

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)
 Sian Fisher (SF)
 David Lees, Aberystwyth Town Council (DL)
 David Evans, Aberystwyth Business Club (DE)
 Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)

Item	Detail	Action
1.0	<p>Welcome and Introductions</p> <p>As above</p>	
2.0	<p>Apologies for absence</p> <p>No apologies given</p>	
3.0	<p>Minutes of the last meeting</p> <p>"Mearina" correct spelling for Tan Shop manager owner (section 4.6)</p> <p>EW proposed the minutes as being correct and SNF agreed</p>	
4.0	<p>Presentation / Project Proposal from Cambria Tours</p> <p>Aled Rees and Kathlyn Colling gave a presentation based on a previously submitted project proposal.</p> <p>The presentation outlined the plan to promote Aberystwyth as a destination. Cambria Tours currently travel worldwide to promote their services and propose an Aberystwyth Destination is developed and promoted at these worldwide events.</p> <p>The cost of each event was broken down and could be considered on an individual basis.</p> <p>After a series of Q&As, SNF thanked them for the presentation and it was agreed that further 'in-house' discussions need to take place before any decisions can be made.</p> <p>Aled Rees and Kathryn Colling left the meeting.</p> <p>A discussion took place regarding the pros and cons of the proposal. All agreed that there would be huge advantages to promoting Aberystwyth to a wider audience. It was agreed that in the short term we should focus on smaller (national as oppose to worldwide) events including National Eisteddfod, Royal Welsh Show, and an event in Birmingham.</p>	<p>MN to feedback to Cambria Tours and request a revised proposal</p>

	<p>It was also agreed that we should ask Cambria Tours to develop an Aberystwyth package, focussing on short stay breaks that include activities such as walking, cycling and golf.</p> <p>MN is to feed back to Cambria Tours and ask for a revised proposal.</p>	
<p>5.0</p>	<p>Actions from the last meeting</p> <p>5.1 Minutes Changes</p> <p>MN has made the changes</p> <p>5.2 Menter representative</p> <p>No official response has been given by Menter Aberystwyth, however we have been informally (verbally) told that their board have begun discussing our request and we will get an official response asap.</p> <p>5.3 University representative</p> <p>The university have confirmed that they are happy to have a representative on our board. Rhodri Morgan has invited MN and SNF to meet with himself and the Vice-Chancellor to discuss further.</p> <p>5.4 New Directors</p> <p>M&S Manager Chris Bentley has accepted the invitation to become a Director.</p> <p>DE has spoken to Lee Price (Manager of The Pier), who has also put his name forward to become a Director. A vote was taken – 6 were in favour 1 abstained.</p> <p>Nigel Kennedy and Mearina Alun have both said they would be interested in becoming Directors, however would like to come along to a meeting first before formally committing. It was agreed that they should both be invited to attend as ‘Observers’ in the January board meeting.</p> <p>5.6 Aberystwyth as a Brand</p> <p>MN has developed an online survey. It includes 3 multiple choice options as well as the option for additional suggestions. A week long facebook advert has been created to promote the survey, which runs until December 14th.</p> <p>5.7 Christmas Trees</p> <p>The shop front trees have been erected for a cheaper price</p> <p>5.8 Job description for events and admin assistant</p> <p>A draft job description has been sent out for approval. Everyone was happy with the content; however, it was agreed that the responsibility of acting as an ‘ambassador’ should be included.</p> <p>It was agreed that the salary should be between £18-22k (depending on experience). It was also agreed that we will consider both part time and full time candidates.</p>	<p>Chris Bentley and Lee Price are to be formally told that they are new directors</p> <p>Nigel Kennedy & Mearina Alun are to be invited to Jan meeting</p> <p>MN to tweak JD and put to advert using social media and free job related websites</p>

	EW suggested that the contract should be for 12 months initially. All agreed.	
6.0	Voluntary membership £100 voluntary membership was agreed	
7.0	<p>Digital project working group</p> <p>It was suggested that a new Theme / Working Group should be developed in order to develop the new Aberystwyth 'brand' and its associated products - App, Website, Digital Signs, Wifi. All agreed, with the first meeting to take place on Thursday December 21st with the main aim to finalise the name of the brand. In the New Year, the group will be opened out and promoted to all levy payers.</p> <p>MN confirmed that he has met with the developers of the Digital Signs and had a working demo of the signs in Llanelli. Another meeting is scheduled for Friday December 18th in Aberystwyth. The aim of this meeting is to determine the sites for the 4 signs in Aberystwyth.</p> <p>A discussion took place regarding the 4 preferred sites. It was agreed that these should be:</p> <ol style="list-style-type: none"> 1. Train station 2. Mill Street Development 3. Owain Glyndwr Square 4. Prom / Kings Hall Square <p>These locations will be explored in the site meeting, however are depended on various issues e.g. electricity etc. Once the locations are agreed, the next step is to apply for the necessary permissions.</p> <p>It was also agreed that we should explore the possibility of using digital signs to improve inbound tourism. DE suggested that we should look in to the possibility of having digital advertisements on the train from Shrewsbury to Aberystwyth or a digital sign in Shrewsbury train station or town centre – other possibilities include doing the same in Birmingham. EW suggested that visit wales may have grants to match fund such a project.</p>	
8.0	Date of next finance meeting 14/12/2017	

9.0	<p>Company Matters</p> <p>It was agreed that we should apply for a company debit card</p>	
10.0	<p>BID Manager feedback</p> <ul style="list-style-type: none"> - Excellent general feedback from Meerkat, however waiting on actual figures. Their next visit will be in January due to Christmas - MN suggested that a working group should start in the new year, focussing on the Splash Park in order to bring more of a focus to the project. All agreed, and a meeting is to be set for January 	
11.0	<p>AOB</p> <p>None reported</p>	
12.0	<p>Date of next meeting</p> <p>Thursday, 4th January December, 5:30pm (Town Council Office, 11 Baker Street)</p>	