

## **MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 5.00pm 24<sup>th</sup> November, 2015**

**Attendees:** Niki Lathwell, David Disney, Peter Shaw, David Hinshelwood, Chris Shears (representing Amy Tregellas), Colin Slade, Richard Chesterton, John Potter, Pené Prior, Meia Allegranza

**Invited -** Andrew Lathwell, Chris Prentis

### **Apologies:**

### **Chair's Remarks**

- Outline of AGM programme and presentation.
- Around half attending are new prospects: let's try to win them over as members.

Volunteers please to speak to people who've attended more than once without paying ...

### **Acceptance of minutes from last meeting - Nil Matters arising**

Richard Chesterton to discuss with new MDDC chief exec – invite to next BFMD meeting and discuss the place on exec committee.  
Exec meeting at January 12 to start at 4:00 p.m.

### **Finance/membership report**

- 14 renewals , 3 new members – net 68 paid up members
- Payments made now leave a balance of £5411.09

### **Marketing**

*Colin Slade – Twitter:*

- Twitter: 1732 followers.

*Meia Allegranza & Facebook*

- Facebook – attempting to reach 100 likes – please drive all members to engage. Agreed that BFMD to utilise boost options – twice yearly.

*Peter Shaw – Website:*

- 230 sessions in the month, same as last month, with 171 unique visitors. Numbers visiting the site are consistent. Number of events on the website could be increased.

*All - Best of Exeter:*

- To be discussed at the main meeting.

*Pop up banners – AL to contact banks to host a BFMD pop up banner? Flyers to be updated.*

## Speaker schedule: latest

- January 12<sup>th</sup> 2016 - booked
  - John Sheaves Taste of the West: 'How to build a cooperative marketing idea into a commercially successful brand'
  - Dave Barr, Best of Exeter, presentation: 'How to make the most of attending a business event', and workshop: 'How members can make the most of BFMD's presence at Devon Business Expo'
- Mary Quick – **DAH** to contact – offer 2016 dates
- Potential speakers
  - John Holden – **DD** is contacting – beast of Exmoor
  - John Lewis – innovation – **NL** contacting
  - Burts Crips – John Potter to contact
  - UKTI?
  - Mark Challacombe, Petroc – to talk about apprenticeships? – Also with EDF?

## AOB

- Annual awards in Spring? Some interest. Actions:
  - Chris Shears to contact AT to update regarding sub-team/set up panel – to present ideas to executive.
  - Contact to follow above action, contacting MD Gazette to ascertain their level of interest in supporting an awards ceremony. (Joint sponsor with MDDC)