

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 5.00pm 23rd Sept 2014

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

Apologies: David Disney

Minutes: The minutes of the July meeting were approved.

Matters Arising: None

Finance:

- JP explained that the current bank balance is £5040.48.
- Since the July meeting there had been 9 new members, 19 renewals and only 1 cancellation. There are 7 renewals outstanding, but none significantly so.

AGM planning

- JP to present financial report
- NL to present on key activities/format for the year, inc. marketing and events
- JM will not seek re-election
- All other committee members are prepared to continue next year: David Disney's email regarding his commitment level was discussed – all agreed we value his local knowledge etc and would like him to stay on if he's willing. JP informed that he intends to resign as treasurer at 2015 AGM; NL intends to resign as Chair at 2015 AGM
- Seeking additional capacity to support the roles of speaker arrangements and following up on new members/sales – PP offering to help with newbie follow-up letter (ie those who have attended once, to encourage them to join and keep coming) – **Action: NL to talk through the process with PP**
- NL to work on a format to seek opinions from BFMD members regarding the future meeting content, speakers and topics

Chairman's Remarks

- 65 delegates booked for the forum meeting
- Speaker schedule agreed as follow
 - November - James Marshall, 'What small businesses can learn from successful sports people.' **Action JM**
 - NL to work on AGM content and suggest feedback format for debating section; JP to create finance/membership report for AGM; NL to keep in touch with REALDevon LAG – if anything to report, to ensure time is made for them to report on it
 - January – How to reduce your running costs and keep your business profitable – Richard Carpenter, Enterprise Assist and Thorntons case study – (cost £250) **Action CF**

- March – Accountancy / Managing Cash-flow / Credit Control / Debt Collection – John Potter or colleague (Thomas Westcott) **Action JP – advise speaker and topic**. Note from NL: was approached at yesterday’s Forum by John Cooke, Midwinter Cooke (business mentors), to present on business debt, debt recovery, and options for recovering from debt – could this be a 2nd speaker to fit with JP’s team? Or should we have a business case study such as Quicke’s Cheeses or Westaways alongside JP’s? If the latter, should we offer Midwinter Cooke a slot late next year, and on what topic? – **Action: all give feedback**
- Secure speakers from Quicke’s Cheese, Westaways sausages, **Action NL/CF**
- Alex Polizzi **Action NL/CF** – approach for ticketed extra event
- Leadership **Action NL** (via JM contact – The Exeter Group)
- Technology for businesses – better use of computers and applications for businesses, what can your computer provide for your business **Action JM – Deep Blue Logic** (If this doesn’t work out, NL has just started talking to a local software company that is thinking of joining, so they could be an option)
- Maximising the returns from using LinkedIn and other social media, including their use in digital marketing developing a marketing strategy **Action CF/NL**
 - Perhaps to also dovetail with 2nd presentation on ‘which channel will maximise my marketing budget?’
 - Perhaps link with workshops
- NLP and its role for business - **Action – KF/DH know a contact?**
- Cost of 0845 number? **Action - PS to circulate his conclusions**

Marketing and PR:

- Tiverton Gazette – article promoting this evening’s meeting. The business profiles (for inclusion in the Tiverton Gazette) for the members are starting to be received by CF.
- NL has thanked the editor for this deal
- NL has also thanked BW Tiverton Hotel for their continued sponsorship and support – which Rhys appreciated a lot
- Facebook – NL and CF to discuss and check it’s closed down
- CRM –still issues to be addressed - NL is co-ordinating the discussions with the programmer to facilitate the clean-up operation
- Newsletter – next out 2nd week of Oct; info to be requested of members by 3 Oct

Web Update:

- NL has updated the copy to emphasise 1 free trial – all to start emphasising that message and encourage membership if anyone wants to come again
- PS distributed a Google Analytics report showing association website activity. 167 visits, (59% new visits), 709 page views. The content for the website would be reviewed and updated for 2015 – **Action CF, NL and PS to meet and agree content**

Social Media: NL reported that the latest numbers of Twitter followers was 1339.

Meeting Dates 2014:

- Wednesday 19th November - AGM

Meeting Dates 2015

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

Meeting Closed.