

### Attendees

Chris MacKenzie, Wiff Waf (Chair)  
Peter Austin, Ceredigion County Council  
Tony Bates, Morris and Bates/Aberystwyth Business Club  
Cyril Baker, The Jewellery House  
Mark Joseph, The Jewellery House  
James Wallace, Aberystwyth University  
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

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>  <b>Steering group</b> The Chair went through each of the actions from the last meeting and all had been done except for The means contacting the database of names/people who had attended at least two previous meetings and asking them if they still want to attend.  CM confirmed that he had checked the minutes from the previous meeting at The Cambria and there was no definition in there of the steering group.  CM said that there had been correspondence between PW and PA on the subject. PA has been through the list of attendees at previous meetings and had identified a group of attenders 'executive group' and a group of observers. He also confirmed that JW has taken on the role of Vice Chair.  PW suggested that given the remaining limited timeframe prior to ballot that the steering group should continue on the basis that every business was entitled to attend. This was the message that had been consistently broadcast.	

	<p>TB said that he felt The means should have carried out the action as it was agreed at the last meeting.</p> <p>PW and MJ said that they had spoken to various people in the afternoon who knew about the meeting but had other commitments.</p> <p><b>The University (removal of Zone 4)</b> JW said that he had looked at the figures as promised after the last meeting and as a result Zone 4 has been taken out of the BID. He confirmed that the University would be prepared to support a proposition that it pay the full levy on its premises in town.</p> <p><b>Website</b> AW said that the front page of the website had now been updated (November 2015).</p> <p>MJ said she had met with InSynch and they would be producing a new, branded and bilingual version of the site (draft design) by the time the next meeting took place in January for the group to approve.</p> <p>PW said that the Council (PA) had kindly offered to pay the translation costs.</p> <p>TB said that the minutes of the last few meetings had not been added to the site or the 'leave behind' leaflet.</p> <p>MJ said that she would ensure the site was updated with these document.</p>	<p><b>MJ to add missing minutes and leaflet to the current website.</b></p>
<p><b>4.0</b></p>	<p><b>Proposal document</b></p> <p>PW went through the suite of documents that would make up the proposal – the “glossy” marketing document, the BID arrangements, the operating agreement, the baseline agreement, mem and arts and the consultation statement. He said that the marketing document would be distributed to business as hard copy and the other documents would be available on the website.</p> <p>TB suggested some amendments to the BID arrangements and operating agreement which were discussed and accepted by the group. MJ would update and circulate to the group before the next meeting.</p> <p>The group had a discussion around governance of the company to be set up for the BID. PW gave examples of how this had worked in other areas.</p> <p>The steering group members elsewhere have become the subscribers to the company and formed the initial</p>	<p><b>MJ to update BID arrangements and operating agreement documents and circulate to the group before the next meeting.</b></p>

	<p>company board. There is then flexibility around holding the first AGM and many BIDS had found it advantageous to allow sufficient time to elapse for the BID to begin delivering projects and services, and to raise its profile with the potential membership.</p> <p>There was also a discussion around having a clearer version of the map and adding it to the website.</p> <p>MJones asked how the BID would be funded until the levy payments were collected. PA said that WG were looking into some sort of bridge funding and in the meantime the Council may look at offering the BID some sort of loan or the BID could go to a bank.</p> <p>PA said that the Council would not be able to purchase the levy collecting software until there was a 'yes' vote and then it would need to be tested so there would likely be no levy collected until July. He also said that the Council would likely charge a fee for the levy collection.</p> <p>JW suggested that it should be made clear in the proposal that the first few months of the BID would be a 'mobilising' stage.</p> <p>PA then presented some figures based on a £6k threshold:</p> <ul style="list-style-type: none"> <li>• 385 hereditaments</li> <li>• Gross RV: £11,896,375</li> <li>• BID Levy 1.25%</li> <li>• Annual income: £143,140</li> </ul> <p>He also presented a list of the top 20 levy payers within the new BID boundary.</p> <p>The group agreed on the £6k threshold.</p>	
<p><b>5.0</b></p>	<p><b>Timeline</b></p> <p>PW talked the group through the revised timeline a suggested in the proposal with an end of ballot date of 14<sup>th</sup> March.</p> <p>MJoseph asked if there would be a need to hold a public meeting.</p> <p>PW said that he felt that time would be better spent speaking to voters at their place of businesses.</p> <p>The group decided not to hold a public meeting but to concentrate efforts on personal engagement.</p>	

**Minutes of the Advancing Aberystwyth BID Steering Group  
15<sup>th</sup> December 2015, 5.15pm at The Cambria**

	<p>PW said that there was quite a tight timeline to get the suite of documents ready by mid-January. The group had run out of time at the meeting again to discuss the marketing proposal document. He suggested that the draft document be circulated to the group and for them to send comments back by Monday 21<sup>st</sup> December.</p> <p>MJ said that InSynch were working on a draft version of the design of the proposal by Tuesday, 22<sup>nd</sup> which she would circulate to the group.</p> <p>CM suggested doing work around social media. M Joseph pointed out that Sophie Fuller had already set up a Facebook page for the BID and suggested the group keep using that. CB said it would be a good way to target those who were negative and identify them as needing a visit from one of the group.</p> <p>AW suggested that Eddy at InSynch could be given admin access to the Facebook page to ensure it was branded. PA said he would ask him if he would do this and also suggested an article in the Cambria News closer to ballot date.</p> <p>PW said that elsewhere Twitter has been used effectively in the run-up to the ballot and asked for any volunteers to undertake that role.</p>	<p><b>MJ to circulate draft proposal document to the group.</b></p> <p><b>Group to return comments by Monday 21<sup>st</sup> December.</b></p> <p><b>MJ to circulate draft design of proposal on Tuesday, 22<sup>nd</sup> December.</b></p> <p><b>PA to ask Eddy at InSynch if he would look at branding the BID Facebook page.</b></p>
<p><b>6.0</b></p>	<p><b>BID HQ</b></p> <p>PA confirmed that a BID HQ was in the process of being procured but that resources were not available to staff it continually. He said that drop-ins in other places had not been overly popular. He shared the results of the Llanelli ballot with the group. He explained the process of establishing a database of likely votes and concentrating efforts on brining the yes votes in once the ballot had opened.</p>	
<p><b>7.0</b></p>	<p><b>Ballot account management training</b></p> <p>To be undertaken at the next meeting.</p>	
<p><b>8.0</b></p>	<p><b>AOB</b></p> <p>None</p>	
<p><b>8.0</b></p>	<p><b>Date of next meeting</b></p> <p>Tuesday, 12<sup>th</sup> January at 5:30pm, Morris &amp; Bates, Alexandra Road</p>	