

# MINUTES OF THE BFMD EXECUTIVE COMMITTEE MEETING HELD AT 5.00pm 19<sup>th</sup> May, 2016

**Attendees:** Andrew Lathwell, Peter Shaw, Chris Shears, David Hinshelwood, Colin Slade, Pene Prior, Dave Disney, Mark Challacombe (Petroc)

**Apologies:** Meia Allegranza, Amy Tregellas, Richard Chesterton, John Potter, Chris Prentis

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

## Chairman's Opening Remarks

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

Well attended, good response rates to attendees who called at the BFMD stand

Next Year - South West Business Expo, 30<sup>th</sup> March 2017

General agreement to attend next year

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

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

## Finance/membership report

£5,479 in bank

64 paid up members + Tiverton hotel

8 new members, 5 outstanding renewals

## Marketing

*Colin Slade – Twitter:*

1961 followers

Request for updated content on website – particularly members events

*Meia Allegranza & Facebook*

- Facebook – a plea for more “likes” for the pages.

*Peter Shaw – Website:*

- 224 sessions in the period, with 170 unique visitors. Numbers visiting the site had increased, however, the number of events on the website have decreased.
- Spike of activity on 29<sup>th</sup> April, day after expo
- PS to investigate the google “ranking” for “network Devon” and other similar search phrases.

*Newsletter*

- Will continue to be sent out – results in activity on bookings after each edition

*Gazette profiles*

- Probably not going to continue

## Speaker schedule: latest

- **EU in/out debate – Friday 17<sup>th</sup> June**
  - Panel of 6 attendees had been assembled
    - Julie Girling
    - William (The Earl of) Dartmouth
    - Ian Coggins
    - Deborah Waddell
    - Andrew Butler
    - Professor James Davidson
- **Possible 12<sup>th</sup> July 12**
  - SW Cyber Security – CS to make enquiries with Roz Woodward
  - John Holden – beast of Exmoor, agreed to talk. **AL** to discuss content
- **Weds 21st Sept**
  - Mary Quick – confirmed September 2016. – establishing the brand, creating business grow
  - Otter Brewery- Patrick Mckeig – CS had contacted - agreed to speak in latter part of the year
- **Thursday 17th Nov**
  - Crowd cube – speaker agreed – can they attend Nov?
  - AGM
- **Possibles**
  - .Burts Crips – John Potter to contact
  - UKTI?
  - Karl Busch offered to present on seminar on funding for “Buy to Let” – AL to contact regarding a broader offer.

## AOB

**10<sup>th</sup> June** – DCBC are holding a consultation event at Petroc  
RS had attended the BID meeting,  
Invite MDDC new chief exec to next meeting – AL to contact