

## Attendees

Mark Joseph (Chair) (MJ)  
David Evans, Independent (DE),  
Mearina James, (MEJ),  
Charles Evans, M&S (CE),  
Lisa Dowse (LD),  
Eddie Webb, (EW),  
Rhodri Morgan (RM);  
Rosemary Rhys, Menter Aberystwyth (RR),  
Rhodri Evans, Ceredigion County Council (RE);  
Matthew Newbold, Development Manager, Advancing Aberystwyth ar y Blaen (MN)  
Charlotte Miller, Advancing Aberystwyth ar y Blaen (LD)

## Apologies

Berith Lochery (BL), Jeff Jones (JJ), Mari Turner, Aberystwyth Town Council (MT), Jeff Jones, Caru Aber (JJ)

Item	Detail	Action
1.0	<b>Welcome and Introductions</b> MJ welcomed to all to the meeting	
2.0	<b>Apologies for absence</b>  Apologies given as above.	
3.0	<b>Minutes of the last meeting</b>  Minutes were proposed as being correct.	
4.0	<b>Project Updates</b>  <b>4.1 Virtual Events</b> The initial date for the event has now changed. The intention is now to hold it in March. Full details will be given asap	
5.0	<b>Renewal Ballot update</b> <ul style="list-style-type: none"> <li>• We have now had a meeting with CIVICA confirming the ballot dates, as a result we officially announced the ballot at the start of February.</li> <li>• Due to the ballot almost certain to be held during lockdown, in a meeting on January 27<sup>th</sup> (and confirmed again in a meeting on February 2<sup>nd</sup>) CIVICA and Ceredigion Council agreed/advised that we ask businesses if they would like to nominate an alternative (e.g. home) address. It was also agreed that national businesses will have their papers sent to HQ offices.</li> </ul>	

## Minutes of the Advancing Aberystwyth ar y Blaen February 4<sup>th</sup> 2021, 5.45pm Via Zoom

	<ul style="list-style-type: none"> <li>• Due to the 2017 business rates valuation 2017, there are now 374 hereditaments compared to 411 in term one.</li> <li>• Every single business will be sent a Notice of Ballot on February 17<sup>th</sup> followed by ballot voting papers on March 3<sup>rd</sup>. The ballot will open on March 4<sup>th</sup> and close on March 31<sup>st</sup>. The results will be announced on April 1<sup>st</sup></li> <li>• Marketing &amp; Communication – the lockdown will hamper us from visiting businesses face-to-face therefore the majority of communication will be done digitally. This will include:             <ul style="list-style-type: none"> <li>- Dedicated web area dedicated to the renewal ballot.</li> <li>- A Newsletter mail shot sent on February 1<sup>st</sup></li> <li>- We will run a daily facebook campaign</li> <li>- Individual emails will be sent to every business</li> </ul> </li> <li>• The board are also aware of the ‘No Campaign’ who continue to post false information relating to our work e.g. the University receiving an 80% discount on the levy. They have actually paid the full levy for the whole 5 year term as confirmed by CCC and the University. It was agreed that we will continue to direct people to our web page which contains the correct information</li> <li>• RE asked about what would happen on April the 1<sup>st</sup> if the ballot was unsuccessful. It was confirmed that all projects would end immediately, including the ‘Siop Aber – Caru Aber’ Loyalty Card &amp; Voucher project. There would then need to be a closing down period. Further details will be finalised in the next meeting</li> </ul>	
<p><b>6.0</b></p>	<p><b>AOB</b></p> <p>None given</p>	
<p><b>9.0</b></p>	<p><b>Date of next meeting</b></p> <p>Thursday March 4th, 5.45pm (Zoom)</p>	