

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 5.00pm 15th July 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 May meeting were approved.

Matters Arising: None

Finance:

JP explained that the current bank balance is £4144.98, taking into account the expenditure on Expo event at Exeter, and the creation of banners etc to use at the event.

Chairman's Remarks

- Rhys/Tiverton Hotel will continue to sponsor
- 65 delegates booked for the forum meeting
- Speaker schedule agreed as follow
 - Sept: Dress for Success – presentation by Jo Smallbones, Look Your Best
 - November - James Marshall, 'What small businesses can learn from successful sports people.'
- Committee members asked for thoughts on potential speakers for Jan 15 onwards

Business Group Networks

NL and DD outlined the other business networks operational in Mid Devon, including breakfast meetings (Cullompton), MD Bus Network.
It was agreed that the BFMD would continue to work closely with the MD Bus Network through joint promotion of events, linking across websites etc.

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 have agreed the format and will circulate to committee members to create a "bank" of profiles that can be used should there be any shortage from members during the year.

CRM – being continuously updated, but the full cleaning process had not yet happened. NL is co-ordinating the discussions with the programmer to facilitate the clean-up operation.

Web Update: PS distributed a Google analytics report showing association website activity. 270 visits, (56% new visits), 828 page views.

Peter would research the cost of setting up an "0845" telephone contact number for the BFMD - **action PS**

Social Media: NL reported that the latest numbers of Twitter followers was 1262.

Meeting Dates 2014:

- Tuesday 23rd September
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- Wednesday 19th November

Meeting Dates 2015

- Tuesday 13th January 2015
- Thursday 19th March
- Thursday 21st May
- Wednesday 15th July
- Wednesday 23rd September
- Tuesday 24th November

Meeting Closed.