



Minutes of AGM Bala and Penllyn Tourism Association Wednesday 18th February, 2015, 19.00hrs, Gorwelion

Apologies: Ros Rhodes, Eirwen Jones, Shirley Owen, Dorothi Evans, Hazel Price, Peter Tooth.

Attending: Councillor Dilwyn Morgan, Melanie Williams, Ray Hind, Katrina Le Saux, Les Simmonds, Dinah del Chambre, Dave Mitchell, Mick Williams, Rosinna Jones, Carol Keys Shaw, Jack Reeves, Dilwyn Morgan. Peter Field. Stella Welch, Peter Cottee, Nerys Pritchard, Stephanie Hickish, Helen and Ron Hotson, Seth (Capel Clay), Keith and Christine Robinson, Gwyneth and Bob Jones.

Julian Birley, director of Bala Lake Railway, was the guest speaker. Julian outlined proposed plans to extend the current railway by 1200yds to Aran St. He spoke for an enthusiastic hour and then answered questions.

AGM started at 20.15hrs.

Melanie Williams read last year's minutes and they were approved by Ray Hind, seconded by Katrina Le Saux and signed. Mel presented the Chairman's report (see attachment) which listed the achievements of the Tourism Association over the last six years.

Ray Hind presented the Treasurer's report (see attachment).

Ray Hind gave a demonstration of the updated VisitBala website, outlining the improvements and answering questions. It is planned to hold a "drop-in" session at Gorwelion to address members' issues with editing their own site.

Election of Officers

Due to ill health, retirement and family commitments, the current Chairman, Treasurer and Secretary are not seeking re-election. Hazel Price, although not present at the meeting has volunteered for the post of Treasurer. Approved by Stephanie Hickish, seconded by Jack Reeves.

Ray Hind will continue to be 'web master'.

Councillor Dilwyn Morgan asked the present incumbents to continue for the next two months. It was suggested that one solution may be to increase the number of members serving on the committee which would reduce an individual's work load. Hopefully replacements will be found who will then be able to work along side the current post holders.

A date for the meeting will be released soon.

Chairman's Report for AGM 2015

As you know the present Committee have decided that we are stepping down from office. So I thought it would be good to share the busy schedule we've had as a Tourism Association and our achievements over the past six years:

2009:

- We worked with Aberystwyth University using questionnaires to create a report on Tourism in Bala.
- 2010 Gwynedd Voluntary Development Fund: - The committee was successful in securing a grant awarded of nearly £8,000 from the Gwynedd Voluntary Development Fund. We worked closely with the Bala Business Group, Partneriaeth Penllyn, Gwynedd Council and also the Town Council.
- Phase I of the VisitBala website development is complete. The website was professionally developed by Future Studios Ltd with Committee members writing, gathering and loading the content a major activity throughout the year. We received significant financial assistance from Tourism Partnership Mid-Wales for this Phase.
- Phase II - added a capability so that members were able to update their own entry. Committee members spent a great deal of time helping members with photography and information uploads.
- Phase III of the website development, which added a Welsh language capability to the website. All translation was done by volunteers from the Bala community.
- The first advert for VisitBala.org went into the Snowdonia Mountains and Coast brochure and Wrexham Tri-Club website link. We became members of Mid Wales Tourism.
- Purchase and planting of flowers for the Town and TIC
- VisitBala.org was launched.

2010:

- We applied for WAW status for the town. This involved much research and evidence to ensure that we were able to match the criteria.
- Discover Gwynedd - We worked with 'Cwmni Caban' in adding information to the 'Discover Gwynedd' website. The information points are placed throughout the Gwynedd. They are in the format of an interactive screen which has internet links to Gwynedd Council site and VisitBala.org.
- TIC - Your committee began working with Gwynedd Council to try and save our Information Centre having numerous meetings.
- Experience Gwynedd - We applied to be part of this project and began working with consultants over a few months eventually deciding on a project which would be of benefit to Bala & Penllyn. We were successful and were awarded £10,000 plus assistance of consultants for 2 years. gobala.org Our sincere thanks to Hazel Price, Evan Dobson, Bill Spalding and Ray Hind for photography and Dinah Delchambre for her wildlife sketches
- Purchase and planting of flowers for the Town and TIC

2011:

- Reduced hours in TIC 26 weeks - 5 days
- The 'Sense of Place' review was led by Tracey Churcher (Visit Wales). This helped with our planning and marketing for 2012.
- We were chosen by Joyce Watson AM (Mid and West Wales) to be part of her information gathering for a report back to the Assembly.
- Walkers are Welcome: - Bala was recognised as a "Walkers are Welcome" town with associated marketing benefits. Bilingual window stickers were made available for members and business.



- Facebook page was launched but wasn't kept updated by volunteers of the Association.

2012:

- Experience Gwynedd Project: We produced artwork and a set of bilingual trails publications, including the following:
 - Town map for use on the website and in publications
 - Area map on the website and in publications
 - A Map Brochure incorporating the Town and Area Maps
 - Publicity Brochure incorporating, inter alia, the Town and Area Maps and local information and panoramic views of the area
- Bala Time Line: - We worked with representatives of Bala Town Council, Penllyn Partnership, Bala Business Group and members of the community to create a historical time line. Members of the community provided assistance with translating and proof reading.
- Gwynedd Economic Partnership Tourism Sub Group - members of the committee were asked to be part of the Gwynedd Economic Partnership. This involved going to meetings across Gwynedd.
- New Signage for the Cinema
- Purchase and planting of flowers for the Town and TIC

2013:

- Town Notice Boards - The Committee designed new notice boards for the town utilizing the artwork produced for the brochures project. We also negotiated with the town council to use existing poles in order to save money on the installation.
- GoBala.org - Grant funding was awarded to the Tourism Association and the huge task of walking trails and creating trails was undertaken. Volunteers from within the Association and the local community offered their assistance with photography, design and illustration. Footpaths were checked for suitability and requests for improvements were implemented.
- Work began on planning Dydd Gwyl Dewi
- We were invited by Gwynedd Council, as were all groups in Bala, to take part in a 'Walk around the Town' to look at the state of the town Centre. The tourism Association decided that a set of banners should be created to brighten up the High Street. We worked with volunteers to collect images and to design the banners.
- Purchase and planting of flowers for the Town and TIC
- Short Film produced with money from Gwynedd Council: 'Walking in Bala'
(<https://www.youtube.com/watch?v=-e8pcBXVIjs>)

2014:

- GoBala.org - work continued on the development of the trails brochures and the GoBala.org website. Local volunteers assisted with translation.
- Dydd Gwyl Dewi - The Tourism Association worked with the local community to decorate the trees and the shops in the High Street. A grant was obtained to organise events along the High Street. On the Friday night Celebrations kicked off with a concert. The tourism association worked with the Bala Business Group, local businesses, the Town Council and the Rotary Club. St. David's day saw events and family fun in aid of local charities. We put Bala into the Guinness Book of Records by cooking the largest Welsh cake in the world. We launched the GoBala.org website.
- A walk and talk was held with the Tourism Association Committee and the Bala Lake Railway regarding plans for the future.
- Trails Brochures were produced and provided to members. (See GoBala.org)
- We saw a huge growth in membership at 50 members which proved the success of VisitBala.org
- We spoke to the BBC series 'Weatherman Walking' and invited him to make a programme on Bala.



- Purchase and planting of flowers for the Town and TIC
- TIC - Meetings and much report writing was undertaken by the Committee in the hope we would be able to retain our TIC but unfortunately we were let down. A TIP was installed in the Leisure Centre.
- The urls: BwrlwmBala.org and YmweldBala.org were purchased for the banners and website
- The banners were installed on the High Street in the town.
- James Dickson Innes - With huge thanks to Katrina LeSaux and Peter Cottee we had a very successful fund raising event celebrating the life of the artist James Dickson Innes. This drew a huge crowd from across the Country and raised money for the association.

2015:

- Weatherman Walking in Bala & Penllyn was shown on BBC Wales.
- VisitBala.org - After a successful 5 years the association decided that VisitBala.org needed an upgrade. Work began with the committee and Future Studios working together to bring this to fruition. The user friendly version of VisitBala.org was launched in February 2015.

Throughout the period to help us with the tasks we have received volunteer support from the following:

- Ray Hind (content and photography)
- Elfyn Pritchard (translation)
- Gareth Griffiths (translation)
- Penri Jones (translation, local information and Welsh language content)
- Peris Jones-Evans (Historical Timeline)
- Andrew Roberts (translation)
- Alun Price (translation and content)
- Katrina LeSaux (content)
- Mel Williams (content)
- Stella Welch (content and proof reading)
- Dilwyn Morgan (translation)
- Bill Taylor (SNPA Warden) wildlife information
- Hazel Price (Photography)
- Bill Spalding (Photography)
- Evan Dobson (Photography)

For all credits have a look at GoBala.org and VisitBala.org

I am sure you will agree that as an association we have achieved a great deal over the past few years. Much of this work has been supported by a dedicated team manning stalls and baking cakes. They have fundraised at the Bala Triathlon and Christmas Late Night Shopping. Helen Hotson has annually provided a Christmas cake for 'Guess the Weight of the Cake'!

Finally I have some thanks for my team who have helped me achieve the best for members. My sincere thanks must go especially to Ray Hind, your Treasurer during this time for his tireless work behind the scenes for all our benefit. His skills and expertise have enabled us to really put Bala on the map. His contribution has been beyond the call of duty. Our Secretary, Katrina LeSaux apart from her continuous work behind the scenes has inspired us all to attend meetings and get involved by using her unique style of emails!

I thank you all for your support over the past six years and hope that a new committee will take over and bring their unique skills to further develop Bala & Penllyn as a place made richer for our community and our visitors.

Cymdeithas Twristiaeth y Bala a Phenllyn
Bala & Penllyn Tourism Association



I wish you a successful season.
All best wishes
Mel Williams

Treasurer's Report (accounts prepared 14 February 2015)

The income for the year was £12,892 which comprised: £4,000 for the Lamppost Banners Grant, £2,756 for the St David's Day Grant, £2,395 from membership and web fees and £464 from James Dickson Innes event. Members who are VisitBala sponsors have contributed £1,400.

The outgoing expenditure for the year was £12,815, which includes £3,550 for the Lamppost Banners £3,310 expenses for St David's Day. The other expenditure was promotion & publicity, i.e. VisitBala upgrading, advertising and membership (£5,328) and £133 for James Dickson Innes event. In addition we were able to make donations from the St David's Day proceeds of £420 to McMillan, Hope House and the Urdd.

The projected net asset (after current liabilities/income) is £355 with petty cash & flower bed fund £435. Future liabilities are contributions to Marketing Grant for St David's Day and Town Centre improvement grant. Typical running costs are around £1,000 per annum.

Account for 2015

Summary	
Start date	17-Jan-14
Finish date	14-Feb-15
Opening balance (Bank)	£ 1,778.51
Income	
Grant for Lamppost Banners	£ 4,000.00 Includes Town Council contribution
Grant for St David's Day	£ 2,756.74
Ticket & other sales for St David's Day	£ 1,429.50
Donation (St David's Day)	£ 50.00 Cake crew
Members & web fees	£ 2,395.00
Refund (double payment)	£ 396.60 NWT
Sponsors (VisitBala)	£ 1,400.00
James Dickson Innes Event	£ 464.60
Total Income	£12,892.44
Outgoing	
Lamppost Banners	£ 3,550.00
Expenses for St David's Day	£ 3,310.68
Donations from St Davids Day Proceeds	£ 420.00 McMillan, Hope House, Urdd
Promotion & Publicity	£ 5,328.20 VisitBala upgrade, Memberships, etc.
Miscellaneous	£ 73.00 AGM expenses
James Dickson Innes Event	£ 133.95 Expenses paid by cheque
Total Outgoing	£12,815.83
Income less Outgoing	£ 76.61
Cheque to clear	
Current Balance (Bank)	£ 1,855.12
Current Liabilities	£ 1,500.00 VisitBala upgrade and hosting for 3 years
Outstanding income	£ -
Projected balance	£ 355.12
Other funds held (Cash)	
Flower-bed	£ 35.47
Petty-cash	£ 45.00
Net Assets (Projected)	£ 435.59
Liabilities for 2015	£ 890.00 marketing, domain registration