

## Attendees

Mark Joseph (Chair) (MJ)  
 Eddy Webb (EW)  
 Rhodri Morgan, University (RM)  
 Rhodri Evans, Ceredigion County Council (GL)  
 Mearina James (M)  
 Brendan Sommers, Town Council  
 Lee Price, The Royal Pier (LP)  
 David Evans, Aberystwyth Business Club (DE)  
 Sian Fisher (S)  
 Sarah Thomas, One Stop Letting (ST)  
 Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
 Lisa Dowse, Events & Projects Co-ordinator, Advancing Aberystwyth ar y Blaen (LD)

## Apologies

Item	Detail	Action
1.0	<b>Welcome and Introductions</b>	
2.0	<b>Apologies for absence</b>  No Apologies given	
3.0	<b>Minutes of the Last Meeting</b>  M missed on attendees at last meeting MJ Approves Minutes, RM seconds Minutes	
4.0	<p>4.1 Insynch is now on the App and Screens MN explains to the board how them company missed the business it was on the second floor and not at ground level.            On next newsletter which is circulated MN will remind businesses that if any changes are needed to get in touch with LD or MN to amend them.            It has been noted that there are some businesses on the digital screens which are not levy members, LD and MN to approach these businesses to see whether they would like to become voluntary members otherwise they will be removed from the screens.            MN will source an exemption list from the council r.e. business rates to have an accurate data base to go from.</p> <p>4.2 Business club to confirm the networking event, January date preferred.</p> <p>4.3 EW explains to the board about what steps should be taken with regards to Social media marketing and will put in place more sophisticated promotion i.e. cross tracking for the Ice Rink event.</p>	<p><b>Approach to be made to businesses re: voluntary membership</b></p> <p><b>EW to start social media</b></p>

	<p>The budget discussed was one to two thousand as we have 88 days before the event starts. MJ mentioned he would like to know ticket sales and their sale pattern in other similar geographical areas at this stage. MJ Propose one-thousand-pound budget to ice rink marketing, DC Seconds all in favour.</p> <p>4.4Christmas Huts, discussed about supplying a German hut for a levy payer for the entire period of the ice rink. The cost for the hut is £170 per week.</p>	<b>campaign</b>
<b>5.0</b>	<p>MN discussed about the need to supply bank signatory's and needed two names, a meeting with the bank will be arranged for the AA account. MJ, DC and MN will attend.</p> <p>LD and MN to meet with EW to go through online marketing, date to be confirmed.</p>	<b>MN to arrange meeting with the bank</b>
<b>6.0</b>	<p>The board decided that we would not support the Jingle Bell Rock charity event this time but wish Bridget James every success and will promote the event on the digital screens in Aberystwyth.</p>	
<b>7</b>	<p>Splash park update Mn explains that there has been little progression as it has come to light that the Council are looking to turn the paddling pool into a Splash park. MN advises that AA should put the project on hold until we know if the Council are 100% going ahead with a splash park as there would be no need in having two in the town.</p> <p>Project feedback Cinema screening updates given by MN and LD LD tells the board that she has booked in the next five outdoor screenings for 2019 to secure the lower price as the cost per screen is going up next year. EW mentioned it would be a good idea to ask the Arts Centre if they have the booking information from previous Cinema bookings to resend the dates for our next screenings.</p> <p>MN to ask Emerge advertising (digital signs) if we would be able to advertise the Aberystwyth Ice rink on his other signs situated in Llanelli and Swansea.</p>	

<b>8</b>	<p>AOB</p> <p>MN updates the board on a group called Articulture who would like to present at our next meeting, board agree MN to contact them r.e. time and date to present to the board.</p> <p>RM informed the group of a new committee being established regarding the Tregaron Eisteddfod and suggested that AA should get involved.</p> <p>Friday 14<sup>th</sup> December AA Christmas Party</p> <p><b>Date of next meeting 8<sup>th</sup> November 2018 @ 5:45pm in The Cambria</b></p>	<p><b>MN to invite Articulture to Nov board meeting</b></p>
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