

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 4.00pm 25th March 2014

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

Apologies: David Disney, James Marshall

Minutes: The minutes of the January meeting were approved.

Matters Arising:

Database training had taken place 19th march, thank you to Petroc.

Marketing and PR:

Business Group Networking – NL and KF had attended a Mid Devon Network meeting, and would be attending a breakfast meeting.

Agreement to publicise their activities on the BFMD website, and the Mid Devon Network would reciprocate with publicising the BFMD activities.

CF will be contacting Tiverton Traders

Other groups to be contacted Bampton Traders, Cullompton Traders

PR – press article in the Mid Devon Gazette, and the Star. The Gazette will publish a 50 word member publicity article each week.

E-newsletters will be sent out during non-meeting months.

Mid Devon Show: Discussion regarding whether the BFMD should have a stand at the show. Will this represent good value for money and effort? NL and CF to investigate costs and utilise email communication with committee members to make a decision.

Web Update: PS distributed a Google analytics report showing association website activity. 185 visits, (55.1% new visits)583 page views.

Social Media: NL reported that the latest numbers of Twitter followers was 1088. She highlighted a possible opportunity through Devon Hour, will be discussing with JM the possibility of utilising this resource.

Finance: JP explained that the current bank balance is £4,860.80 bank balance, 56 paid up members, 2 new members, 2 cancelations

Meeting Dates 2014:

- Thursday 15th May – speakers arranged (DAH to liaise with Allen Alexander)
- Thursday 17th July
- Tuesday 23rd September
- Wednesday 19th November

NL and CH to put together some thoughts on possible speakers.

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

Meeting Closed.