

Attendees

Gary Pemberthy, Cactws / Watch Obsession (GP)
 Sophie Fuller, Sophie's café (Chair) (SF)
 Mark Joseph, The Jewellery House (MJ)
 Gareth Lloyd, Ceredigion County Council (GL)
 David Evans, Aberystwyth Business Club (DE)
 David Lees, Aberystwyth Town Council (DL)

Apologies

Eddy Webb, InSynch (EW)
 Tom Trevarthen, Crimson Rhino (TT)
 Nick Davidson, The Phonenumber (ND)
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)
 Jim Wallace, Aberystwyth University (JW)

Item	Detail	Action
1.0	<p>Welcome and Introductions</p> <p>Warm welcome was extended to David Lees, who has been selected as the Aberystwyth Town Council representative.</p>	
2.0	<p>Apologies for absence</p> <p>Apologies given as above.</p>	
3.0	<p>Minutes of the last meeting</p> <p>GP proposed that the minutes were correct GL seconded.</p>	
4.0	<p>Actions from the last meeting</p> <p>4.1 Arad Goch SF stated that meetings have been held with Arad Goch, and everything is in hand regarding the organisation. Further meetings are to be held in the coming weeks.</p> <p>4.2 Insurance quotes GP presented a quote for Employer's Liability Insurance and Public Liability Insurance for office premises from Evan Owen Rowlands. The amount is £184.76p. All agreed to go ahead with the quote.</p> <p>4.3. Access and Connections theme group MJ and SF fed back on the meeting that was held on May 25th, which included ideas such as taking over the management of both Rheidol Retail Park and Ystwyth Retail Park Car Parks. This will allow us to implement a consistent and fair parking offer. SF and MN also had a meeting with Gerwyn Jones, Technical Services Manager in Ceredigion CC, where he stated the council could support us in the management of car parks i.e. maintenance, ticketing etc, however no costings were discussed. It was agreed to explore the possibility of implementing new signage for long stay car parks. Developments will be fed back to the board.</p> <p>4.4 App Invite to Quote Closing date for quotes is June 8th. MN will email the quotes to all board</p>	<p>MN to contact Insurance company to proceed with the cover</p>

	<p>members on June 8th and a meeting will take place at 12pm on June 9th in Baker Street in order analyse and score the quotes.</p> <p>4.5 Ffaberystwyth domain and social media handles. Domain names have been purchased and social media accounts have been created “ffabersytwyth” in readiness for the launch of the brand.</p> <p>4.6 Finance sub-committee The committee met on May 18th. Work on the budget is on-going and the group will report back to the board when decisions are finalised.</p> <p>4.7 Conflict of Interest Rules No update to report as EW is not present. GL stated that the council had been given a “flowchart” guide in order to help with conflict of interest, which he will share with the board</p>	<p>GL to send CCC conflict of interest flowchart</p>
<p>5.0</p>	<p>Council Costs An update was given regarding the new council fees. As well as the purchasing of the Levy Software, there is an additional one-off cost of training council staff to use the software and additional annual fees for the software licence as well as an Admin/Management fee for the Levy Collection. These additional fees are part of the Operating Agreement, however no amounts were ever stated. Our proposed budget which was produced by The Means only allowed for the purchasing of the software (which had a budget of £20,000), and did not include costs for annual licencing or levy collection costs. MN stated that The Means’ explanation was that in other local authority areas in Wales, either the software costs or the levy collections costs are covered by the council, which is why only £20,000 was budgeted for. GL stated that this was never discussed or agreed by the council, which is why they are entitled to recover all the costs they incur.</p> <p>All agreed that this is an error and oversight by The Means, and we have no choice but to pay the full amount. In terms of the overall budget, it was agreed that the finance committee will need to reallocate a small proportion of the budget into to “core costs” from the other budget headings.</p> <p>Discussions will also need to take place with the council regarding the fees if we enter a 2nd term.</p>	<p>MN to process the council invoice</p>
<p>6.0</p>	<p>Company matters</p> <p>6.1 Change of year end The accountant has suggested that we change our ‘year end’ from November to March 31. All agreed</p> <p>6.2 Resignation of directors Both Mark Clifton and Helen Dimmick have resigned as directors due to other commitments</p>	<p>MN to submit forms to change year end</p>

<p>7.0</p>	<p>Development Manager Feedback</p> <p>7.1 Meeting Businesses MN stated that he is continuing to meet businesses and he has received more membership forms</p> <p>7.2. Key feedback Many businesses have fed back that they would be interested in collective purchasing initiatives. A discussion took place regarding the meeting held between MN, SF and DE with a specialist Collective Purchasing Consultancy – Meerkat. It was agreed that MN will circulate the information from Meerkat to all directors and they will be invited to attend a meeting in June to present to all board members.</p> <p>7.3. Progressing project themes. MN gave an update on the various projects he is working on:</p> <p>IMPROVING ACCESS & CONNECTIONS</p> <ul style="list-style-type: none"> • Tourism Grant – June 16 deadline – to include activities such as digital signage, app and website, wifi. 80% funding (Tourism Amenity Investment Support) • Car park signage improvements – see item 4.3 • Car park management – approach is to be made to businesses in both Rheidol Retail and Ystwyth Retail Car Parks about the possibility of taking over their management. Ceredigion CC would consider a SLA to support this scheme. • Town Wifi – been approached by a company who have done projects in Cardigan and Llandudno. Meeting on June 6th <p>MARKETING & ENHANCING OUR OFFER</p> <ul style="list-style-type: none"> • Ffabersytwyth branding and logo development • Ffaberystwyth App & Website Development – business directory, virtual tours, what’s on guide, loyalty card, town trails. June 8th deadline for quotes. • Ffaberystwyth Loyalty Card (online and offline credit card) • AAayB Café loyalty card • New AAayB banners and signage – strapline needed. MN to email board to ask for ideas • Inbound Marketing - Tour Operator Familiarisation Days, UK wide and International Trade Shows • Arad Goch Festival • Summer events – welsh language workshops • Christmas events programme and lights • Night time economy – folk festival <p>STRONG BUSINESS COMMUNITY and BUSINESS SUPPORT</p> <ul style="list-style-type: none"> • Superfast Business Wales Training – specialist programme to be developed for Levy Payers • Collective Purchasing – Meerkat Associates 	<p>MN to contact circulate Meerkat information and arrange a meeting</p>
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	<ul style="list-style-type: none"> • Waste collection • Sense of place training – Cambrian Tours <p>STRENGTHENING RELATIONSHIPS WITH PUBLIC SECTOR</p> <ul style="list-style-type: none"> • Ceredigion County Council – 2 separate meetings with Peter Austin and Gerwyn Jones to discuss project ideas and partnership working • Police – they are represented at our NTE meetings <ul style="list-style-type: none"> - Discussion around a new crime App for businesses • Welsh Government – Welsh BID conference in Newtown on June 20 • Students Union – brought them together with NTE businesses to discuss awareness campaigns around drink awareness etc, also ideas for events in pubs 	
8.0	<p>AOB</p> <p>None reported</p>	
9.0	<p>Date of next meeting Thursday, 6th July, 5:30pm (Town Council Office, 11 Baker Street)</p>	