

## **MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 4.00pm 12<sup>th</sup> January, 2016**

**Attendees:** Andrew Lathwell, Peter Shaw, David Hinshelwood, Amy Tregellas, Colin Slade, Richard Chesterton, Chris Prentis, John Potter, Pene Prior, Dave Disney

**Apologies:** Meia Allegranza

**Minutes of October meeting accepted** - Nil matters arising that are not covered below.

### **Chairman's Opening Remarks**

#### **BFMD attendance at the Devon Business Expo**

Date - 28<sup>th</sup> April

Free to attend as visiting delegate – just need to pre-register

BFMD stand will be 4 mts x 2mts

Invite all members to submit expression of interest for having information on the stand

Ask for members to volunteer for covering the stand

BFM sponsoring the café – need a banner

#### **Turn up and pull up initiative**

General invite for members to bring along their own pop – up banners at meetings

### **Future Meeting Arrangements**

Will try a second round table network session at a meeting

Discussion regarding organising a meeting at Crediton?

- QE2 as potential venue, or golf club?

Annual awards in spring? Some interest:

- MDDC propose to look at organising their own business awards – suggested that BFMD acts as a support to those awards - feedback after meeting with her team at MDDC
- Around half attending are new prospects: let's try to win them over as members.

### **Finance/membership report**

- 4 renewals , 1 new members – 63 paid up members
- Payments made now leave a balance of £5,536.09

## Marketing

*Colin Slade – Twitter:*

Twitter: 1810 followers. Also our content is re-tweeted to over 20,000 users

*Meia Allegranza & Facebook*

- Facebook – Ill, no current update

*Peter Shaw – Website:*

- 124 sessions in the period, with 88 unique visitors. Numbers visiting the site are consistent. Number of events on the website have increased.

*Newsletter*

- to be prepared when content available

*Pop up banners – AL to contacted banks. Nat West have hosted a banner.*

*Gazette profiles*

- Agreed with Patrick, will invite members to contribute

## Speaker schedule: latest

- January 12<sup>th</sup> 2016 - booked
    - John Sheaves –to see if will talk about food branding in Devon....and offer up a member to give a case study talk. If no, then:
    - Dave Barr, Best of Exeter, How to make the most of an event, and of BFMD's presence at Expo
  - Mary Quick – confirmed September 2016
  - Potential speakers
    - John Holden – beast of Exmoor, agreed to talk
    - John Lewis – innovation – AL contacted, would present to a meeting
    - Nick Agg-Manning CS to contact
    - Burts Crips – John Potter to contact
    - UKTI?
    - Mark Challacombe, Petroc – to talk about apprenticeships? – Also with EDF?
    - Karl Busch offered to present on seminar on funding for “Buy to Let” – AL to contact regarding a broader offer.
    - Otter Brewery- Patrick Mckeig – CS to contact
- CS to feedback regarding 16<sup>th</sup> March meeting.

## AOB

MDDC chief exec to be invited to next meeting.