



## Meeting of the Business Forum Mid Devon Executive

**19<sup>th</sup> September 2018**

**BW Tiverton Hotel**

### Agenda

1. Apologies

Andrew Lathwell, Stuart Carrington, Richard Chesterton,

Attended

Colin Slade, David Disney, Chris Prentis, Chris Shears, Mark Challacombe,  
Linda Middleton-Jones

2. Acceptance of July meeting minutes

Amended to show: change from Powderham (Item 10) to Downes Crediton  
Golf Club and Hartnoll Hotel

3. Matters Arising

Gallery of Photos (Item 8) outstanding

Christmas meal – Mark Challacombe suggested Petroc, menu and available  
dates to be sent to LMJ

Outstanding challenge with CRM – both with registration and access for John  
Bodley-Scott

4. Chairman's Opening Remarks

In the absence of Andrew Latham, Colin Slade took the Chair for the evening.

5. Finance

Balance of £3897 - £315 from 8 renewals and 1 new member in the period

6. Membership Report

Now at 40 members. One new member – Arbuthnot Latham. A welcome to  
be extended.

There is a challenge with some companies 'disappearing' from the CRM and then not renewing. (See finance report). Communication links need reinstating once new Treasurer is in post.

A suggestion was made as to whether members could update their own details on the website. It appears that the membership list on the website is out of date.

## 7. Marketing Report

A request for a generic flyer was made – this can be distributed by Petroc and MDDC and used as collateral at events and other networking opportunities.

Suggestion of a marketing sub group to update: website, marketing material, marketing messages was made. Colin Slade happy to be involved. This could tie in with the payment of a Marketing resource as mentioned in previous meetings.

Feedback sheets should be designed to gain insight into what we are doing at our networking evenings: are they right, wrong, what do they like best etc and then used to refine and define future events through appropriate marketing.

Twitter Followers now stand at 2430

## 8. GDPR

Ongoing

## 9. Events

Participation in the next SW Expo on 14<sup>th</sup> of December was discussed together with cost of joining. A robust discussion on pricing of membership ensued, with some advocating a reduction in the £35 others for an increase. Suggestion made that we could take card payments on the day. If there is an aim of awareness and recruitment we can measure the success of the day.

Registration remains a concern as it appears that there is another gremlin in the works. There is no knowledge of numbers attending the event this evening but even without that knowledge numbers look to be decreasing.

10. Guest Speakers

Next Meeting: Howard Davies, Salcombe Distilling, Trudi Henderson, Natwest

11. AOB

None

12. Date of next meeting:

15<sup>th</sup> November