

DRAFT MINUTES for MANAGEMENT COMMITTEE MEETING

1.40pm Wednesday 7th August 2019 – at Framlingham Technology Centre

Present

Victoria Perkins, FBA Chair – Deep Space Marketing

Richard Whitaker, FBA Management Committee – Fram B & B/Richard The Architect

Jenny Stockman, FBA Vice-Chair – Seckford Foundation/Framlingham Technology Centre

Rachel Dawson, FBA Management Committee – Gotelee Solicitors

Jacqueline, FBA Secretary and Association Co-ordinator

1.Apologies

Lisa Hamon, FBA Management Committee – LA Global Management

Kelvin Gibbs, FBA Management Committee – Charnwood Milling Company Ltd/Micronizing

Steve Calver, FBA Management Committee – S R Epic Sound and Lighting

2.Minutes of previous meeting 2nd July to be agreed

Minutes approved by RW and VP.

3.Matters Arising from previous meeting 2nd July

5. Fram Tennis Tournament – VP and GD to attend.

5. Zip Wire – no current updates.

ACTION: JS to investigate.

8. Z Booklet – EC to discuss a FTC version with Sonia Lambert from East Suffolk Council, FBA to be included in the conversation. FBA has joint copyright with Sally and Lindsay for the FBA version, which could be adapted with a sponsorship page replacing the Events page. RW has some stock left of the Z booklet, others also have some which together could cover our needs into 2020 before any new booklet produced.

ACTION: RW to ask Chris Clarke if they have stock left.

ACTION: RW to ask Sonia Lambert for stock left from Suffolk Show.

ACTION: JS to check if she has stock left.

VP commented that FBA needs convenient dry storage for a few items including booklet stock. Also discussed was an updated inventory of what is stored at Charnwood.

ACTION: After SFest/before X19 an inventory to be made and storage considered. Discuss at Sept/Oct meetings.

4. Management Committee and Sub-committees

Management Committee considered approaches that could be made, have recently had RD and KS join but about to lose RW and DW. Some may put themselves forward in the AGM process.

ACTION: Approaches to be made post AGM.

AGM –

A new Treasurer will be needed.

ACTION: RD to sound out a potential treasurer.

All committee members automatically step down at AGM and can re-stand. JS wishes to step down from Vice Chair position.

ACTION: VP to discuss Vice Chair position with a committee member.

ACTION: VP to sort AGM topic with speaker.

Reports – Chairs Report, Finance Report, Election information.

ACTION: Election documents to be sorted by JW.

ACTION: JW to forward last year's Chairs report to VP.

ACTION: Finance info being looked at by JW and to be forwarded to current Treasurer.

AGM Meeting – simple biscuits and cold drinks for refreshments, already have stock of cups/plates/napkins.

ACTION: JW to sort agendas, sign-in sheet and simple refreshments, and co-ordinate with Ian at Tech Centre for room layout.

5.Events and Sub-committee reports

X19 Working Group –

With RW leaving there needs to be a new Lead for the group, doesn't need to be an FBA person as FBA not leading the event. RW is unable to attend the next X19 meeting on 19/08.

ACTION: Agenda for the meeting to highlight this need (JW).

Quiz – Sept 14th, tables of 6. RW has been notified by DS of a few bookings and one notified JW - presumably booked through FTC who have the booking list. JW asked if should put in newsletter. Simple raffle prizes needed, some already volunteered. Quiz run through has been done and some minor changes made.

ACTION: RW to confirm with DS and FTC about bookings so far first.

ACTION: X19 group to all bring a raffle prize, need 10 or more.

X19 Event 7th December - Daytime event Market Hill will be closed off until usual time to allow tidy up at the end of the event. Links with the FOSM Tree Festival, and an EH event that may take place the same day. Three choirs booked so far, plus Brass Band (fee agreed) and tree blessing. Need an event day co-ordinator, an event schedule and a raffle co-ordinator.

ACTION: Agenda to highlight roles required.

ACTION: JW to apply for TENS.

ACTION: JW to prepare notes for next meeting.

ACTION: JW to contact FCT re tree blessing.

Small Trees – Plan to deliver 11am on Thursday 8th August by RW and Mick Hutton was postponed but RW has delivered some, rest to be arranged for next couple of weeks. The brackets will also need to be distributed at a later date. Each tree holder received an email or delivered letter alerting them to the delivery plan changes.

Market Hill Tree – RW pursuing sponsorship on trees/publicity/flyers/tree baubles etc, 2 members have expressed interest. RW handed over the grant application that can be made to FTC for Xmas.

SF19 –

Planning is going well. Marketing efforts are increasing, closely monitored and with more focus on social media and consistent branding. There will be direct ticket sales on Market Hill stand coming up. Entertainment being sorted, looking to involve charity groups who will have a free pitch and materials for running children's activities. RD asked if GeeWizz was involved. Sutton Hoo can bring dress-up items.

ACTION: RD to give JS contact details for Gina Long at GeeWizz.

VIP offer prepared, information going out and social media responses seen, soon to be publicised.

Co-op involved with Wine Tasting but need a sommelier, suggestions requested.

Electronic voting is the desired route as it is speedy, can be done throughout the event, and gives useful information. Have costings, need a sponsor.

Membership and Marketing Sub-committee –

Next meeting is on 13th August.

New FBA promotion postcards have been distributed to Stationary Shop, Co-op, FTC, and will ask at Library, Tech Centre, Wickham Market Co-op etc.

6. Membership and Finance

Finance

Community Account £6320.33

Active Saver Account £5608.73

Total as at 01/08/19 £11929.06

(includes ring fenced amounts).

Change of signatories to be simplified – VP, KG, JS and JW will be sufficient signatories as most banking is online.

ACTION: Signatory changes have been amended and will be done with assistance from the new Barclays Bank Manager Georgia Levett, VP to check.

Membership

Total membership represents 85 businesses as at 06/08/19, one in the pipeline.

ACTION: JW to follow up potential new members post new website.

Protocol for renewals 2019/20 discussed.

Agreement to sending out renewals from late August with a due date line added at the top right of the invoice. The due date will be 30 days from 1st September, a reminder with a link to the new website will be sent out at 30 days.

Those who don't renew within the next 30 days will be hidden/removed from the website (FBA Constitution 3.5 A member shall cease to be a member....ii) If the member fails to pay any subscription within one month after the due date of payment). At that point a letter from the Chair will be sent out by JW thanking for all the support. Previous members can ask to re-join at any time.

The new £99 rate for 2 linked businesses for new members only will be adopted officially at the AGM in line with the Constitution 4.1, existing members were informed of the new rate in the May bi-monthly minutes but it won't affect members with existing joint memberships who will continue to pay the £60 rate.

Also agreed is that members who join during the membership year pay a pro-rata rate in that year, in the past they have paid a full rate and paid a pro-rata rate in year 2. This will aid admin of membership and is consistent with the Constitution 4.3.

7. Marketing/Online

Website – Plan to complete the work by the end of August and launch early September.

Free Wi-Fi – Launch on 03/08 went well, most people gave very positive feedback, including the market traders. Two people visiting the stand were unhappy the free WiFi didn't reach to them and that they had to sign up with their email, VP had explained the WiFi was free and had only cost the volunteer time of members of the Management Committee (VP and GD). VP had also explained that the use of email addresses was related to GDPR and legal, and FBA don't see the data. The funding obtained only stretched so far, and work needs to start soon to ensure its sustainability post the 3 year pilot when tech could look different, and that wider coverage could be raised at that point. Sponsorship could be raised in relation to the marketing opportunities offered by the WiFi. There had been some confusion that the free WiFi would reach into business premises, but the intention of the scheme wasn't to subsidise business and private premises but to provide free WiFi for those visiting businesses and the town. Further benefits for businesses and the community would be explored, including access to WiFi Landing Page, special offers can go on it, geosensors info on footfall, for care homes, digital art etc. The pilot scheme had revealed a need for better communication on scheme details and benefits. There will be training given in Fram, and information on the new FBA website blog.

8.A.O.B.

Networking – July BBQ networking very enjoyable and successful, it was decided that a gift should be given to Chris and Trisha in recognition of the huge time and effort, and the provision of great food. August Networking cancelled as many are extra busy or away – The Lemon Tree have been informed. September networking lunchtime as usual, after that plan to alternate with workshops.

ACTION: JW to organise thank you gift of for Chris and Trisha within an agreed budget.

FBA Insurance – The Liability insurance is due 01/10/19 and a decision needed if to continue with the newer policy type or revert to the previous event specific type. It was agreed to continue with the open policy as there are likely to be training courses running soon and possibly more fund raising

events like the X19 quiz. Decision to reassess mid 2020 when the event plans for 2020/21 and onwards would be clearer.

JW pointed out that we may need a new provider for the smaller Legal Expenses Plan as we changed broker.

ACTION: JW to enquire with broker about need/quote for this policy or if it is included in the main policy.

ACTION: JW to enquire if St Michaels Rooms PL covers quiz night.

Councillor Proposal on Traffic Flow – FBA had been informed of a proposal by 2 local councillors on traffic flow in central Fram. Information has been seen and acknowledged by all the committee.

Home Start Volunteering and Other Requests – JW had shared an email and poster from Home Start who are looking to recruit business ambassadors and asking FBA promote. The ambassadors would be encouraged to fundraise for the charity within their businesses.

JW commented that FBA is increasingly being requested to ask members for raffle prizes and other help by charities, organisations and other non-members, even asking for email addresses in one case. There had been 4 in the last month. No information has been, or ever will be, passed to these third parties, this would be anti-GDPR. FBA members are frequently approached by local groups for raffle prizes including FBA, Sports club schools etc. JW has replied to some of the approaches made to FBA explaining this information and that it is always best to ask in person, as asked for best practice. It was agreed that FBA should only publicise members looking for this sort of help.

ACTION: JW to reply to Home Start, and suggesting their poster be sent to FTC for their general noticeboard, and that they could apply for a charity pitch at Sfest.

MailChimp – JW had contacted aboutmedia to see if they had experienced similar soft bounce issues, they had not. As the issues were not related to people unsubscribing the soft bounces may be a result of the receivers not accepting the FBA email address or having an email no longer in use.

ACTION: JW will continue to monitor and manually send emails to those that reject mailchimp.

9.AOB

OVO Women's Tour 2020 – JW reported that OVO tour looks to return to Suffolk in 2020, the impact will depend on whether Fram is on the route or at the beginning/end of the event. It is also looking like a Woman's World Tour is coming to the area.

HOD Info Storage – RW has the HOD folder, it was passed to JW to store until the next event.

Library Request – JW had just received a request from Fram Library asking if members would donate prizes to their Suffolk Library Day event on 12/10.

ACTION: JW to reply that we promote in relation to our members, that members are frequently asked and that making personal requests is the most effective way.

10.Dates of next meetings

Networking Meeting –

Date: Wednesday 25th September 1.30pm at The Lemon Tree.

FBA Main Bi-Monthly Meeting -

September Meeting and AGM – Tuesday 24th September, 5.30pm at Fram Tech Centre. Speaker Keith Snowden.

Management Committee meeting -

TBC.

Membership and Marketing – Tuesday 13th August, 1.15 pm at The Tech Centre.

X19 – Monday 19th August, 5.30pm at The Castle Inn.

Rest of 2019 Main Bi-monthly meetings -

Wednesday 20th November, 5.30pm at the Fowler Pavilion, Framlingham College. Speaker Kelvin Gibbs.

Meeting closed at 7.45pm.