

**Cymdeithas Twristiaeth y Bala a Phenllyn
Bala and Penllyn Tourism Association**

Minutes of Meeting
Plas yn Dre 7.30pm - November 25th 2010

Present

Jack Reeves
Carol Keys-Shaw
Helen Hotson
Mel Williams-Chair
Ray Hind-Treasurer
Katrina Le Saux-Secretary
Edith Roberts
Dorothi Evans

Apologies

Mary Gareh
Wendy Pryce-Jones
Dave Mitchell
Stephanie and Toby Hickish
Olwen Davies
Gwyneth Jones

Previous Minutes

The minutes of the last meeting were agreed by all present

MW

The re-printing of brochures was discussed first as Edith Roberts, representing Bala Town Council was present but then needed to return to the Council meeting. Bala brochures are either now out of stock or in short supply and there is an urgent need for reprints. It is considered by the Tourism Association that funding for reprints needs to be shared between: the Town Council, the Business Group, and the Tourism Association, as all three benefit from visitor spending. See Ray Hind's, "Treasurer's Report" for brochure details.

Mel asked Edith if the Town Council had any funds available for publicity purposes. Edith said that any money available would be known by February 2011, but she would enquire. Edith was asked if the Town Council had any plans to reproduce the Town Map, again the matter would be referred to the Council.

Mel also mentioned that she had approached the Business group for funding who responded by saying they would know if any finances were available after Late Night Shopping in Bala, 2nd December 2010. It was disappointing that no member from the Business Group had been able to attend the meeting.

Ray said that he thought that grants need to be sought which could then be match-funded. Ray will speak to Tourism Partnership Mid Wales and Mel will contact Magnox and speak to Steven Jones. Steven Jones will be asked if Gwynedd Council could reproduce the brochure, "Gateway to Snowdonia"

RH MW

Carol Keys-Shaw had contacted Sioned E Williams re Pride of Place Scheme and Tidy Towns in Wales for possible funding/suggestions. Lee Oliver is the project officer for Tidy Towns and is keen for Bala to be considered. There is possible funding of up to £5,000.00 available and a minimum of five projects are considered a year. Carol passed information she had gathered about these projects and possible grants available to Edith in order for them to be presented and discussed at a Town Council meeting.

Edith was asked for signatures from the Town Council supporting Bala as a, "Walkers Welcome Town". It is believed that Gwenlli Davies has been collecting signatures. A letter of support, or a copy of the Town Council Minutes detailing support, is required. Progress of, "Walkers Welcome" was discussed. Carol Keys-Shaw has volunteered to be part of a sub-committee for preparing the bid for Bala to achieve, Walkers Welcome status.

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The new opening times for the Tourism Information Centre were discussed. As a result of a meeting held 23/11/2010, Sian Jones had e-mailed Mel to say that Bala TIC will become, "seasonal", opening for 26 weeks of the year. Sian Jones is willing to come and discuss this development with the Tourism Association and it was suggested that she be asked to speak at the AGM, to be held in January. Carol Keys-Shaw asked about info points and Ray explained that the info point currently planned is to be placed at Canolfan Tryweryn. Carol asked if the Tourism Association should consider funding of an info point at The White Lion, dependent upon their approval of the scheme.

Ray Hind presented the Treasurer's Report. Copy attached.

Dorothi Evans asked who, at the moment, was translating English to Welsh. Mel replied that Elfyn Pritchard was translating pieces for the website. Dorothi offered to help with translating once she has retired. Mel thanked Dorothi for her kind offer.

Mel mentioned that on 3rd December there was to be a Gwynedd Economic Partnership Strategic Group Meeting and Mel, Ray and Katrina were intending to attend.

Late Night Shopping 2nd December, Bala Tourism Association to hold a stall and a, "Guess the weight of the Christmas cake" competition. Volunteers were asked for. Helen Hotson, Dorothi Evans, Mel, Lindsay Hind, Stephanie Hickish, and Katrina, all kindly offered to help.

Katrina had not had recent replies to her e-mails re Cinema signage but prices have been sought and a decision was now ready to be made re design and cost.

Mel, Lindsay and Katrina have planted spring bulbs in the flowerbed outside HSBC bank.

Ray offered a vote of thanks to Mel for all her hard work over the TIC change in opening hours. This was supported by all in attendance at the meeting.

Jack Reeves offered a vote of thanks to Ray for all his hard work on the Visit Bala website. This was supported by all in attendance at the meeting.

The next meeting will be the Annual General Meeting with election of Officers. The meeting will be held at Plas yn Dre on 26th January 7.30pm. Sian Jones will be asked to be the guest speaker. It is planned to move meetings in 2011 to Wednesdays, in the hope of greater support. The meeting was brought to a close.

Treasurer's Report: The bank balance is £2,474, which includes funds allocated to the flower bed/cinema signage. Since the last meeting we have paid for entry in the Snowdonia Mountains & Coast Brochure and associated artwork.

Potential Commitments:

- Website enhancements and promotion
- Town map/information boards
- Replacement of brochures
- Cinema sign (from cake stall funds)

It may be possible to obtain grants towards brochures, however, grants typically require matched funding.

Post-meeting note: Gwynedd Council's Sian Jones has requested a meeting to discuss the TIC with the Committee and the Town Council before the AGM. Therefore the AGM speaker now planned is to be Val Hawkins of Mid-Wales Tourism talking about Guestlink.