



Board meeting 4
Thursday, 30th July
Bradley's Coffee Shop

Attendees

Jim Bradley, Peppers and ABTA (JB)
Jonathan Bowen, Morgan's Fish Bar (JBn)
Mark Adams, BPI Consulting (MA)
Lindsey Winstone, Tesco (LW)
Tony Missen, Anthony Charles (TM)

Mandy Jenkins, The means (MJ)

Apologies

Rebecca Thomas, Santander (RT)
Peter Williams, The means (PW)

Item	Detail	Action
1.0	Welcome and introductions JB opened the meeting and welcomed all attendees. Apologies given as above.	
2.0	Minutes of the last meeting and matters arising 2.1 Confirmation of minutes There were two sets of minutes to approve from the meetings where the The means were present on 18 th June and the meeting they weren't present on 10 th July. Those present confirmed that both sets of minutes were an accurate account of discussions. MJ stated that as The means had been employed by Our Aberdare to act as secretariat, it was highly unusual for the board to have met without them present. JB and other board members agreed that they had needed to meet in person as a board as some members had never met. Zoom meetings were difficult and not as engaging. JB thanks MA for producing the minutes on 10 th July. MJ to send the minute template to MA.	MJ: To send the minute template to MA



	<p>2.1 Matters arising</p> <p>2.1.1 Letter to accompany levy bills</p> <p>MJ had sent the letter the board for approval by email. There had been no responses so the letter had been sent to the RCTBC for translation and printing to be despatched with the bills when they were ready.</p>	
<p>3.0</p>	<p>Company matters</p> <p>3.1 Company and Director registration</p> <p>JB and JBn were still the only registered directors as Lloyds TSB were currently not opening any new business accounts.</p> <p>The rest of the board agreed to wait to be registered until the bank account was open, to make the process as fast as possible.</p> <p>3.2 Recruitment of BID manager</p> <p>The board agreed the job description and that the post would be advertised with a salary around £18k for 20 hours per week. The post would be advertised via the Government Gateway, Indeed and LinkedIn with a closing date of 28th August.</p> <p>The manager would initially be based in Peppers and part of their role would be to find a suitable premises for the BID.</p>	
<p>4.0</p>	<p>Programme</p> <p>4.1 Covid-19 stickers and poster</p> <p>MJ to ask RT for an update.</p> <p>4.2 Application to Pen-Y-Cymoedd</p> <p>JB thanked PW and The means for producing the application document which the board thought was very good. However, the board had decided at the 10th June meeting not to proceed with the application as they felt it was proceeding too quickly and were unsure about a joint application with Treorchy BID.</p> <p>MJ told the board that The means were not unhappy with the decision but the way in which it was taken at a separate meeting without them being present. The board reiterated that they had felt the need to meet in person.</p> <p>MA had since spoken to PYC who had said it would be a good idea to be run ideas through the admin team first before presenting an EOI to the board of trustees to make a decision. He also told the board about a COVID-19 recovery fund up for grants up to £5k.</p>	<p>MJ: To ask RT for an update on the stickers and posters</p> <p>JB: To send his ideas around</p>



	<p>The board discussed ideas around planting, signs and festivals and decided that flowers would be a good initial project in the first instance round which could have initial cost of approx. £30k with a further £6-7k every year.</p> <p>JB to send on his ideas around signage to the board.</p> <p>4.3 Street café furniture</p> <p>JB gave an update on his walkaround and discussions with RCTCBC officers. Our Aberdare would speak to businesses and help them with the application form. MJ to write to businesses about the application process.</p> <p>4.4 Choir festival</p> <p>JB told the board that Mike Thomas wanted to organise a choir festival in the town with choirs to appearing around the centre. The board agreed to offer some financial support for a potential festival next summer.</p>	<p>signage to the board</p> <p>MJ: To draft a letter to businesses about the street café furniture applications</p>
<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 take up so far. All agreed to circulate details to their friends.</p> <ul style="list-style-type: none"> ▪ Facebook: @OurAberdareBID 15 followers ▪ Twitter: @OurAberdareBID 32 followers ▪ Instagram: @OurAberdareBID 19 followers <p>MJ to send the login details to MA so that one board member has access.</p> <p>5.2 e-newsletter</p> <ul style="list-style-type: none"> ▪ 16 e-newsletters sent out to date, 17th out next week ▪ 55 subscribers total ▪ Switched from weekly schedule to fortnightly to keep info concise and useful <p>Open rates:</p>	<p>MJ: To send social media login details to MA</p>



	Date	Description	Opened	
	18/6/2020	The latest business advice ahead of this week's lockdown review	41.1%	
	25/6/2020	A warm welcome back and info on reopening business	36.4%	
	2/7/2020	This week's update on business advice and government support	38.2%	
	9/7/2020	Key funding updates in this week's Business Bulletin	38.2%	
	23/7/2020	We're back with an update on business advice and government support	33.3%	
6.0	Finance			
	6.1 Income Report			
	6.1.1 Update on levy collection from RCTCBC			
	The levy bills yet to be sent out.			
	6.1.2 Start-up support from RCTBC			
	Not discussed.			
	6.1.3 Support from Welsh Government			
	The resilience funding for BIDs money has not yet come through.			
	6.2 Expenditure Report - Draft Annual Budget			
	Not discussed.			
	6.3 Welsh Government Transforming Towns			
	Not discussed.			
67.0	AOB			
	Nigel Webb to be invited to board meetings in the future as an observer as he represented the market interests.			