

Attendees

Sophie Fuller, Sophie's café (Chair) (SNF)
Mark Joseph, The Jewellery House (MJ)
Gareth Lloyd, Ceredigion County Council (GL)
Eddy Webb, InSynch (EW)
David Lees, Aberystwyth Town Council (DL)
David Evans, Aberystwyth Business Club (DE)
Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)

Apologies

Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Tom Trevarthen, Crimson Rhino (TT)
Sian Fisher (SF)
Nick Davidson, The Phonenumber (ND)
Jim Wallace, Aberystwyth University (JW)

Item	Detail	Action
1.0	<p>Welcome and Introductions</p> <p>As above</p>	
2.0	<p>Apologies for absence</p> <p>Apologies given as above.</p>	
3.0	<p>Minutes of the last meeting</p> <ul style="list-style-type: none"> - GL stated that the CCC prices for FREE parking are inclusive of VAT - EW stated that the minutes do not contain the decision/vote for the student discount card - GL stated that it should be minuted that he left the room when the vote for FREE parking was taken - Sophie Fuller's initials to be changed to SNF 	<p>MN to make all changes to previous minutes</p>
4.0	<p>Actions from the last meeting</p> <p>4.1 Press release about parking MN stated that a press release had not yet been submitted on the advice of CCC, as they insist on the licence being confirmed first. The license was approved and signed this morning, therefore a press release can be submitted asap. SNF stated that she has a contact within the Cambrian News and suggested that the press release goes vis him, as he has written positive stories about the BID in the past.</p> <p>It was agreed that the amount paid will not be mentioned in the press release – just that we will be “replacing the lost revenue”.</p> <p>4.2 Data protection This has been processed.</p>	<p>MN to write PR.</p> <p>SNF to give details of contact to MN</p>

	<p>4.4 Companies house changes MN has had to request a new online authorisation code.</p> <p>4.4 Social media advertising EW proposed a general facebook advertising budget of £100 per month. This will be used to boost general posts and a more strategic approach will be taken when promoting certain projects/events. A voted was taken and all agreed. EW confirmed that is willing to give advice to MN (or MN can speak to Emma at InSynch).</p> <p>4.5. Representation at the plastic free coastline initiative - The owner of Stormrider is unable to represent the AAayB on the initiative. MN confirmed that he had attended the October meeting. The group is to meet once a month. The main support they want from AAayB is to have an input in our communication with levy payers and MN has told them the campaign can feature in the next newsletter. The board believe someone else should represent the group as there are concerns over MNs time. It was agreed that GRR will be asked if she is willing to represent AAayB as well as Town Council.</p>	<p>MN to ask GRR if she will represent AAayB</p>
<p>5.0</p>	<p>Menter Aberystwyth</p> <ul style="list-style-type: none"> - SNF outlined three proposals that we need to consider in terms of future partnership working with Menter Aberystwyth (MA). <p>1 – MA have a funding shortfall of £8k, which we could provide for them to continue operating as they are</p> <p>2 – We offer to take over the three events currently run by MA – Summer programme, Christmas Switch on and Aber Firsts Awards</p> <p>3 – We ‘add value’ to existing MA programme</p> <p>SNF stated that these events (i.e. adding value and expanding to MAs programme) is something that we should be focussing on. Also we the feedback that we have received from levy payers through theme groups is that many would like to see a better and bigger events programme in the town, which runs throughout the year. With that in mind we should explore the possibility of employing an Events Co-ordinator – as . There is a possibility that external funding for such a post could be accessed. MN is to explore further.</p> <p>After a long discussion, it was decided that before any decisions are made that the first step should be for a representative from MA should become a Director of AAayB</p>	<p>MN to email menter to ask if they can select an official representative to become a board member</p>

<p>6.0</p>	<p>Company Matters</p> <ul style="list-style-type: none"> • There is uncertainty regarding what (if any) reductions charities are entitled to. MN is to look in to this further • Gary Pemberthy has handed in his resignation due to work/businesses related commitments. Everyone agreed he will be a big loss. • Directors who have not attended the last few board meetings need to be contacted to check if they intend to carry on being Directors. • Discussion took place regarding the role of GRR. Everyone agreed that it is vital that she is able to contribute to discussions within board meetings, as partnership with the town council is crucial. It was decided that GRR is to be asked to become a Non-Voting Board Member • As part of his role as Town Council representative, DL is to write an AAayB report and present it to the Town Council. It was agreed that the report needs to be circulated internally beforehand 	<p>MN to find out what reductions in levy fee charities have</p> <p>MN to email TT, SF and ND</p> <p>MN to inform GRR of board decision</p> <p>DL to write report for Town Council and circulate to board for approval</p>
<p>7.0</p>	<p>BID Manager feedback</p> <ul style="list-style-type: none"> • More businesses have been added to the communication database. It now stands at approx. 230 • Student Card – 1500 cards were distributed during Freshers Fair. We have developed a new student email database. 15 businesses (pubs and cafes) are currently involved kin the scheme. We will introduce shops over the next few weeks. A new Webpage and FB page has been created. Businesses will be given window stickers and posters. • Christmas Lights – a quote for purchasing the lights is approx. £11k. A quote for installation has arrived however it does not cover all of the work, therefore MN is to chase and submit by email • Christmas events – MN has met with Hannah Bunting from Menter Aberystwyth (MA). He is attending another meeting on October 12th. There is an urgent need for a AAayB Christmas Events Theme Group in order to discuss ideas for Saturday events in December. SNF and MJ would like to be part of the meeting which will be held on Oct 12 after the MA meeting • During the Marketing Theme Group meeting a new destination brand was chosen – “Caru Aberystwyth”. All agreed to progress with this brand. Locly are to develop the logo. • App – MN is meeting with Locly during October in order to start the development • Wifi / Digital Signs – on hold until TAIS grant decision – which is still pending • Meerkat – brochure has been designed. Everyone is happy with the design, however GL suggested that the wording “FREE” service needs to be bigger. EW stated that a PDF needs to go on the website when it is finalised. 	<p>MN to get final quotes and submit for vote via emails</p>

	<ul style="list-style-type: none"> • CCC Destination Management Group – MN has been invited to sit on the group. Meeting re: Cruise Wales and The Wales Way initiative. More workshops to follow • MN has been approached to become a member of Cynnal y Cardi Local Action Group. A formal application to join has been submitted • New website design in progress • Welsh language theme group – Cered have shown an interest in establishing a Welsh language theme group. All agreed that this is a good idea and MN is to explore further • Superfast Business Wales – MN has approached regarding the possibility of more courses in Aberystwyth • Ego advertising – MN suggested that we take a monthly slot in partnership with the town council. The cost is approx, £1500. It was decided that we should explore the costings for ‘one-off’ adverts as oppose to regular monthly articles/adverts • Splash Park – new site has been identified. Notified council for feedback. MN is meeting with Peter Austin this month to discuss • A discussion took place regarding the ‘pitch and putt’ / crazy golf facilities by the castle, and whether these are facilities in which we can look to support or mange in the future. GL suggested that this could be linked to a ‘Prom Development’ type of post that the council have explored in the past. MN suggested that a post could be linked to that of a new Events Co-ordinator. DE knows the current lease holder of the golf facilities and will make enquiries. 	<p>DL to enquire about golf facilities</p>
<p>8.0</p>	<p>AOB</p> <p>None reported</p>	
<p>9.0</p>	<p>Date of next meeting Thursday, 2nd November, 5:30pm (Town Council Office, 11 Baker Street)</p>	