

MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 5.00pm 23 September, 2015

Attendees: Niki Lathwell, David Disney, Peter Shaw, Colin Slade, Amy Tregellas
Richard Chesterton

Apologies: John Potter, Pené Prior, David Hinshelwood

Absent: Meia Allegranza

Chair's Remarks

- 55 confirmed bookings this evening – but took some intense calling to achieve this. Unexpected as this was a topic requested by members, packed with practical, current information and advice. Need to keep asking attendees what they want, and return to case studies, which have attracted the biggest audiences.
- Around half attending are new prospects: let's try to win them over as members. NL to follow up with emails.
- Agreed runtime for this evening – it's a busy schedule, all to help with rapid seating at 6.40pm
- NL to advise tonight that she will stand down at the AGM - and call for people to put name forward to replace. Also to announce need for new business and marketing Exec members. NL to follow up with a newsletter item on the same.
 - Interim meeting: October to discuss what nominations come out of announcement on the night and in newsletter. Amy and David Disney have offered to help proactively find a new person.

Acceptance of minutes from last meeting - Nil Matters arising

Finance/membership report

- Reviewed and approved annual figures – to be presented to members at AGM on 24 November
- 29 new members, 39 renewals
- Income and expenditure Year End 30th June 2015:

	Notes	2015	2014
Income			
Subscriptions		2,380	2,100
Donation		35	35
		2,415	2,135
Expenses			

Hosting		54		180	
Training		0		180	
Mid Devon Show - 2013		0		79	
Business Expo Show - 2014		485		496	
Banners and Business Cards		40		620	
Advertising		50		0	
Speakers fees		300		0	
Sundry expenses		43		0	
Bank Charges		0		4	
			972		1559
Surplus for the Year			1,443		576
Reserves Bought Forward			4,150		3,574
Reserves Carried Forward			5,593		4,150
Represented by					
Cash at Bank		5,593		5,242	
Less Creditors		0		1,092	
			5,593		4,150

Approved by executive for presentation to members at AGM, November.

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- JT also emailed NL the current membership/financial status, to read out at the Exec. meeting in his absence. NL read the following:
 - The bank balance at 4 September 2015 was £6,118.09 with a single debt of £108 due to Round Ash Associates for the database support for the year ended 31 October 2015.
 - Since the last meeting we have received 9 renewals and 3 new members subs – Red Berry Recruitment, Simply Good 4U and Roberta May Interiors.
 - Records indicate that we have 68 members but we sent out first reminders to 9 members on 2 September who were due to renew in August. Unfortunately due to Thomas Westcott's office move, the exact current status isn't known. JP will follow up outstanding invoices/reminders once his new office is settled.
 - NL advised that she has received a renewal from Mountstephen Advisers and will forward the cheque to JP's new office.

Marketing

Colin Slade – Twitter & Facebook:

- Twitter: 1691 followers.
- Suggested need to engage more, respond to mentions/follows more individually
- Coordinating with Meia on FB when it makes sense. Pre-setting 3-4 tweets per day, on items of local interest, and pointing to the website
- Need email notifications switched to CS – NL to organise
- Reminder - members to @mention BFMD in their news tweets. CS will retweet

Peter Shaw – Website:

- 185 sessions in the month, same as last month, with 148 unique visitors. Numbers visiting the site are consistent, but no significant increase in visits as a result of the increase in social marketing. Need to re-consider strategy?

Niki Lathwell – Newsletter:

- 2 issues – agreed good way to support members in between meetings. Will need someone to take this on after November (when NL leaves)

All - Best of Exeter:

- Sponsor network café – with specific aim to promote/support our members - includes stand that allow members to be present
 - DD proposed, NL seconded. 2 in favour (RC, AT). 1 against (PS). 1 abstained (CS, due to declared interest). NL followed up absentees with email: JP, MA and PP emailed support. Motion passed. CS to organise paperwork
 - BFMD needs to work the presence more than we did last year. Best of to do a 'how to get the most out of the expo' early in the new year – Jan? Agreed a good idea: CS to discuss with Dave Barr (Best of)
 - NL see if Hedgerow would do a deal on promo of member publicity

Speaker schedule: latest

Next dates

- Tiverton Hotel has agreed to sponsor our events again next year. Has provided 6 dates (2 x Tues, 2 x Weds, 2 x Thurs), but days did not correspond to dates, so NL has queried this with Kevin Allen (Sales Manager). Will confirm in time to promote at the AGM.

Tuesday 24th November – AGM

- NL intends to stand down from the role of Chairman – a replacement is required. Also need to confirm full Exec – lacking new business driver and marketing support (NL currently does top-up tweets, PR, presentations and newsletters)
- Ask members what they want from Forum in the next year
- (NB: since then, but as minutes being drawn up, so included here to let you all know!) - Cllr Bob Evans has asked for a slot to ask members what they want from MDDC, and to offer MDDC as a services provider to businesses.

- Cosmic providing a 1.5 hr workshop on social media. NL organising with Kate Doodson

Future meeting potential speakers

- John Sheaves – DD to contact – to see if will talk about food branding in Devon....and offer up a member to give a case study talk. If no, then:
 - Mary Quick – DAH to contact – developing a brand and building a family business – Nov
 - Burts Crips – John Potter to contact
- Mark Challacombe, Petroc – to talk about apprenticeships? – Also with EDF?

AOB

- Annual awards in Spring? Some interest. Actions:
 - AT to lead sub-team/set up panel – to present ideas to executive – and then to members at AGM to gauge interest/decide format
 - NL to contact MD Gazette to ascertain their level of interest in supporting an awards ceremony. (Joint sponsor with MDDC)