



Board meeting 3
Thursday, 18th June
Via Zoom

Attendees

Jim Bradley, Peppers and ABTA (JB)
Jonathan Bowen, Morgan's Fish Bar (JBn)
Mark Adams, BPI Consulting (MA)
Rebecca Thomas, Santander (RT)
Lindsey Winstone, Tesco (LW)

Darren Notley, RCTCBC (DN)
Any Brewin (RCTCBC) (AB)
Peter Williams, The means (PW)
Mandy Jenkins, The means (MJ)

Apologies

Item	Detail	Action
1.0	Welcome and introductions JB opened the meeting and welcomed all attendees.	
2.0	Minutes of the last meeting and matters arising 2.1 Confirmation of minutes Those present confirmed that the minutes were an accurate account of discussions. 2.1 Matters arising 2.1.1 Brief for town centre planting This had been circulated to the board ahead of the meeting. PW talked the board through the document. The board agreed the document and timescale involved. JB made the point that as Chair he would like to be involved in the creation of important documents such as this and the Pen-Y-Cymoedd EOI before they are distributed to the rest of the board. 2.1.2 Pen-y-Cymoedd Discussed under 4.3 below. 2.1.3 Bills	



	<p>DN had spoken to the NNDR department and the bills would be going out in the next four weeks. The board discussed the issues around sending them out and asked MJ to draft a letter accompanying the bills explaining to levy payers why they had to be sent.</p>	<p>MJ: To draft a accompany the levy bills</p>
<p>3.0</p>	<p>Company matters</p> <p>3.1 Company and Director registration</p> <p>JB and JBn were the only registered directors currently but once the bank account was set up, MJ would register all at Companies House.</p>	
<p>4.0</p>	<p>Programme</p> <p>4.1 Covid-19 stickers and posters</p> <p>RT gave an update and not many businesses had picked up the stickers and posters yet. Those that had included Trina's and Baguette Express.</p> <p>4.2 What more can be done during lockdown</p> <p>The board had a general discussion around this and all agreed to ask businesses to take photos of the social distancing stickers in place.</p> <p>4.3 Application to Pen-Y-Cymoedd</p> <p>MA and PW had spoken to Pen Y Cymoedd about the Vision Fund and an outline of an Expression of Interest had been circulated to the board ahead of the meeting. PW talked the board through the document which included recruiting a manager, admin assistant and digital town centre manager across both Aberdare and Treorchy BIDs and potentially procuring a building in the town centre as an asset and income generation option.</p> <p>The board discussed the merits of joining forces with Treorchy on a joint bid. On balance it was agreed that:</p> <ul style="list-style-type: none"> • A joint EOI be submitted with Treorchy BID would be a good idea • Any further comments on the application to PW ahead of the EOI submission deadline on Friday 26th June 	
<p>5.0</p>	<p>Marketing</p> <p>5.1 Social media</p> <p>The Facebook, Twitter and Instagram accounts for the BID had been set up with low</p>	



take up so far. All agreed to circulate details to their friends.

- Facebook: @OurAberdareBID
9 followers
- Twitter: @OurAberdareBID
30 followers
- Instagram: @OurAberdareBID
16 followers

5.2 e-newsletter

Five e-newsletters sent out to date, 54 subscribers total

Open rates:

Date	Description	Opened
7/5/2020	Celebrate VE-Day 75, reopening advice and more	32.1%
13/5/2020	This week's update on business advice and government support	42.6%
21/5/2020	Social distancing floor stickers and our COVID-19 Business Bulletin	35.2%
28/5/2020	A reminder of our reopening package and our COVID-19 Business Bulletin	37.0%
4/6/2020	Town centre safeguarding and an update on our reopening package	40.7%
11/6/2020	Reopening plans and important government funding updates in this week's business bulletin	50.0%

6.0 Finance

6.1 Income Report

6.1.1 Update on levy collection from RCTCBC

Covered in 2.1.3 above.

6.1.2 Start-up support from RCTCBC

The board thanked RCTCBC again for their financial support for the BID start-up.

DN told the board that RCTCBC had jointly signed the application form for the WG BIDs resilience support grant of £3923.75 (20% of one quarter's core costs).

6.2 Expenditure Report - Draft Annual Budget

PW went through the budget sheet with the board including the extension of support from The means.

PW and MJ then let the meeting for the board to discuss extending the support from The means.



	6.3 VAT registration This was now complete and Our Aberdare had a VAT number.	
67.0	AOB Dragon Signs had offered the BID a 'town is reopening' advert on one of their mobile vans which could be parked on the outskirts of town for £500 a day. The board rejected the offer.	