

Llanelli board meeting minutes

Wednesday, 24<sup>th</sup> June 2020

Via Zoom

**Minutes**

Present

Lesley Richards	LR	Nationwide (Chair)
Andrew Stephens	AS	Llanelli Chamber of Trade
Adrian Davies	AD	Davies Craddock
Paul Oram	PO	Llanelli Chamber of Trade
Cllr David Jenkins	DJ	CCC
Gary Jones	GJ	Llanelli Town Council (Observer)

Mandy Jenkins	MJ	BID Manager
---------------	----	-------------

Apologies

Cllr Emlyn Dole	ED	CCC
Martin Blackwell	MB	The works
Lee Edmunds	LE	Evans & Powell
Paul Carter	PC	Llanelly House

Item	Detail	Action
<b>1.0</b>	<b>Welcome and introductions</b> 1.1 LR opened the meeting. 1.2 Apologies were given as above.	
<b>2.0</b>	<b>Minutes of the last meeting and matters arising</b> Those attending confirmed the minutes were an accurate account of discussions. GJ to be removed from the list of attendees.  <b>2.1 Siddel's cleaning quote</b> Ongoing.  <b>2.2 Levy bills</b> CCC had yet to send out the bills.  <b>2.3 Email from Wendy Walters</b> DJ has spoken to Wendy who had said that she was supportive of the BID and was simply trying to ensure that CCC followed the correct processes.	

<p><b>3.0</b></p>	<p><b>Company matters</b></p> <p><b>3.1 Financial update</b> £63,512 currently in the bank account as the £10k grant had been received from CCC.</p> <p><b>2.4 Board member requests</b> The board discussed the request from Sean Douglas who had first expressed an interest in joining the board a year and a half before. They agreed that the board remain as it was until the rebalot took place. However, if Owain Glenister who had not attended a meeting since becoming a teacher wanted to resign, there would be a space from Jaqueline Nunn as a voluntary contributor.</p>	<p><b>MJ: To ask Owain Glenister if he wished to resign</b></p>
<p><b>4.0</b></p>	<p><b>Coronavirus crisis</b></p> <p><b>4.1 Recovery packs</b> MJ had circulated to the board the list of businesses that had so far taken advantage of the recovery pack offer. The initiative had been good for engagement with the BID and businesses had been in touch that have never been in contact before. Feedback had been excellent and all businesses very appreciative of the package. The BIS had also gained a few voluntary levy payers as a result.</p> <p><b>4.1 Advertising</b> Ymlaen Llanelli and Emerge Advertising had offered two-week slots to all levy-payers to advertise on the board. The take-up and feedback on this had also been good.</p> <p>The BID had also been buying food /takeaways from levy payers which were then delivered to care homes and the emergency services.</p> <p>The board discussed what else could be done to help businesses and discussed the possibility of sending flowers to local heroes from the florists in town.</p> <p><b>4.2 E-newsletter</b></p> <ul style="list-style-type: none"> <li>■ 17 e-newsletters sent out so far in 2020</li> <li>■ 184 current subscribers (+30 from last meeting)</li> <li>■ +7 subscribes from signup page: <a href="https://mailchi.mp/448607f4dbeb/ymlaen-llanelli-newsletter">https://mailchi.mp/448607f4dbeb/ymlaen-llanelli-newsletter</a></li> <li>■ Open rates consistently higher since redesign in May</li> </ul>	

Date	Description	Opened
6/5/2020	Our new and improved newsletter with all the latest from Llanelli town centre	32.7%
13/5/2020	Open-air cinema postponement, social distancing floor stickers and our COVID-19 Business Bulletin	36.0%
21/5/2020	Reopening packages for BID businesses and our COVID-19 Business Bulletin	29.1%
27/5/2020	A reminder of our reopening package and a tasty project announcement	41.3%
3/6/2020	Important info on our reopening package, Llanelli 80s Festival and our COVID-19 Business Bulletin	39.7%
10/6/2020	Reopening packages now available in full, plus important government funding updates	34.1%
17/6/2020	The latest business advice ahead of this week's lockdown review	35.7%

- Facebook:  
6840 followers, 6484 likes  
#goodtobeback video – 26k views, 497 shares
- Twitter:  
695 followers  
#goodtobeback video – 32.8k views, 105 retweets
- Instagram:  
1287 followers

**4.3 Liaison with CCC on reopening**

LR and MJ told the board about the lack of communication from CCC on reopening and the issues around the market. DJ took their comments on board.

<p><b>5.0</b></p>	<p><b>Renewal ballot</b></p> <p><b>5.1 Timeline</b> The board agreed that the current ballot date of 26<sup>th</sup> November was not feasible and asked MJ to produce a new timeline with an end of February ballot date.</p> <p><b>5.2 Threshold</b> Ongoing,</p> <p><b>5.3 Projects for the next five years</b> The board agreed to think about projects that could be included in the proposal document for the BID's second term.</p>	<p><b>MJ: To produce a new ballot timeline</b></p>
<p><b>6.0</b></p>	<p><b>Themes</b></p> <p><b>6.1 Access and Parking</b></p> <p><b>6.1.1 £1 parking</b> Ymlaen had not yet received a bill from CCC for this.</p> <p><b>6.1.2 Free parking days</b> The free parking day booked for the 80s Festival would not be needed.</p> <p><b>5.2 Marketing</b></p> <p><b>5.2.1 Events for 2020:</b></p> <ul style="list-style-type: none"> <li>○ Wednesday 8<sup>th</sup> April – Cartoon Capers Returns! – postponed until 22<sup>nd</sup> July</li> </ul>	

	<ul style="list-style-type: none"> <li>○ Saturday 9<sup>th</sup> May – VE-Day 75 Street Party – postponed until 15<sup>th</sup> August</li> <li>○ Friday 15<sup>th</sup> May – Dirty Dancing Open-Air Cinema – postponed</li> <li>○ Saturday 20<sup>th</sup> June – The Great Llanelli Get Together – postponed</li> <li>○ Saturday 27<sup>th</sup> June – Llanelli 80s Festival and Armed Forces Day – postponed</li> <li>○ Saturday 1<sup>st</sup> August – Gar Gwyl Music Festival – postponed</li> <li>○ Wednesday 12<sup>th</sup> August – Summer Fun Extravaganza!</li> <li>○ Saturday 19<sup>th</sup> September – Llanelli Vintage Festival</li> <li>○ Saturday 17<sup>th</sup> October – Llanelli Food and Drink Festival</li> <li>○ Wednesday 28<sup>th</sup> October – Jurassic Halloween</li> <li>○ Saturday 5<sup>th</sup> December – Llanelli Reindeer Parade</li> </ul>	
<b>5.0</b>	<p><b>Updates from outside bodies including the Chamber of Trade / Task Force</b></p> <p>No update from the Chamber.</p> <p>LR and MJ frustrated that no Task Force meeting had taken place throughout the crisis and there was still no date in the diary for the next one.</p>	
<b>6.0</b>	<p><b>AOB</b></p> <p>None.</p>	
<b>7.0</b>	<p><b>DONM</b></p> <p>Wednesday, 16<sup>th</sup> September.</p>	