

### Attendees

Chris MacKenzie, Wiff Waf (Chair)  
Peter Austin, Ceredigion County Council  
Tony Bates, Morris and Bates/Aberystwyth Business Club  
Eddy Webb, InSynch  
Cllr Alun Williams, Aberystwyth Town Council  
Cllr Mererid Jones, Aberystwyth Town Council

Peter Williams, The means  
Mandy Jenkins, The means

### Apologies

Sophie Fuller, Sophie's Café  
Cyril Baker, The Jewellery House  
Mark Joseph, The Jewellery House  
James Wallace, Aberystwyth University

Item	Detail	Action
1.0	Apologies for absence  CM opened the meeting and apologies were given.	
2.0	<b>Minutes of the last meeting</b>  The group approved the minutes of the last meeting as an accurate record of the evening's discussions.	
3.0	<b>Matters arising</b>  All actions from the previous meeting were confirmed as having been carried out, except for PA speaking to InSynch about branding the Facebook page. PA explained that he had been unable to find the page and that there had been some confusion over who had access/admin rights.  PW said he would speak to SF about the page.	<b>PW to speak to SF about the Facebook page</b>
4.0	<b>Proposal document</b>  The group discussed the draft design of the proposal document provided by InSynch. MJ explained that the text had moved on since the design had been done and that the BID boundary map was out of date. The group confirmed that they were happy with the design.  Photos and quotes PW explained that he had been taking photos of steering group members and others that afternoon (CM, CB, EW, TB and Beth from Spellbound) and that these would be included along with quotes in the proposal document as influential traders/endorsements. He said that he also wanted to get photos from Le Figaro and Gwesty Cymru so that every part of the economy was represented.	

<p>CM said that he felt it was a good spread.</p> <p>The Group also felt quotes were needed from the Leader of the Town Council and either the Leader or Chief Executive of Ceredigion County Council.</p> <p>PW circulated the proposed quotes to the Group.</p> <p>TB suggested that the quotes be allocated to individuals and they could tailor as necessary. MJ said she would circulate the quotes to the group.</p> <p>Mill Street PA went through what had happened at the meeting with the Mill Street Developers and agreed that his meeting notes could be circulated to the Group.</p> <p>Proposal text The Group discussed the proposed text for the proposal document page by page and agreed amendments. MJ said she would update the document and circulate and updated version to the Group.</p> <p>Budget PW presented a proposed budget for the BID levy funds. The Group felt that there was not much in there in terms of management support and PW explained that the 20% core cost was suggested in the BID regulations. However, project management support could also appear in the respective budget themes.</p> <p>The Group expressed concern that the budget was too fixed and asked if money could be vired from one project to another during the lifetime of the BID. PW said that money could be moved around within themes relatively easily but it was more complex to move from theme to theme. He said that the proposal document would not have a detailed budget breakdown but rather an indicative pie chart showing the amount of money allocated to each theme.</p> <p>MJones asked if there was enough set aside for management support as governance was always more expensive than anticipated.</p> <p>TB pointed out that the Board would not be able to do the day to day work.</p> <p>PW said that the boarded needed to consider carefully the assumption that it needed to be a full time job.</p> <p>PA said that what had been presented was a hypothetical budget as a guide.</p>	<p><b>MJ to circulate the quotes to the Steering Group and they would tailor accordingly</b></p> <p><b>MJ to circulate PA's meeting notes to the Group</b></p> <p><b>MJ to update the proposal document with the amendments discussed and circulate to the Group</b></p>
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	<p>The Group discussed the budget and PW said he would revise the spreadsheet and re-circulate to the group.</p> <p>Baseline agreement TB said that he felt the document was very vague and asked if Ceredigion County Council did not do what they said they were going to do, could the BID be terminated.</p> <p>CM said that the document did cover what services the Council currently provide.</p> <p>AW said the Town Council were working on providing their own baseline agreement.</p>	<p><b>PW to update the budget and circulate to the Group.</b></p>
<b>5.0</b>	<p><b>Website</b></p> <p>The Group asked MJ to circulate the draft designs from InSynch by email.</p>	<p><b>MJ to circulate draft website to the Group by email</b></p>
<b>6.0</b>	<p><b>BID HQ</b></p> <p>PA confirmed that a BID HQ was in the process of being procured and that there were two options with one appearing better than the other.</p> <p>CM asked how long the BID HQ would be used for. PW said it would probably need to be for around 6 weeks.</p> <p>There was a discussion around putting up posters in the windows of the Tourist Information Centre and the bandstand.</p> <p>CM asked if the HQ would be manned.</p> <p>PW said that it would not be possible for the HQ to be manned all the time and having posters up would be good. One downside would be that it wouldn't look good if the HQ was often closed. The HQ would be useful from notification of ballot until the ballot close.</p> <p>PW said that in Llanelli a high percentage of the votes were returned during the last two days of the campaign and having a ballot box in the TIC where people could post their voting papers would be a good idea.</p> <p>CM said that the preferred option would be to have a box in the TIC and not the BID HQ.</p>	
<b>7.0</b>	<p><b>Ballot account management training</b></p> <p>PW talked the group through the summary sheet of campaign milestones. He asked MJ to circulate the ratings list and asked the group to choose 10-15 accounts each that they could manage and send the list through to MJ.</p>	<p><b>MJ to recirculate ratings list spreadsheet</b></p> <p><b>All to choose 10-15 accounts and send list to MJ</b></p>

**Minutes of the Advancing Aberystwyth BID Steering Group  
12<sup>th</sup> January 2016, 5.30pm at Morris & Bates**

<b>8.0</b>	<b>AOB</b>  PA asked the group what they thought the name of the BID company should be (registered as) and the Group decided on Advancing Aberystwyth Ar Y Blaen.	
<b>8.0</b>	<b>Date of next meeting</b>  TB proposed that the Group did not need to meet again so close to the start of the campaign and asked that CM be given executive decision making powers over decisions that had to be made in the meantime. The Group agreed this but AW did ask that the group meet at some point during the campaign to check how things were progressing.	