

## Attendees

Mark Joseph (Chair) (MJ)  
David Evans, Independent (DE)  
Eddy Webb, InSynch (EW)  
Berith Lochery, Broc Mor (BL)  
Brendan Sommers, Town Council  
Merina James, Tan shop (MEJ)  
Lee Price, The Royal Pier (LP)  
Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
Lisa Dowse, Events & Projects Co-ordinator, Advancing Aberystwyth ar y Blaen (LD)

## Apologies

Rhodri Morgan, University (RM)  
Rhodri Evans, Ceredigion County Council (RM)

| Item | Detail                                                                                                                                                                                                                                                                                                                                                                                                                                   | Action |
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| 1.0  | <b>Welcome and Introductions</b>                                                                                                                                                                                                                                                                                                                                                                                                         |        |
| 2.0  | <b>Apologies for absence</b><br>Apologies given as above.                                                                                                                                                                                                                                                                                                                                                                                |        |
| 3.0  | <b>Minutes of the last meeting</b><br>The minutes were accepted as correct, MJ approves EW Seconds                                                                                                                                                                                                                                                                                                                                       |        |
| 4.0  | <b>Jetty update;</b> Council no longer need help with finding the shortfall and have found other resources to cover this.<br><b>Zip Wire;</b> MJ asks for feedback from CCC, MN has received the consultation feedback.                                                                                                                                                                                                                  |        |
| 5.0  | <b>Finance update</b><br>MN circulates AA up to date financial accounts.<br>MN explains to the new board member BL about the Mill street money.                                                                                                                                                                                                                                                                                          |        |
| 6.0  | <b>6.1 Tourism Bus;</b> MN emailed the board prior to the board meeting details of the bus and figures of the running costs. The Bus has been bought by Mid Wales Travel and will be insured by them, a contract will be drawn up between Mid Wales Travel and AA for the use of the Bus in the Holidays by AA.<br>Discussions were held about the route of the tourism bus and Mel Evans from Mid Wales Travel will register the route. |        |

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|                   | <p>MN and LD will meet with the App company to look at linking a tour from the app with the tourism bus. Also, to investigate having a beacon on the bus so people could track where the bus is.<br/>Operational cost for the bus is £250 per day.<br/>Vote on running the bus for the Easter season and Summer season, MJ proposes, all in favour.<br/>Mid Wales Travel have asked the board to come up with a number for the bus and it was decided that A1 would be used for the tourism route.<br/>Spoke briefly about pricing of tickets and suggested that £1 for an adult and 50p for a child.</p> <p><b>6.2. Colour run;</b> LD explained to the board about the idea of a colour run along the promenade on the 23<sup>rd</sup> of June, duplicating the successful cancer research run. The event would be the first of its kind in Aberystwyth and would celebrate community and fun. The runners would run through different colour stations which causes no harm to the environment and would be cleaned up by a professional firm. The cost of the run would be around 2k, entry fees would be charged, and it was talked about donating some proceeds to bopaith charity.<br/>LP spoke about a concern of the colour powder making a mess in different business around the Town and whether the colour run could take place along the promenade, LD to investigate this and to investigate further into what other businesses feel about this.</p> <p><b>6.3 Business Wales Training;</b> EW explains to the board about training he provides for business Wales and asked whether AA would like to link up with this training to be able to offer it to levy paying businesses. The cost to AA would just be the hire of a room and tea/coffee. EW would deliver three courses. MJ proposes, all in favour.</p> <p><b>6.4. Business club Event;</b> MN sent details to the board beforehand. LP suggests doing a trial networking event first to gauge whether it was successful or not and whether there is a need for these types of networking events for our levy payers. Suggestions are that we monitor the networking event by surveys and attendance and if they are well received to do more. Business Club require £2600 for the first event. MJ proposes, all in favour.</p> |  |
| <p><b>7.0</b></p> | <p><b>Town Council;</b> BS relays the problem regarding the issues with the seagulls and have suggested a laser system which they believe would cut down the problem and they would like AA to be involved in the project. MJ and MN will be attending a meeting at the council offices and will discuss this further. Rough costing suggested by BS is six thousand.</p> <p><b>CCC;</b> Not present at this meeting and have sent no updates via email</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |

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| <p><b>8.0</b></p> | <p><b>Project Updates</b></p> <p>After the success of the Winterland AA are looking at extending the length of time for the Ice rink and Winterland, from 4 weeks to 6 weeks. Mainly to capture more students before they finish for the Christmas break and to capture as many school children in January before school term begins. MN will feedback with new quote for the extension in time and will investigate planning as we may need it for the length of period. A meeting has been arranged in May with relevant parties to go over the event and look at ways to improve it.</p> <p>The smart phone data which AA installed for the Winterland footfall ranged from 2.5 to 3k a day.</p> <p>Zip wire update; there will be three phases to the feasibility study for the zipwire,</p> <ul style="list-style-type: none"> <li>• Phase 1 – time spent on site to carry out brief study to see if the Zip Wire is achievable in this location – Cost £2k</li> <li>• Phase 2 will provide preliminary (outline) engineering drawings for the route, elevation and structure which are suitable to accompany a planning application – approx cost of £4k.</li> <li>• Phase 3 - Assuming stage 1 and stage 2 is positive then final detailed design will be required. The cost of this cannot be determined until stages 1 and 2 are complete but would typically be between £2,500 and £12,500</li> </ul> <p>Mark proposes £2k to start the feasibility study, all in favour. This will now commence in March.</p> |  |
|                   | <p><b>Next Meeting</b><br/><b>The Cambria, Thursday March 7<sup>th</sup> at 5.45pm</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |  |
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