly to be held in next Marketing meeting, or alternative meeting to be arranged • Group Purchasing – meeting to take place with Meerkat Associates on May 9th to discuss opportunities • Waste collection – initial discussions held with Ceredigion Waste Services • Sense of place training – awaiting proposal from Cambrian Tours <p>4. STRENGTHENING RELATIONSHIPS & COMMUNICATIONS</p> <ul style="list-style-type: none"> • Students Union – introduction meeting held with President to opportunities to improve the link between students and businesses • Night Time Economy Group <ul style="list-style-type: none"> - First meeting held on April 19 – discussed issues such as CCTV, general safety, improving relationships with Students Union - Next meeting – 12pm, May 24 at Harry's 	<p>EW to purchase ffaberystwyth domain names and MN to register social media profiles</p>
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	<ul style="list-style-type: none"> • Civic Pride Partnership Group – NEW meeting to be arranged <ul style="list-style-type: none"> - Partners - University, Police, CCC, Town Council, Students Union Conservation Society, Aberystwyth Beach Buddies - Issues to be discussed – litter, dog fouling, gulls, notice boards - The board felt that this group should be organised and driven by another organisation e.g. Town Council or Ceredigion County Council, and we would be better placed as one of the partner organisations who contribute to the group. MN to feedback to Town Council and SF 	
<p>6.0</p>	<p>Financial Position and Budget</p> <p>MN has met with both SF and GP to discuss the possibility of setting up a new Finance Sub-Committee to be made up of board members. The aim of the group initially will be to scrutinise and re-set the proposed 5-year budget that was drawn up by The Means. MN has had confirmation from WG that the board can change the budget as long as it still contains the 4 main project areas/themes which were agreed in the consultation process.</p> <p>All agreed that this group needs to be set up and a meeting needs to take place asap. It was decided that for the group to remain focussed, that it should be limited to 4 people. GP offered to ‘chair’ the group as he felt it was part of the Scrutiny & Accountability role he had previously agreed to undertake. MN confirmed that SF wants to be part of the group and EW and DE also offered to be involved. All agreed that those four board members should form the group. The group will meet and feedback at the next board meeting</p>	<p>MN to email board of decision to set up Finance Sub-committee and meeting to be arranged asap</p>
<p>7.0</p>	<p>AOB</p> <p>Kerry Ferguson GP confirmed that Kerry Ferguson has resigned as a board member after careful consideration of what the role involved and the conflicts of interest that she is likely to encounter due to the nature of her business.</p> <p>Conflict of Interest Rules EW had written new Conflict of Interest Rules and presented them to the group for consideration.</p> <p>It was agreed that there is a need to need to implement clear rules and guidelines in to the articles of association. GL felt that the wording of the rules needs to be altered slightly to avoid any confusion. All agreed and EW to re-word the rules and email the revised document to MN who will submit to the board for comment/approval</p>	<p>EW to amend rules and send to MN for distribution to the board for feedback</p>

8.0	Date of next meeting Thursday, 1 st June, 5:30pm (Town Council Office, 11 Baker Street)	