

Llanelli board meeting minutes

Wednesday, 5th July, 8am
10 John Street, Llanelli

Minutes

Present

Andrew Stephens	AS	St Elli Centre (AS)
Owain Glenister	OG	Y Lle
Lesley Richards	LR	Nationwide
Adrian Davies	AD	Davies Craddock
Matthew Harvery	MH	Specsavers
Mandy Jenkins	MJ	BID Manager

Apologies

Paul Oram	PO	Llanelli Chamber of Commerce
Tony Edwards	TE	Wilko
Emlyn Dole	ED	Carmarthenshire County Council

Item	Detail	Action
1.0	Welcome and introductions 1.1 AS opened the meeting and welcomed attendees. 1.2 Apologies were given as above.	
2.0	Minutes of the last meeting and matters arising 2.1 Businesses for events evaluation Some business had been identified and MJ would speak to these after the music festival on 22 nd July. 2.2 Ask Roger Bowen to join the board AS had not seen Roger to ask him. 2.3 Simon Richards / Parking proposals MJ had emailed Simon but had so far not received any response. 2.4 Website quotes AD has sent through some suggestions for local companies to MJ. MJ explained that she had met with Alan Evans and discussed his plans for Llanelli Online which would also include a business directory and was concerned that the two sites would duplicate each other. OG had also been working with Alan on a radio station and was aware he had some work with Bay TV. The board decided to put the town centre website on hold for a few months and see how Llanelli Online developed. 2.5 Case study template OG has sent this on to MJ to be used for events.	
3.0	Company update 3.1 Financial update	

	<p>MJ presented the financial report to the board. There was a discussion around the underspend on the parking budget and the board discussed some ideas around subsidising parking costs similar to the Swansea BID, in particular looking at £1 parking in the multi storey car park on Saturdays. MJ to look at the figures.</p> <p>3.2 Levy bills for 2017-2018 MJ asked the board if any of them had received their levy bills. The Council had confirmed that these had been sent out at the end of June but she had so far received no phone calls. The Council had received a few phone calls as a result of the bills.</p>	<p>MJ: To look at the parking figures</p>
.0	<p>Themes</p> <p>4.1 Access and Parking</p> <p>4.1.1 Short stay parking proposals These were still with the disability lobby for consideration.</p> <p>4.1.2 Coleshill signage The sign had been ordered and would be installed imminently. MJ to do some press on this once it was in place.</p> <p>4.2 Marketing</p> <p>4.2.1 Events OG updated the group on the Gar Gwyl music festival.</p> <p>The group decided to have a ‘Super Hero Day’ in town on Friday, 25th August. MJ to explore music options for the day.</p> <p>MJ told the group she would be meeting with Jonathan Williams of CETMA later on that day to discuss events he had planned for the summer.</p> <p>Reindeer parade on Saturday, 2nd December – Radio Carmarthenshire had given a quote of £1500 for a stage and PA system, entertainment and on-air advertising a week before the event. The group asked MJ to approach Heart FM for a quote before accepting the offer.</p> <p>4.2.2 Interactive signage / app The signage was installed on 1st June and the feedback so far had been good. Emerge are also developing an app that would work in conjunction with the sign and advertise offers. They had asked MJ if the BID would like to make a contribution but would be developing the app anyway. The board decided to give £400 to Emerge towards developing the app.</p> <p>4.2.3 QR codes Alan Evans gave a presentation on how his QR codes idea would work and gave an indication of cost. The board decided that it was too early on to commit to any funding and asked that MJ give Alan some feedback on their thoughts.</p> <p>4.2.4 BID website The Ymlaen Llanelli site is out of date and MJ had been unable to update it despite numerous attempts. Alan Evans had offered to update it for a £500 one-off fee and add in photographs from his own library.</p>	<p>MJ: To do a press release on the new Coleshill signage</p> <p>MJ: To explore music options for Super Hero Day</p> <p>MJ: To approach Heart FM about the reindeer parade</p> <p>MJ: To give feedback to Alan Evans on the QR codes idea</p>

	<p>4.3 Enhancing experience</p> <p>4.3.1 Incredible Edibles AS told the board that New River Retail had said no to the fruit orchard and banana tree on their land. Red 10 diner had offered to have some raised beds outside their restaurant but the board decided it wouldn't be fair for the BID to fund these for only one business.</p> <p>4.3.2 Yarn bombing MJ updated the board on the progress of the Crafty Seniors group. Communities First had also become involved and were running competitions with local schools to knit various items.</p> <p>4.4 Developing strategy</p> <p>4.4.1 Social media workshops MJ had received some suggestions from CCC and Antur Teifi about who could deliver these and would arrange some dates in September.</p> <p>4.4.2 Snapshot tool MJ had sent the link to the Antur Tefi Snapshot tool to the email database of contacts. No feedback received as yet.</p> <p>4.4.3 Be Your Own Boss event MJ had attended a meeting organised by Prime Cymru who are planning an event in Llanelli Job Centre on 13th September. This would follow on from a similar, successful event which had taken place in Ammanford Job Centre last year. The board agreed to offering £200 funding towards the costs of the event as it would encourage entrepreneurship in the town.</p> <p>4.4.4 Collective purchasing The group discussed the information from Meercat that MJ had sent around and decided that they did not want to proceed with this idea.</p>	
5.0	<p>Updates from outside bodies including the Chamber of Trade / Task Force AS updated the board on the Chamber hustings event which had been relatively successful.</p> <p>There had not been a Task Force meeting for some time but there would be a Sun Task Force Working Group meeting on 21st July.</p>	
6.0	<p>AOB AS gave an update on activities in the St Elli Centre.</p>	
10.0	<p>DONM Wednesday, 23rd August (8am)</p>	