

## Attendees

Mark Joseph (Chair) (MJ)  
Eddy Webb (EW)  
Rhodri Morgan, University (RM)  
Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
Lisa Dowse, Events & Projects Co-ordinator, Advancing Aberystwyth ar y Blaen (LD)

## Apologies

David Lees, Rheidol Café (DL)  
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 (SF)  
Rhodri Morgan, University (RM)  
Christopher Bentley, Marks and Spencer (CB)

Item	Detail	Action
1.0	<b>Welcome and Introductions</b>	
2.0	<b>Apologies for absence</b>  Apologies given as above.	
3.0	<b>Minutes of the Last Meeting</b>  MJ Approves Minutes, EW seconds Minutes	
4.0	4.1 MN updated the board about meeting with the Pier about the dodgems on the Prom. AA will be supporting with applying for a licence and will get involved in anyway needed. In return our logo and branding will be placed on the dodgems.  4.2 Business club will update AA on the date for the networking event Guest speaker Alana Spencer has agreed a price of £500	

5.0	<p>Discussions about marketing and advertising the Ice Rink event. LD received quotes to advertise in The Ego, £500 for two full page slots in October and November editions. EW suggested that we should not advertise locally but advertise further afield i.e. online to entice outbound tourism to Aberystwyth.</p> <p>EW to provide free social media marketing training to MN and LD to go through online marketing, date to be confirmed.</p>	
6.0	<p>Storage No longer looking for a larger office to store materials (Giant deckchairs etc) as we no have two options to explore for storage. MN to explore storage with Town Council and LD to explore storage with Arad Goch on the industrial estate.</p>	
7	<p>Progress with Digital signs; Due to arrive on the 7<sup>th</sup> September. The App has now gone live and are now promoting it. Over the next few weeks MN and LD will be visiting businesses and promoting the App, also be dropping off advertising beer mats and posters. Wifi have updated the splash page, login page takes you to the Aberystwyth website. MN updates on the Tourism grant, that it has come through and MN now needs to send through proof of the signs to them</p> <p>7.1 Cinema event update Brief update on cinema screenings, LD shares how well they have been attended and the positive feedback from the events.</p> <p>7.2 Christmas lights Planning meetings with Town Council as we want to expand on the lights from last year. MN highlights the fact that more lighting will be needed from the top of Town to Aberystwyth Castle to link the Ice rink with the Town. Site meeting to be set up with the Electrician to discuss this further. The plan for this year is to put up new brackets on the shops for the Christmas trees and light up other streets around town.</p>	

8	<p>AOB</p> <p>MN presented a proposal to hold a mini winterland i.e. teacups, specialised stalls by WB Group. AA will receive 20% of the takings. With the option of an additional stall would be offered to a levy payer on a first come first serve basis. LD to get the pricing for the additional stall and then promote it to levy payers.</p> <p>Vote held about whether WB Group should come on these terms 3 votes said Yes 1 Voted No.</p> <p><b>Date of next meeting 1<sup>th</sup> November 2018 @ 5:45pm in The Cambria</b></p>	
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