

**A BID for Aberystwyth Town Centre**

**Steering Group Meeting**

**Thursday 2<sup>nd</sup> April 2015**

**Location TBC**

1. Welcome and introductions
2. Matters arising
3. Minutes from last meeting
4. Town centre updates
5. Determining the BID boundary
  - 5.1. Introducing the BID matrix exercise
  - 5.2. Feedback from key stakeholders
  - 5.3. Undertaking the exercise
6. Getting the message out there: branding the BID
  - 6.1. Divisions of labour: the role of the marketing group
  - 6.2. Shortlisting design agencies
  - 6.3. Timetable of activities
7. Opportunities for partnership
  - 7.1. Aberystwyth Great Town award
  - 7.2. Aber Cycle Fest
8. A.O.B.
9. D.O.N.M.