

Attendees

Gary Pemberthy, Cactws / Watch Obsession (GP)
 Mark Joseph, The Jewellery House (MJ)
 Gareth Lloyd, Ceredigion County Council (GL)
 Eddy Webb, InSynch (EW)
 Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)

Apologies

Sophie Fuller, Sophie's café (Chair) (SF)
 David Evans, Aberystwyth Business Club (DE)
 David Lees, Aberystwyth Town Council (DL)
 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	Welcome and Introductions As above	
2.0	Apologies for absence Apologies given as above.	
3.0	Minutes of the last meeting GP proposed that the minutes were correct GL seconded.	
4.0	Actions from the last meeting 4.1 Insurance update MN confirmed that Employers Liability Insurance is now in place. MN has spoken with the insurance broker who has also confirmed that the insurance covers us to attend events such as Arad Goch, however Public Liability Insurance needs to be in place when we stage our own events. 4.2 CCC conflict of interest template GL will forward the template to Directors via email 4.3. Council fees MN confirmed that following the last board meeting, the fees have been paid in full. 4.4 Change to year end MN confirmed that the relevant forms have been sent to HMRC. 4.5 Tourism Grant MN confirmed that the Tourism Amenity Support Fund application was submitted on time. The grant includes capital items of the town App, Digital Signs and Town Wifi. If successful, we will be invited to submit a full application (2 nd stage)	

<p>5.0</p>	<p>Meerkat Proposal – Mark Joseph to present the motion</p> <p>MJ stated that Meerkat came down to speak to the board for a second time – himself, SF, DL and MN were present. During the meeting the proposal agreed to present to the board was to buy-in their services for 12 months for a fee of £10,000. The service will include consultants from Meerkat visiting our Levy Payer every month in order to save them money on Energy Bills, Telecoms (broadband only) and Merchant fees. Following the meeting, MJ gave his relevant bills (Jewellery House) to Meerkat for them to demonstrate what savings could be made. Meerkat were able make the following savings:</p> <ul style="list-style-type: none"> • Gas - £129 per year • Electric - £65 per year • Landline/Broadband - £60 per year (however this would have been more if he moved from BT) • Card processing £220 per year <p>Saving the Jewellery House a total of £598 per year, which is significantly more than their annual levy fee. MJ also stated that he had previously invested a significant of time ensuring that the Jewellery House had the best possible rates, and had he not done so, the savings would have been a lot more. MJ also believed that if this proposal was successfully agreed, then we could also obtain ‘voluntary members’, as they would be willing to pay in order to make such savings.</p> <p>MJ also confirmed that there would be a ‘get out clause’ of 30 days if the scheme was not a success.</p> <p>Decision: It was unanimously decided to approve the proposal of £10,000 for 12 months</p>	
<p>6.0</p>	<p>App quotation</p> <p>Only one full quote was received from the tender document that was advertised. The proposal was from Locly, who have designed numerous Apps in the county, including the Cardigan Town App, Ceredigion Legends App and the National Library App.</p> <p>EW had various questions regarding the proposal and it was decided that he would contact Locly himself as MN was unable to provide the information. EWs main concern is whether we need to include all of the features they have outlined within the proposal, and whether the App should be more basic. EW also stated that a marketing budget for the app needs to be allocated.</p> <p>Decision: It was unanimously agreed in principle to appoint Locly as the organisation to develop the App. However, the amount will be finalised after EW speaks to Locly. MN will also hold a meeting with Locly in order to decide what features of the App we will include.</p>	<p>EW to contact Locly</p>

<p>7.0</p>	<p>Christmas lights MN, MJ and SF have met regarding ideas for Christmas lights, and need the approval from the board to approve the project in principle. It will mean working in partnership with the Town Council in order to increase the amount of lights which are on display.</p> <p>Also a Christmas Events theme group needs to be established in partnership with the Town Council and Menter Aberystwyth.</p> <p>A discussion took place regarding Christmas parking and whether we can provide additional parking offers to those implemented by Ceredigion County Council. GL is to get information from the Council and feedback.</p> <p>Decision – it was unanimously agreed that we should partner with the Town Council in order to improve the Christmas lights. And an Christmas Events Theme Group is to be set up.</p>	<p>MN and MJ are to prepare costings for the August board meeting</p> <p>MN to liaise with Town Council and Menter Aberystwyth re Christmas Events Theme Group</p> <p>GL to get Christmas parking information from CCC</p>
<p>8.0</p>	<p>Kronberg proposal A proposal had been submitted by the Kronberg Twinning Group. After a lengthy discussion it was decided that the proposal did not meet the requirements.</p> <p>Decision – proposal was declined the request for funding however the board wished the event every success.</p>	<p>MN to inform the Kronberg Committee of the decision</p>
<p>9.0</p>	<p>Marketing material/budget An amount of £500 was agreed in order to purchase various branded promotional material which we will use for events. Insynch will provide the artwork.</p>	
<p>10.0</p>	<p>Company matters JW has emailed on behalf of the University requesting that we provide financial information for proposed projects over the next 5 years. All agreed that we are not in a position to do so as we are still in the process of determining the best projects to fund. It was decided that we are in a position to stick to the 4 priority areas that were set out in the original proposal of the BID, and all projects that we fund will be within those 4 themed areas of work. The financial information will be made available to all levy payer at the AGM.</p> <p>Discussion took place about a University representative becoming a board member. Everyone agreed that we need to contact the University asking them to confirm if they are going to appoint a Director (JW or another representative), as this would be beneficial to both parties.</p>	<p>MN to reply to JW stating financial information to be made available in AGM</p> <p>MN to contact Vice-Principle office re: University representative</p>
<p>11.0</p>	<p>BID Manager feedback June E-newsletter has been sent to our email database which includes</p>	

	<p>approx 180 members.</p> <p>Theme groups continue to meet on a monthly basis. The Night Time Economy Group are preparing a proposal for the development of a Student Discount Card</p> <p>An approach has been made regarding the possibility of developing a Splash Park in Aberystwyth. MN is to meet with Peter Austin to discuss further and determine whether this is something that we can develop possibility in partnership with the council</p> <p>Wales BID Networking event - All other BID areas gave positive feedback about Meerkat. Also other BIDs advised against producing town loyalty cards and instead suggest implanting town gift cards.</p> <p>Hen Linell Bell event August 5th – volunteers from the board are needed to ‘man’ our promotional stand</p>	
12.0	<p>AOB</p> <p>MN stated that Sian Fisher from Cambrian Hotel has officially requested to become a board member. She has been active on the Night Time Economy theme group. All agreed that she would be a welcomed addition to the board as we need representation from the Night Time Economy. She is unavailable to attend the August board meeting, however is available from September.</p>	<p>MN contact Sian Fisher stating she is now a director</p>
9.0	<p>Date of next meeting</p> <p>Thursday, 3rd August, 5:30pm (Town Council Office, 11 Baker Street)</p>	