Theme group report

Date: 15.03.17
Time: 6pm
Location: Arad Goch

Name of theme group: Marketing, events and promotion

Attendees:
Tom Trevarthen, Crimson Rhino, Chair TT
Sophie Fuller, Sophie's, Board Chair SF
Hazel Thomas, National Library, External relations HT
Matthew Newbold, Advancing Aberystwyth Ar Y Blaen, Development officer MN
Steffan Phillips, Arad Goch SP
Jeremy Turner, Arad Goch, Artistic director JT
Brendan Somers, Mayor, Board member BS

Minutes

Agenda item: Minutes of last meeting		**Presenter:**	TT

Discussion: Read and reviewed

Conclusions: Minutes were accepted

Action items	**Person responsible**	**Deadline**

Agenda item:Update on BID		**Presenter:**	TT

Discussion: Where we are at and projects that are currently being discussed

Conclusions: We are having a presentation from Aled on Aberystwyth as a destination next time.

Action items	**Person responsible**	**Deadline**

Agenda item:Arad Goch presentation   **Presenter: JT**

Discussion: JT gave a presentation with an overview of the summer project, the funding sources and how the local community and Levy payers will benefit. We discussed ways AA could support the event.

Conclusions: A business proposal will be put together and put forward to the board to have the final vote on. We will need figures and identified outcomes.

Action items	Person responsible	Deadline
✓ Costs for picnic boxes and story books	JT and SF	31st March
✓ Cost Benefit of buying or renting projector	SF and MN	31st March
✓ Marketing support we can provide	JT, SP and AA board	ongoing

Agenda item: Aberystwyth App   **Presenter: HT**

Discussion: HT gave an overview of the year of legends app launched at the national library. How an Aberystwyth app that links into this and uses cultural Bluetooth beacons in levy payer premises that feed into the app to keep it up to date and promotes local businesses.

Conclusions: We will have a presentation from the app company. A tender proposal will be put together and put forward to the board to have the final vote on. If successful it will be put out publicly for applications.

Action items	Person responsible	Deadline
✓ Organise presentation from Locky app development	MN	31st March

Other Information

Observers: None

Resources: None

Special notes:

Keep communication open with the Carnival