

## **MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 4.00pm WEDNESDAY 22<sup>nd</sup> January 2014**

**Attendees:** Niki Lathwell, John Potter, Richard Chesterton (representing Peter Hare-Scott), Kevin Finan, Chris Prentis, Cathy Fisher, James Marshall, Pene Prior, David Hinshelwood, Peter Shaw, David Disney.

**Apologies:** Peter Hare-Scott.

**Chairman's Welcome:** NL welcomed everyone to the meeting and thanked Chris Prentice and Rhys Roberts for all of their input into the BFMD, wishing them well in their future endeavours. NL introduced Cathy Fisher and James Marshall, outlining their roles. JM explained his vision for his Community of Practice role.

The job role of speaker organiser is still unfilled. Cathy Harris had a couple of possible candidates who she would approach.

**Minutes:** The minutes were approved.

**Finance:** JP explained that the current bank balance is £4580.80 56 subscriptions currently received.

**Web Update:** PS distributed a Google analytics report showing association website activity. There appeared to be a low percentage of members using the site to post event notices. Consideration will be given to updating the website, possibly including a bulletin board, good news stories, calendar of events page, LGA procurement opportunities.

**Social Media:** NL reported that the latest numbers of Twitter followers was 962. She highlighted a possible opportunity through Devon Hour which was a Twitter activity aimed at the business community.

**Training** – would be arranged on operation of the CRM system. (this took place 19<sup>th</sup> March).

### **Strategy Update:**

BFMD to explore its relationship with other business group networks in the area.

Would it be desirable that BFMD should aim to hold one meeting a year outside of Tiverton to encourage membership from other areas and this

would better reflect the current membership profile.

**Meeting Dates 2014:**

- Thursday 15th May – speakers arranged
- Thursday 17th July
- Tuesday 23rd September
- Wednesday 19th November

**Forum Meeting Update:** Discussion regarding the proposed content of the March meeting

Meeting Closed.