

A BID for Aberystwyth Town Centre

Steering Group Meeting

5:30pm, Thursday 21st May, 2015

Le Figaro, Alexandra Road

1. Welcome and introductions
2. Minutes from the last meeting
3. Matters arising
4. Branding the BID: first look at InSynch's designs
5. Reaching out to businesses: our communication strategy
 - 5.1. The contact database
 - 5.2. Getting the message out: letter in the Cambrian News and/or to each hereditament
 - 5.3. Brand launch event
6. Firming up the programme
 - 6.1. Key theme areas
7. Gearing up for action: our year ahead
 - 7.1. Timetable of activities
 - 7.2. Statutory milestones
8. Updates from other centre initiatives
 - 8.1 Mill Street
9. A.O.B.
10. D.O.N.M.