

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING
HELD AT 5.00 PM ON WEDNESDAY, 22ND MAY 2013 AT THE TIVERTON HOTEL

Attendees: Rhys Roberts, Niki Lathwell, Peter Hare-Scott, Peter Shaw, Chris Prentis, Pene Prior, Stephen Walker, Kevin Finan, John Potter, David Disney, David Hinshelwood

Apologies: None

1. The Minutes of the meeting held on 19th March 2013 at 5.00 pm were approved.
2. **Matters Arising**

Rhys Roberts noted that it was agreed we would have a stand at the Mid Devon Show. He suggested there was a need for a stand and for us to show what the BFMD stands for. It was agreed that Peter Shaw and Niki Lathwell would man the stand. Kevin Finan said that he was happy to do a two hour slot. There was a need to make sure that they had sufficient marketing material and a banner. Niki Lathwell agreed to deal with this. There were 56 people attending the forum tonight.

Rhys Roberts said there was a need to develop a future strategy for BFMD and how they would move forward. There was a need to recognise the membership and have a very clear plan about the size of the organisation and its process. Robert Warner, a chartered accountant, formerly with KPMG, was going to work with Niki to inform the members of what was going to be a strategic review. It was believed that Robert Warner and Niki Lathwell were very good at marketing strategies. Robert Warner spoke to the committee on the basis that he was able to put in some time to help BFMD without charge in terms of helping move forward the strategy of BFMD. The initial strategy of getting interest in members had gone very well. It was now a question of how to move that forward, a question really of vision, strategy and delivery. Rhys Roberts said that we needed to use the skills within this room to move things forward. Robert Warner had been a marketing and finance director and understood the language of business. Peter Hare-Scott said that it was important to let individuals have their say and not for members to think it was going to be some organisation which was effectively for big business using big business type terminology. Niki Lathwell asked what role did we want the Council to play? The Council, it was thought by Kevin Finan, would hopefully be in the background and BFMD can be driven forward by the members. Rhys Roberts said that there was a need to understand what the members wanted. David Disney wanted to make sure that there were sufficient funds to be able to move the organisation forward. It was very much hoped that Robert Warner and Niki Lathwell could, through their marketing knowledge and experience, help form the basis of a future strategy.

3. Finance

John Potter reported there was £3,434 in the current account.

4. Web Update

Peter Shaw reminded Stephen Walker of the need to provide a profile for the website.

5. Social Media Update

Rhys Roberts reminded everyone of the need for everyone to communicate with him via Linked In. There were 757 followers of BFMD on Linked In. It was important that any events or information concerning BFMD were added to the website or tweeted, etc.

6. Forum Meeting Update

Rhys Roberts said that tonight's meeting would involve him telling people what the agenda was: registration, networking and the introduction of Robert Harnett, and him then speaking to the forum.

7. Next Forum Meeting

Rhys Roberts confirmed that the next speakers would be Sally Raines from Wacky Nation and Paul Nero from Radio X (commercial radio station based in Exeter).

8. Developing Future Strategy - General Discussion

Chris Prentis asked what did everyone think in terms of speakers for the future and how people wanted things to develop? Chris Prentis suggested Tony Hodges regarding finance and Jeremy Allen regarding security. It was agreed that details of the potential speakers would be emailed out and Niki could tweet them and the members could give views on what speakers they wanted. David Disney said that there ought to be some better promotion of events in Tiverton as the Tiverton town cryer website was not very effective and things which he had posted on there in terms of events were not being properly positioned or publicised on the website. The meeting then closed.

Date of next meeting - 5.00 pm, Tuesday, 16th July 2013