

**Minutes of Bala Tourism Association
!7th October 2012, Plas yn Dre, 7.30pm.**

Attending: Mel Williams-Chairman, Ray Hind-Treasurer, Katrina Le Saux-Secretary, Stella Welch, Jack Reeve.

Apologies: Olwen Davies, Peter Tooth, Peter and Cate Field, Gwyneth Jones, David Mitchell, Eirian Davies, Tammy Ratoff, Libby Bricknell.

Chairman's Report, see below.

Treasurer's Report, see below.

Other Business.

AGM to be held Plas yn Dre 29th January.

Mel discussed an e-mail she had received from Hannah Joyce, who is a Senior Strategic Regeneration Officer for Gwynedd Council, re 'Town Centre Improvement and Revival Scheme',

Money may be available for improving Town Centres; examples given are for: Landscaping, Arts Projects, Street furniture, Signage, Lighting.

Forms are attached. Please let the Association know should you have a brilliant idea.

Late Night Shopping in Bala, 6th December.

It was decided not to hold a stall this year.

Stalls are to be held in The White Lion, Plas Coch, and Canolfan Bro Tegid.

Meeting closed 20.30hrs.

Bala & Penllyn Tourism Association Meeting 17 October 2012

Treasurer's Report

After outstanding cheques are cleared the bank balance will be £1,907.

Recent expenditure includes:

- Snowdonia Mountains & Coast brochure advert (£300).
- Membership of Mid Wales Tourism (£84).

Potential Commitments:

- Experience Gwynedd grant contribution (£666).
- Membership of North Wales Tourism (£298) including leaflet storage & distribution.

Keep scrolling!

Cymdeithas Twristiaeth y Bala a Phenllyn Tourism Association

Chairman's Report October 2012-10-16

Welcome to our new members: Tammy Ratoff, Ty Uchaf Holiday Cottages and Geunor Davies, Awel y Grug Sarnau.

On the 18th May Ray Hind, Carol Keys Shaw, Dewi Thomas, Buddug Medi and Mel Williams met up with Tracey Churcher and we worked with her looking at our 'Sense of Place' once again. Following the meeting Tracey is putting together a document to help us when working on the 'Experience Bala & Penllyn' project. (See further information below.)

Since producing the brochures it was felt that the website also needed a slight update and through working with Tracey and her advice we have added panoramic images to the static pages e. g. http://visitbala.org/about_bala/the_area/ and also added more images in general and the new maps.

We have also developed the 'Bala & Penllyn Timeline' on Visit Bala: <http://visitbala.org/timeline/> As a spin-off to the timeline, we have added to the geology page, information on the "Bala Fault": http://visitbala.org/bala_fault Work has also been continuing on the translation on the site by our volunteer translators.

We applied for the 'Pecynnu Profiad' grant. 'Experience Gwynedd' grant and we have been successful. This means we have funds towards our next project which will be 'Experience Bala & Penllyn'. We are working with partners on this project including the Penllyn Partnership, The Town Council, The Bala Business Group, Local Historians and the Neuadd Mynach Development Group and other individuals.
9322.00 – 10k to spend

The "Experience Bala & Penllyn" project consists of the following parts:

- A Web Portal for Trails, providing trails information and related brochures.
- Artwork for Trails Leaflets, Brochures and maps.
- Printing of selected Trails and Brochures.

A trail is a walk, cycle route, car tour, etc. which is described with a map, supporting text and images. Such trails would incorporate "sense of place" information building on the rich history and heritage of the area. The publications (Leaflets, Brochures) will be available in printed form and as a download from the Web Portal for Trails.

The innovative aspects of this project are:

- A Web Portal for trails: there are a number of portals which cater for one activity (walking) few cater for multiple activities.
- Brochures will be available with the look & feel of a book “page-turns”.
- Future additions include: video and audio clips “talking books”

We have received permission from the original authors of the set of 3 Penllyn Trails to reuse their wording which will be useful as a starting point when re-producing the car trails. Hazel Price has recently moved to the area and she has already been busy photographing around the area. Bill Spalding has also very kindly offered his wonderful local photography for the website and publications.

We have given the artwork for the town map to Gwynedd Council and they have agreed to make new notice boards for the town in keeping with the new brochures and website. Unfortunately this is not to schedule as promised.

We have worked with Gwynedd Council and Gweledigaeth to produce a series of outdoor videos. One already produce is the Walking in Bala video – see: <http://www.youtube.com/watch?v=92j2T9OOXuc> These will be added to the VisitBala website in due course. There has been no cost to the Tourism Association related to this work as Gwynedd Council have funded the project.

The TIC is now closed for the winter. Please note that there is an info point in the foyer of the Leisure Centre. We have commented to Gwynedd Council about the user friendliness of the system and work is being undertaken to add VisitBala to the homepage.

Please note if you need more copies of the Brochure, Map and Postcards you can speak to reception at the TIC – they are located in the storeroom off the Gym.

The Triathlon Cake Stall made £107; we had a few cakes left but not too many. Many thanks to all those that made cakes and particularly to Mick (my husband) who helped me run the stall. Also thanks to Katrina for her encouraging cake baking emails.

As usual, there were compliments regarding the cakes, particularly for:

- Peter Cottee’s walnut & coffee cake
- Barbara Emsley’s ingenuity of biscuit medals complete with ribbons