

Llanelli board meeting minutes

Tuesday, 2nd August

10 John Street

Minutes





Present

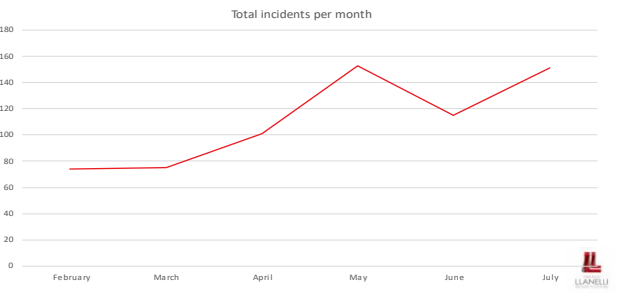
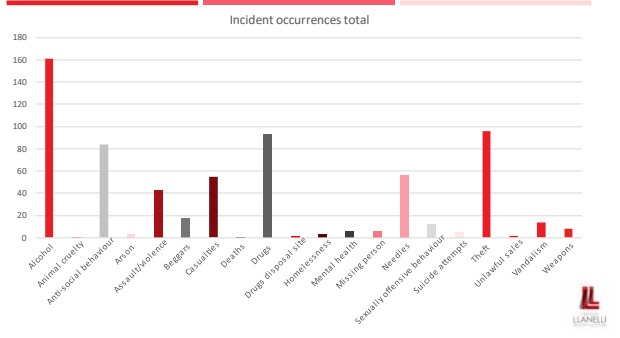
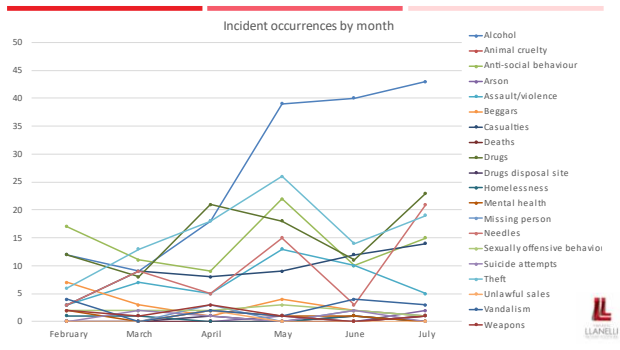
Lesley Richards	LR	Nationwide (Chair)
Martin Blackwell	MB	The Works
Andrew Stephens	AS	Llanelli Chamber of Commerce
Mandy Jenkins	MJ	BID Manager

Apologies

Sarah Morris	SM	YMCA
Adrian Davies	AD	Davies Craddock
Lee Edmunds	LE	Evans & Powell
Arfon Davies	AD	Llanelli Town Council

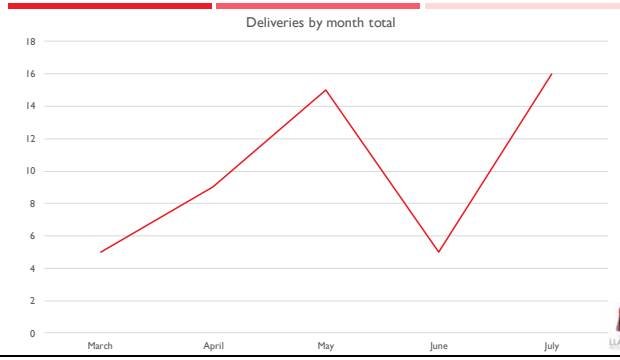
Item	Detail	Action
1.0	Welcome and introductions 1.1 Apologies were given as above.	
2.0	Minutes of the last meeting and matters arising Those attending confirmed the minutes were an accurate account of discussions. 2.1 Confirmation of approval Approved. 2.2 Matters arising 2.2.1 Storenet / Nitenet trial MJ updated the board on the fact that unfortunately some nighttime economy businesses had closed in recent months so the trial has yet to take place.	MJ: Storenet /Nitenet trial
3.0	Company matters 3.1 Financial update Currently £12,786 in the account. However, a £17,000 VAT rebate cheque had been banked that day and CCC had been invoiced for another £20k of the BID levy collected. 3.2 Directors MJ had spoken to Suzanne Thorpe from Pandora's Box and she will think about it. The board asked MJ to speak to Andrew Marzano to ask if he would be interested in joining. AGM The board agreed that the AGM would take place on Tuesday, 20 th September.	MJ: To speak to Andrew Marzano

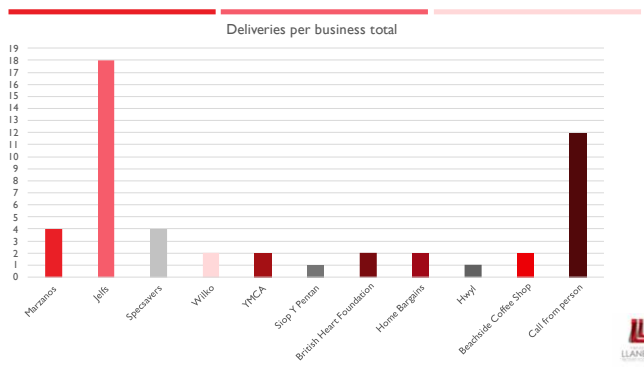
<p>4.0</p>	<p>Events</p> <ul style="list-style-type: none"> Dinosaur Day – Wednesday, 12th April 80s Festival – Saturday, 25th June <p>The above two events had taken place successfully. The 80s festival had been more popular than ever with a very high footfall that did not see to be affected by the bad weather.</p> <ul style="list-style-type: none"> Vintage Festival – Saturday, 17th September Food Festival – Saturday, 15th October Christmas Parade – Saturday, 3rd December <p>MJ reminded the board that the Cairngorm Reindeer had made the decision not to come further than Manchester this year so there would be no reindeer parade. MJ and Jade Evans were giving some thought to what could be done instead. LR asked MJ to look into the possibility of hiring an ice rink for the Christmas period.</p>	<p>MJ: To make enquiries about an ice rink</p>
<p>5.0</p>	<p>Community Renewal Fund</p> <p>5.1 Ambassador scheme</p> <p>5.2 E-cargo bike delivery scheme</p> <p>MJ gave the following updates:</p> <div data-bbox="316 1003 922 1344" style="border: 1px solid red; padding: 5px; margin-bottom: 10px;"> <p>AmbassadorElli</p> <ul style="list-style-type: none"> Began on Monday 7th February – now 22 weeks in post Positive feedback from public with people stating that the ambassadors are easily approachable and helpful Lots of positive engagement with businesses, quickly become an important point of contact for flagging issues   </div> <div data-bbox="316 1406 932 1747" style="border: 1px solid red; padding: 5px;"> <p>AmbassadorElli</p> <ul style="list-style-type: none"> Colin is a first responder and has used his training to help a number of people from the general public Observations and intel flagged up by the ambassadors has been used to quickly resolve issues, from maintenance to security issues Litter/fly-tipping intel will inform Prison & Probation Service project   </div>	



DeliverElli

- Began on Tuesday 22nd March – now in its seventeenth week
- How-to guides and promo materials delivered to businesses
- 27 businesses currently featured on the website
- 19k views on Facebook promo video





6.0

Update from Chamber of Trade / Taskforce

There has been no Task Force meeting since the last board meeting.

As gave an update from the Chamber of Trade:

- Rob Evans Chair of CCC to approach CKs to ask to use for pop up space in empty units.
- David Darkin had requested that the board consider the idea of a ‘fanzone’ for the Wales World Cup games in November and December. He had suggested that a big screen be placed on one of the floors of the multi storey car park with chairs and mobile bars brought it. The board discussed the idea and felt that this might take away trade from local pubs who were themselves showing the games. Therefore, the board asked AS to pass on this feedback to David and decided that Ymlaen Llanelli should publicise businesses showing the games nearer the time.
- Monday 14th November would be the St Elli Centre’s 25th Anniversary.
- The board discussed the idea of a Christmas market. MJ would ask CCC about the possibility of having a stage in town on the Saturday after the carnival to coincide with the monthly market as had happened the previous year.

7.0

Police Commissioner Meeting

LR gave an update on her discussions with the Commissioner and new leader of the Council.

8.0

AOB

Lampost communication system

There was an underspend of £20,000 in the CRF project. MJ and JE had some discussions with outside bodies about a project around lamppost speakers in Stepney Square which could be used for events and business advertising in future. The idea was currently being explored with CCC.

Scarlets summer trail

MJ and JE had worked with the Scarlets on the trail which involved 15 rugby jerseys hidden around the town centre businesses. It would run throughout the summer holidays and the Scarlets had offered a variety of prizes including free tickets for their pre-season friendly. They would pay for the entire trail so there was no cost to Ymlaen Llanelli.

	<p>Llanelli Town Centre Exposure Fund MJ asked the board about running the initiative again for six weeks starting from 1st September which would see all levy payers given the option of two weeks' free advertising on the digital billboard at the Halfway lights. They agreed given the success of the last initiative.</p> <p>Probation Service MJ had spoken to the probation service about cleaning up the problem areas in town and this work would start shortly.</p>	
<p>8.0</p>	<p>Date of next meeting 4:30pm on Tuesday 20th September at Llanelly House with the AGM to follow.</p>	