

### Attendees

Sophie Fuller, Sophie's café (Chair) (SNF)  
 David Evans, Aberystwyth Business Club (DE)  
 Eddy Webb, InSynch (EW)  
 Sian Fisher (SF)  
 Lee Price, The Royal Pier (LP)  
 Gareth Lloyd, Ceredigion County Council (GL)  
 David Lees, Aberystwyth Town Council (DL)  
 Mark Joseph, The Jewellery House (MJ)  
 Mearina James, The Tan Shop (MEJ)  
 Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
 Lisa Dowse, Events & Projects Co-ordinator, Advancing Aberystwyth ar y Blaen (LD)

### Apologies

Rhodri Morgan, Aberystwyth University (RM)  
 Christopher Bentley, Marks and Spencer (CB)  
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Item	Detail	Action
1.0	<b>Welcome and Introductions</b>  As above	
2.0	<b>Apologies for absence</b>  Apologies given as above.	
3.0	<b>Minutes of the last meeting</b>  The minutes were accepted as correct	
4.0	<b>Actions from the last meeting</b>  <b>4.1 Amend minutes</b> The minutes have been amended accordingly.  <b>4.2 Conflict of interest guidance</b> MN has consulted with WG who have confirmed that the Town Council's conflict of interest in regards to the Cycle Fest was valid, as they are providing funding for event.  <b>4.3 Arad Goch informed of decision</b> MN has informed Arad Goch that the Open Doors proposal will be voted on in the Board meeting in May	
5.0	<b>Cycle Fest</b> A levy paying businesses has requested that we consider sponsoring the event. All agreed that it would be beneficial to provide sponsorship for	<b>MN to inform Cycle Fest</b>

	<p>the event and a discussion took place about an appropriate amount. Two amounts were proposed:</p> <ol style="list-style-type: none"> <li>1. £7k (the current shortfall for the event) was proposed by DE</li> <li>2. £5k was proposed by EW</li> </ol> <p>A vote was taken 6 were in favour of giving £7k and 1 in favour of £5k.</p> <p>Both GL and DL declared an interested and abstained from the vote.</p>	<b>organisers of the decision</b>
<b>6.0</b>	<p><b>Company Matters</b></p> <p><b>6.1 Three year project plan</b></p> <p>SF introduced the plan and stated that it needed to be signed off this evening in order for the projects to commence.</p> <p>Each project listed within the plan was discussed in detail.</p> <p>EW suggested that we need to invest more in Facebook advertising. This amount should be taken out of the events and marketing pot and an amount should be allocated from the 'forward planning and contingency' pot. Everyone agreed.</p> <p>SNF proposed that the plan is signed off as our new project plan for the period 2018-21. MJ seconded, and all agreed.</p>	<b>Plan to be tweaked i.e Facebook advertising and sent to levy payers via newsletter</b>
<b>9.0</b>	<p><b>AOB</b></p> <p><b>New logo</b></p> <p>New tourism logo was presented to the board. Logo was approved and will now feature on tourism related projects i.e new app/website</p>	
<b>10.0</b>	<p><b>Date of next meeting</b></p> <p>Thursday, May 3<sup>rd</sup>, 5:30pm (Town Council Office, 11 Baker Street)</p>	