

Attendees

Sophie Fuller, Sophie's café (Chair) (SF)
 Gary Pemberthy, Cactws / Watch Obsession (GP)
 Eddy Webb, InSynch (EW)
 Helen Dimmick, Caesar's Café (HD)
 Mark Joseph, The Jewellery House (MJ)
 Mark Clifton, Clive Menswear (MC)
 Brendan Sommers, Aberystwyth Town Council (BS)
 Nick Davidson, The Phonenumber (ND)
 Tom Trevarthen, Crimson Rhino (TT)
 Gareth Lloyd, Ceredigion County Council (GL)
 Kerry Ferguson Gwe Cambrian (KE)

Observers

Jim Wallace, Aberystwyth University (JW)

Apologies

David Evans, Aberystwyth Business Club (DE)
 Gweneira Raw-Rees, Aberystwyth Town Council (GRR)

Item	Detail	Action
1.0	Welcome and Introductions Attendees as above	
2.0	Apologies for absence Apologies given as above.	
3.0	Appointment of new director SF proposed Kerry Ferguson from Gwe Cambrian become a board member. 8 voted YES and 2 abstained. EW suggested that we should leave 3 spaces on the board free, which can be targeted to ensure there is a better representation of businesses on the board. All agreed, and it was decided that Paul Brookes from Premier Inn and M&S will be targeted. SF and MN stated that they have tried contacting Premier In on several occasions however will keep chasing them.	MN to contact Premier Inn and M&S
4.0	Minutes of the last meeting MN confirmed that the accountant had reduced the monthly payroll fee	
5.1	Actions from the last meeting 5.1 Website and email change over MN had arranged with InSynch to change the domain name. A new website and email address has been set up 5.2 Business Cards MN had delayed sending information to HD as we were waiting to hear	MN to email HD

	<p>about new office space. MN is to send the information asap and a minimal amount is to be printed.</p> <p>5.3 Students Union MN and SF met with the president of the Student’s Union to discuss ways in which students and businesses can engage better. One idea includes how we can contribute to their new website (or area of their existing website) called Aber Life. MN and SF are to attend another meeting and will feed back accordingly.</p> <p>5.4 Aberystwyth internally and Aberystwyth externally A marketing and promotion theme group meeting took place on April 5th, where Aled Rees (Cambria Tours) presented ideas on how Aberystwyth can be promoted to external audiences both nationally and internationally. MN and GP are to meet Aled to discuss the ideas and possibilities in more detail and will feedback to the marketing group. The group is still looking in to the possibility of splitting in to two groups.</p> <p>5.5 Business proposal template All directors are happy with the content of the proposal. MN is to tweak the design.</p>	<p>information for business cards. HD to get quotes and print</p> <p>MN and GP to meet Aled Rees</p> <p>MN to edit design</p>
<p>6.0</p>	<p>Company matters</p> <p>6.1 Directors roles SF proposed that directors think of various roles and support that they can provide. EW suggested that he could possibly provide social media support for projects. GP offered to take on the Scrutiny & Accountability role, to which there were no objections.</p> <p>It was agreed that all directors will try and visit businesses to get more membership forms completed. MN is to email a list of businesses that have signed up along with the Levy List provided by The Means</p> <p>6.2 Observers Discussion took place about the role of Observers. It was confirmed that any Levy Payer can ask to attend board meetings as an Observer, however this request needs to become to the board at the meeting before when they wish to attend. It was agreed that Observers cannot take part in discussions unless asked to by the Chair. If Observers speak without being asked they will be given 2 warnings before being asked to leave the meeting.</p> <p>6.3 Submission of proposals</p> <p>Arad Goch for their Hen Linell Bell – A Far Old Line festival Discussion took place regarding the proposal and the costings.</p> <p>SF proposed that the proposal be accepted and the full amount £15,000 be granted. BS seconded. A vote was taken.</p> <p>YES – 11, NO – 0, Abstained – 0</p> <p>DECISION - £15,000 granted to Arad Goch</p>	<p>MN to email the board a list of members and full levy list</p>

	<p>It was agreed that the funding should be towards the generic funds for the event as opposed to specific items. Also, a full event budget is to be given to the board after the event.</p> <p>TT (chair of Marketing and Promotions theme group) is going to liaise with Jeremy Turner regarding branding and promotion.</p> <p>6.4 Voting Discussion took place about how votes should be conducted/counted in board meetings. It was agreed that no 'observers' or anyone who declares an interest should be present in the room when the vote takes place.</p> <p>6.5 Working group It was decided that it would be a good idea to explore the idea of holding brainstorming events, inviting all levy players. Possibly to be held every 3 months. From there, new working groups could be set up.</p> <p>MN and MJ to organise a new parking theme group meeting.</p> <p>EW suggested that MN should liaise with other BID areas to discover the projects and initiatives that they have developed.</p> <p>GP stated that he would be prepared to chair the Inbound Marketing theme group.</p>	<p>TT to liaise with Jeremy Turner re: branding, promotion</p> <p>MN and MJ to arrange theme group meeting</p> <p>MN to research and liaise with other BIDs</p>
<p>7.0</p>	<p>BID Manager feedback</p> <p>7.1 Meeting Businesses MN has continued to meet with businesses. He explained how time consuming the process is and would be grateful for the support of the board.</p> <p>7.2 Key feedback The main feedback from businesses thus far has been the need to address issues relating to parking. Other suggestions have been in relation to address issues such as dog fouling. MN explained that he has been only meeting businesses who have been opposed to the BID as oppose to gathering positive ideas. This should gather momentum by using the communication list.</p> <p>7.3 Progressing project themes Marketing & Promotions - progressing well with various ideas including the town 'App'. Business Services – MN and SF still exploring ideas for loyalty cards and group purchasing ideas and will feedback when they have more detail.</p>	
<p>8.0</p>	<p>AOB</p> <p>Finance MN confirmed that £30,000 had been drawn down from CCC from the Mill Street Development fund</p> <p>Aber First Awards Proposal</p>	

	<p>EW asked if the amount requested is for specific items. JW responded to say that the £2,500 was for a full working partnership as oppose to sponsorship for certain aspects of the event.</p> <p>TT asked what Menter Aberystwyth get from the partnership. JW explained that it made sense for Menter Aberystwyth to approach Advancing Aberystwyth ar y Blaen to support such an event as it was for the benefit of businesses in town. JW also stated that a partnership would mean that the event could be improved upon.</p> <p>MJ stated that it is important for Advancing Aberystwyth ar y Blaen to be involved in partnerships with organisations such as Menter Aberystwyth. BS agreed and stated it is a proposal that Advancing Aberystwyth ar y Blaen should be involved in.</p> <p>GP asked if Menter Aberystwyth would still be in existence in 12 months' time. JW explained that this was impossible to answer as their funding is allocated on an annual basis by its main funders – Aberystwyth Town Council and Aberystwyth University.</p> <p>JW left the room and the proposal was put to vote. SF proposed that the proposal was accepted and that the full amount of £2,500 be granted. BS seconded. A vote was taken and the results were: YES – 4, NO – 3 and Abstained – 3 KF declared an interest and did not vote</p> <p>DECISION - £2,500 granted to Menter Aberystwyth</p> <p>SF, KF and MN are to arrange a partnership working group meeting with JW</p>	<p>Aber First working group to meet</p>
<p>9.0</p>	<p>Date of next meeting Wednesday, 3rd May, 5:30pm (Town Council Office, 11 Baker Street)</p>	