

**Minutes of the BFMD Executive Committee meeting held at  
5.15 pm on Thursday 12 July 2012 at the Tiverton Hotel**

**1. Attendees**

**Present:** Jim Enright (Chairman), Peter Hare-Scott, Kim Knox, John Potter, Chris Prentis, Peter Shaw, Rhys Roberts, David Disney, Niki Lathwell, Amy Tregellas.

**Apologies:** Kevin Finan (replaced by Amy), James Millar.

**2. Minutes of the last meeting**

JE confirms that MM has resigned from the Committee, and NL has taken his place. She is promoting BFMD through Twitter and is doing some good work already for us.

JE also advised that JM is unlikely to be able to attend future meetings as he has become very busy (which is great news for him). This means that we will need various members of the committee to think about the PR for us. See later in the minutes for a discussion of this.

JE reported the minutes had been put on the website.

**3. Chairman's Introduction**

- a) JE reported that BFMD still had 64 members, all of whom had paid or qualified for free membership. One Company had completed their form but has not been seen since and cannot be reached and so we have cancelled their membership. JE will shortly be printing the invoices for the companies whose renewal is up in July.
- b) JE's view that the only problem we have in increasing membership is that people do not know that we exist. JM doesn't have much time and it is unlikely he will do so for the future.

It was agreed that PS would feed JE some copy to go on the website. He will also try to get Linked-in set up as a group for BFMD members to join which JE will promote through a member newsletter.

Administration – JE said that at the moment he does this by himself but he felt that a new chairman would not have the time to do it all. It is basically looking after the website; invoicing new members; sorting new

invoicing for current members; sending of invoices; renewals; updating content; letter for meetings etc.

It was agreed that NL would take this over. She will liaise with JE to be instructed on the system.

It is JE's view that BFMD should be more proactive. Talk to businesses and find out how the BFMD can help them. Maybe the economic development department of MDDC would like to be more involved. It was reported that Gordon Cleaver had drawn up a list of larger businesses which can be used to see if they would like to join.

The High Street Innovation Fund – traders wish to work closely together, we can include BFMD in this. We can also take part in local trade groups too. Amy is to action this.

Our Constitution states that we are to aid the economic development of the region and now that we are fully established we should expand our local involvement. Perhaps November is the time to start pushing that (with the new chair).

Amy is formalising the bid process (to obtain more money for businesses to use in the area). MDDC will try to get BFMD in the papers more and think more about marketing. NL agreed she would get together with Amy to discuss this further and what they could do to help.

Agreed that the November meeting will be the AGM. It was agreed we would discuss the direction of BFMD with the members and ensure it was going in the direction they wanted.

Richard Hussey of RSH Copywriting would like to do a talk. JE's view that RH could do his bit at the AGM. JE will ask him.

At the May 2013 event, JE has asked Robert if he would like to do his advanced negotiation skills training at that event and he is happy to do that. JE will also ask if he would be prepared to do the simplified version in the morning for those who missed it last time; the advanced skills in the afternoon for MDDC only and then the smaller version in the evening for BFMD members.

- c) It was confirmed that JE; KK and JM would be stepping down at the AGM in November. The remaining members will have a think to see if they would like to become Chair and secretary for the next year.

#### **4. Financial Report**

We have £1758 in the bank. 1 outstanding invoice of £54 for the hosting fees.

## **5. Web Report**

PS confirmed that dates for the whole of the next year were on BFMD website. There is a growing library of member events. 172 visitors in the last month which is about reasonable.

## **6. PR & Twitter Report**

NL confirmed that we have 309 followers. 95% from mid devon, some from North Devon and also from the USA. There are people who are coming to tonight's event because they heard about us through twitter.

Amy, NL and PS to meet up to discuss this in more detail.

## **7. Next BFMD Meeting**

The 20<sup>th</sup> September meeting will be 'Using Social Media'.

Both Sam Fisher of Brighter Creative and Niki Lathwell of Lathwell & Associates will be speaking at this event.

Champagne was not given out at the last meeting because no-one brought any new visitors.

## **8. Following meeting**

See above. This will be the AGM. It is agreed that our period end is 30/6.

## **9. Any Other Business**

None – discussed fully above.

## **10. Date of next executive meeting**

Thursday 20 September 2012, **5.00pm (NOTE EARLIER START TIME)**.

The meeting closed at 6.15pm