

**Board Meeting 47**  
**Wednesday, 3<sup>rd</sup> June**  
**4:30pm, Barista's Café**

**Attendees**

Richard Jones, Selections Gift Shop (RJ)  
Melanie Cole, Barista's (MC)  
Sally Jones, Resident (SJ)

Mandy Jenkins, The means (MJ)  
Jade Evans, The means (JE)

**Apologies**

Julia Harries, Aberafan Shopping Centre (JH)

| Item | Detail                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Action |
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| 1.0  | <b>Welcome and apologies</b><br><br>RJ welcomed everyone to the meeting at 16:43.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |        |
| 2.0  | <b>Minutes of the last meeting and matters arising</b><br><br><b>2.1. Confirmation of minutes</b><br><br>Those present agreed the minutes were a true reflection of the meeting.<br><br><b>2.2. Matters arising</b><br><br>No matters arising.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |        |
| 3.0  | <b>Programme</b><br><br><b>3.1. Food Festival</b><br><br>RJ and MC updated: it had been a busy day, with MC noting it was quiet in morning in ASC but became busier later in the day with the additional music and activities. RJ said he felt the visitor numbers were up on last year, this may be due to condensing stalls into a smaller space than normal.<br><br>MJ and JE updated that they had received complaints in morning from businesses and stallholders on Forge Road. An email complaint has been received from one business and a response has been sent. RJ had seen some Forge Road businesses posting that the day was good. MC suggested businesses on Forge Road take on a more proactive role as she had done with organising the ASC music.<br><br>The event was mentioned in placemaking plan meeting that had taken place today.<br><br>RJ has spoken to TD; Wetherspoon had a good day. Several other |        |

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|            | <p>businesses have fed back to RJ that the day was good and custom was steady all day; Jenkins sold out by closing, and Bella Ciao created a special deal for the day. Several stallholders sold out.</p> <p>Social media feedback for the event has generally been good.</p> <p>JE updated that the application for funding from Food and Drink Wales was unsuccessful – £2,500 was applied for.</p> <p><b>3.2. Loyalty card</b></p> <p>JE updated: the design and print costs would be £595 without VAT, and maximum voucher spend with 150 vouchers would be £3,000. The board agreed to go ahead with the scheme.</p> <p>RJ requested a new summer-themed design for the scheme.</p> <p>RJ suggested non-BID levy businesses be allowed to take part; MJ explained this would see non-BID levy paying members benefit from BID funds. The board discussed and agreed not to include non-BID levy paying businesses.</p> <p>RJ requested pushing the card heavily on social media with pictures and videos of businesses and customers.</p> <p><b>3.3. Other ideas</b></p> <p>RJ explained his 'brag board' idea: providing A3 branded chalkboards to businesses with three unique selling points for that business, to be displayed in the window. Could be done after the loyalty card is up and running. RJ suggested hiring a professional letterer to write on the boards for an elevated, consistent look. The board agreed to look into the cost of this.</p> <p>No events money upcoming. NPTC are filming more marketing videos.</p> | <p><b>MJ and JE: Look into 'brag board' idea.</b></p> |
| <b>4.0</b> | <p><b>Marketing</b></p> <p>JE updated the board with the following figures:</p> <ul style="list-style-type: none"> <li>Facebook: 7027 followers up to 7173 (+146)</li> <li>Instagram: 1329 followers up to 1357 (+28)</li> </ul> <p>The board discussed things to post on socials; currently nothing much going on, no new businesses to promote – this should pick up in a few weeks. The board discussed businesses opening soon in the town centre.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |
| <b>5.0</b> | <p><b>Finance</b></p> <p><b>5.1. Income/Expenditure Report</b></p> <p>MJ updated that there is £35,281.56 in the Viva Port Talbot bank account. RJ queried if there is normally more available to draw down</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                                       |

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|            | <p>from the council by this point of the year; MJ had spoken to the ratings team about this, who had said people have been slower to pay this year.</p> <p>MJ updated that all invoices for the food festival have now been paid. JE to chase pitch fees.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>JE: Chase pitch fees.</b> |
| <b>6.0</b> | <p><b>AOB</b></p> <p>The board discussed the arcade opening in ASC.</p> <p>RJ, MJ, and JE updated the board on the placemaking plan workshop they had attended.</p> <p>RJ asked SJ about the Dic Penderyn film; SJ explained this is still on hold due to money issues.</p> <p>RJ has received another email regarding the Christmas lights; no interested parties have come forward to take on the project. RJ and MJ had wanted to discuss the lights with councillors at the food festival, however none were in attendance. The board discussed the Christmas lights and agreed to continue contributing £2,000 to the project annually, but that the BID does not have the capacity to take the lead. RJ suggested meeting with the chief executive of the council and putting out a statement to pressure the council.</p> |                              |
| <b>8.0</b> | <p><b>Date of next meeting</b></p> <p>Wednesday, 15<sup>th</sup> July, 4:30pm.</p> <p>Meeting concluded at 17:33.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                              |