

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 4.00pm 15th May 2014

Attendees: Niki Lathwell, John Potter, Peter Hare-Scott, Kevin Finan, Cathy Fisher, Pene Prior, David Hinshelwood, and Peter Shaw
David Disney, James Marshall

Minutes: The minutes of the March meeting were approved.

Matters Arising:

Marketing and PR:

Tiverton Gazette – have agreed to include a regular contribution from a BFMD member business – outlining the services that the business offers. NL & CF will agree a format design for the article.

CRM – being continuously updated. PP to ask a member of her staff to remove duplicates (pending staff time availability)

The BFMD will be attending the Business Expo event in Exeter on June 5th. Agreed that marketing and promotional items would be produced to support the stand. Volunteers to man the stand were also sought.

BFMD members would be encouraged to display the BFMD logo on their websites.

Business Group Networking was discussed – in particular with Mid Devon Network. It was agreed that a collaborative future would be planned, joint marketing of each organisations events, and co-ordination of event diaries.

DAH to forward the contact information regarding the newly formed Cullompton breakfast networking group.

CF will be contacting Tiverton Traders

Web Update: PS distributed a Google analytics report showing association website activity. 214 visits, (110 new visits), 633 page views.

Social Media: NL reported that the latest numbers of Twitter followers was nearly 1200.

Finance: JP explained that the current bank balance is £4,996.80 bank balance, 56 paid up members, 2 new members, 2 cancelations

Meeting Dates 2014:

- Thursday 17th July
- Tuesday 23rd September
- Wednesday 19th November

Meeting Dates 2015

- NL to check with Tiverton Hotel re ctd sponsorship and availability
- NL to check with MDN to avoid clash of dates

NL and CF to put together some thoughts on possible speakers, firm up and coordinate speakers for July and Sept.

JM to approach professional sports person/coach re motivational speech for AGM in November

Meeting Closed.