

Minutes for Management Committee meeting on 18.12.19,
held at the Tech Centre, Framlingham

1.Apologies

Keith Snowdon, Kelvin Gibbs, Jacqueline Ward

2.Minutes of previous meeting

Approved by committee

3.Matters Arising

It was presumed that the matter arising *Expenses Cover Insurance*, referred to legal expenses but **JS will follow up with JW.**

4.SF19 Sub-committee

LH updated the committee on the budget for SF, explaining that £160 of advertising income had not yet been received. Following the meeting £40 of this has been paid, leaving £120 outstanding. No information has been received from 3 producers – Huttons, Revetts, and Powters, so £750 payment is still due to them. The refund to EH (amount to be confirmed but budgeted at £150) still needs to be paid out, as well as the amount of £674.40 for road closure. It was agreed to pay the Scouts and Sports Club £250 each for their help and support with SF 19 **JW to raise cheques.** Extra sponsorship has been received from Persimmon Homes and added into the budget spreadsheet. To date, income for the SF (assuming that all advertising revenue will be received) is £25,288.16 and expenditure was £23,472.32. **LH to circulate latest cost document to the committee members.**

FBA has been asked by the FTC if would consider giving some SF profit to planned outdoor table tennis at Pageant Field, so this needs to be decided, when exact profit is determined. Profit will be used for other events in Framlingham and District.

JS will produce a business case for SF 20 by 17th Jan, after which a decision will be made as to what the future of the festival will be. The Crown Hotel need to know whether SF20 will take place asap, as they get wedding bookings and don't know whether to leave open for SFest.

5. X19 Sub-committee

Event itself was a success with positive feedback. Very good collaboration between retailers/FTC/FBA but low retailer numbers on committee. Diane/Hall Farm Butchers, Victoria/Framlingham Bookshop, Sarah/Sarah Cole Jewellery and Chris&Trisha/Fram Cookshop worked very hard on behalf of the retailers.

Main issue was the no show of the big tree and the resulting comments. There were kind offers of donations of trees as replacements but none were tall enough plus the logistics of finding someone to install the tree and decorate were not possible. JS checked and found that the loss is not covered on FBA insurance. The seller has informed the FBA that they will refund the cost of the tree which they did not supply, so further information is awaited. In future years, it may be good to have more environmentally friendly solutions for the main tree.

It was agreed that gifts would be bought for volunteers who helped with X19, when the cost summary has been finalized.

A meeting will be arranged with the X19 working group to communicate what is happening for X20. It was agreed the committee would discuss further at the 2020 FBA planning session as to the FBA's involvement moving forward as the amount of work, pressure and abuse which falls on a few members of the committee and the financial strain on the FBA needs to be addressed. **VP/JW to compile a document** informing people of the FBA's decision after the 2020 planning session taking place on January 28th. It is important that the retailers are shown a breakdown of the X19 costs and **JW/VP will have these completed** by the FBA Bi-monthly meeting on January 22nd.

6 Sub Committees for 2020

VP and LH met in November to discuss how the FBA Management Committee could work smarter and meet less, particularly as the committee now has fewer members. It was decided that there will be no more sub committees and that marketing, membership and events would all be discussed at the bi monthly management committee meetings.

7. Events for 2020

The meeting plan for 2020 was approved. The Crown has been booked for the bi monthly meetings. We will book the Tech Centre for the management committee meetings – **Action VP.**

Can we book the Tech Centre for the AGM? **Action VP.**

There will also be a brainstorming event on January 28th at 12.30 at the Tech Centre for committee members to discuss the future shape of the FBA including events for 2020 and membership.

Regarding speakers for the main meeting, KG is happy to do Jan 20 and the FTC may wish to speak at March ahead of new parking regs.

It was agreed that there would no longer be any separate networking events but that we would have a break out networking session at the bi monthly meetings. It was proposed that Nick Khan attend the meeting in January to go through town Wi Fi stats but feedback from Nick after the meeting was that he will need 2 hours for this, so it was decided to set this up on another occasion. It would be great for retailers to attend this meeting, to receive information about the impact the WI FI has had. As there are a number of workshops arranged locally by the New Anglia Business Hub (some at the Tech Centre in Framlingham), Menta and other local business organisations, it was decided that the FBA would not organise its own workshops. Instead the FBA would focus on organising micro events in Framlingham and the surrounding district, like wine tasting and a summer BBQ.

8.Membership and Finance

Finance

Community Account £13652.25

Active Saver Account £5608.73

Total as at 11/12/19 £19260.98 (includes fenced £5K digital grant, £500 grant X19, £2170 ECB X19 and gazebo – although some of this is spent. Approx. £1500 to pay out for SFest). When final figures for SF19 and X19 are available, LH agreed to produce a budget for 2020, which could be used as a basis for planning events and also for managing expenditure on admin etc. The hours and responsibilities of the FBA secretary can also be discussed at this time. It would be good to be able

to give members details of FBA finances if requested. LH also agreed to do the bookkeeping for 2020. As the FBA is a Community Organisation, a clear record of the finances needs to be kept and this can be reviewed by an independent person (not necessarily an accountant) at the end of each year.

Membership

Total membership represents 68 businesses as at 11/12/19. Of the remaining 13 non-renewals one has said they will renew, one is closing down, and one has moved out of their Fram premises although they remain at Earl Soham.

9. Marketing/On-Line Presence

Website launched so members pages can now be shared, providing them with greater visibility via social media.

A digital grant has been received and this can be used to show the benefits of digital platforms to 4 or 5 businesses in the area covered by the new Wi Fi around Market Hill. An application form will be sent to all businesses, so they can apply for Deep Space Marketing to work with them on web site build and social media optimisation.

In January, the FBA will continue to work on generating marketing materials for a new member drive, using the latest update from the Membership and Marketing Committee meeting in October.

10. Business Topics

Community Partnership Working meetings feedback and relevance to FBA to be discussed at next meeting.

People and Places feedback - further information is awaited from this organisation and East Suffolk Council.

11. AOB

FTC are about to get rid of old road signs and a metal bin offered to FBA, however will retain 2 road signs. **It was confirmed at the meeting that the FBA would like 2 of the A frame signs. JW to liaise with EC at the FTC.**

It was decided to defer the discussion about inventory and storage until the next meeting.

12 Next Meetings

Bi-monthly meeting with networking – 22nd January 5.30 at the Crown.

Management Committee brainstorming meeting – 28th January 12.30 at the Tech Centre.