

## **DRAFT MINUTES for MANAGEMENT COMMITTEE MEETING**

1.30pm Wednesday 20<sup>th</sup> May 2020 – Zoom Meeting

### **Present**

Victoria Perkins, FBA Chair – Deep Space Marketing

Lisa Hamon, FBA Vice-Chair – LA Global Management

Jenny Stockman, FBA Management Committee – Framlingham Technology Centre

Keith Snowdon, FBA Management Committee – Keith Snowdon Web Design

Jacqueline, FBA Secretary and Association Co-ordinator

### **1.Apologies**

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

Rachel Dawson, FBA Management Committee – Gotelee Solicitors

### **2.Minutes of previous meeting 25<sup>th</sup> February to be agreed**

Minutes already approved.

### **3.Matters Arising from previous meeting 25 February**

It was agreed that all matters arising from recent meetings will be reviewed at a later date:

11. 18/12 meeting. FTC road signs, need measuring if take a couple into permanent FBA storage and possibly new boards added.

2. 28/01 planning meeting. Testimonials to be sourced for FBA website.

2. 28/01 planning meeting. Look at wording of FBA definition - strapline, mission statement for existing and potential new members.

6. FBA inventory and storage – JS has had a tidy up. KG has offered to continue storing items and may have some main building space that could be used, confirmed has CCTV security but FBA items need to be covered on FBA insurance (need to research and look at insurance).

5. 09/03 Bi-monthly. Civil Parking implementation progress to be discussed.

**ACTION: Forward above agenda items to a future meeting.**

### **4. Management Committee**

AGM – Is now likely to be on Zoom which can cope with over 100 meeting attendees.

Paperwork would need to go out to members 3 weeks before the meeting, tight for the finance figures. Decision was made not to adjust AGM date this year.

Finance meeting between LH and JW had not been possible due to Covid-19.

**ACTION: JW to look at year end finance as last year and send to LH for consideration.**

An election document needs to go out, with current management committee members indicating if willing to stand again and for FBA members consider putting themselves forward. The current Chair will have completed 2 years in the role and therefore not eligible to stand for a third year under Constitution point 5.3. The role is open to committee members and FBA members.

Discussion on whether FBA officers need to be members. It was decided that skilled 'outside' people would be a valuable addition, ideally as co-opted members of the committee. VP commented the constitution should be checked and adjusted if desired.

JS commented that East Suffolk Council had been working on a Business Association handbook which would be a valuable tool to Management Committees and the main post holders, but due to Covid-19 situation handbook currently on hold.

**ACTION: VP to collate a call-out article for a July newsletter highlighting Chair and management committee positions, and what is involved.**

**ACTION: JW to send out reminder on committee position availability in August.**

**ACTION: JS to follow up on handbook progress.**

**ACTION: VP to check Constitution regarding non-members on the committee.**

#### Management Committee Meeting

It was agreed the next meeting should be 1.30pm 16<sup>th</sup> June, set up by JS on Zoom.

**ACTION: JS to book a Zoom meeting for 16<sup>th</sup> June.**

#### Bi-Monthly FBA Meetings

Next meeting is 15<sup>th</sup> July, agreed to be a Zoom meeting, set up by JS and official invitations and registration of attendees required.

Need to have a business topic, it was agreed to discuss what FBA can do to help members as they return to more normality and everyone has a better idea about what is going on. JS noted that Suffolk Chamber of Commerce meet next week and may have useful information. It was agreed that VP could do a short presentation on the Chair role.

**ACTION: JS to look at Suffolk Chamber of Commerce information.**

**ACTION: VP to write a Chair and committee presentation.**

**ACTION: JS to book Zoom meeting for 15<sup>th</sup> July and give details to VP and JW for newsletter.**

**ACTION: VP and JS to pen invitation to members and encourage registration.**

### 5. Events

X20 – FTC have organised a working group but currently all Fram events are cancelled while FTC focus on Covid-19. If no X20 event is organised consideration could still be given to trees, new tree structure, extra lighting & decorations. JW has sent the £179.50 Santa's Grotto profit to FTC as agreed. LH has created a draft FBA Grant form, subject to approval

**ACTION: Make Grant form available to FTC on request, once approved.**

SF20 – New bank account set up ready for SF21. Webstore monthly payment cancelled by JS, JW confirmed from the Barclaycard statement. Consideration to be given to FBA grant for SF21, agreement in principle had been given to SF20 grant prior to Covid-19 enforced event cancellation. JW had received an email from Paypal requesting updated details of FBA Barclaycard (given by JS in Paypal set up process). Discussion in whether to renew Paypal, no longer needed for SF as they will have own account. KS commented that if FBA wanted online renewal payments there are other options including Stripe. It was also noted that most members pay renewals by bank transfer, and that FBA have Square. Decision was that FBA no didn't currently need a Paypal account.

**ACTION: JS to look at, and JW action letting Paypal know there will be no renewal.**

To note FBA received a thank you from TMHS, Sports Club and Scouts for donations from SF19 (car parking/lending of equipment).

#### Micro Events

All events are currently on hold due to uncertain availability of venues, attendees, and experts. It was hoped something like a Christmas social may be possible.

Heritage Open Day contact indicates that events may be outdoor and/or digital events and that physical events are uncertain still and subject to late or postponed organisation. FBA will review HOD for 2021 instead.

**ACTION: Review micro events as changes impact.**

### 6. Membership and Finance

Membership – currently 71 including a recent returning member and one new member, membership drive still planned. Consideration given to August 20 renewal process ideas including special offers for existing and potential new members, or a free period of membership. FBA expenses will be potentially lower as event weighted insurance and admin could be decreased amounts.

There is an ES grant intended to assist business associations, grant application form only received this lunchtime. VP and JW had attended a Covid-19 Response meeting with FTC this morning. FTC is

applying for the ES Grant as its remit had been broadened to include help fund sanitisers and signs as lockdown eases and businesses re-open. FTC requested that it be a joint application with FBA as FBA support would assist. It was agreed that FBA would support the application but that it wouldn't preclude FBA making a separate application to help with all membership.

**ACTION: VP to contact Sonia Lambert about the ES Grant, and make an application in consultation with some of the committee experienced in applications.**

**ACTION: Decision about membership renewal for 20/21 to be made.**

**ACTION: VP to confirm with FTC that FBA will support their ES Grant application for hand sanitiser and signs to assist the town re-opening.**

**ACTION: Look at insurance renewal quote early summer**

Finance –

Community Account – £8722.03

Saver Account – £5621.85

Total - £14343.88 as at 20/05/20

Includes ring fenced amounts - £320 HOD, £3869.01 Digital Grant, £500 for small events, ECB funding gazebo.

**ACTION: JW to transfer money from Community to Saver account to maximise lower interest rates.**

Grant Form and budget limit discussed, it was agreed not to put a limit on the form.

**ACTION: LH to forward the draft Grant Form for committee approval and budget consideration once approved.**

It was agreed not to renew the current framlingham.com ad, increased cost to £480 with no data on clicks through. FBA could have a reduced budget this year and need to consider spend on targeted marketing.

## **7. Marketing/Online**

Digital Grant project - meetings with participants had taken place but much of the project is on hold due to Covid-19. That is being reviewed and will change as business resumes. Work has continued with one participant as they have been making deliveries, Facebook has made a big difference for them, and KS is developing their website.

Covid-19 response - VP has been sharing on Facebook, KS has been updating the website, JW sharing information on the newsletter and also sending targeted emails.

**ACTION: VP, KS and JW to continue with sharing of information and updates.**

Some businesses are receiving the £10K grants for a much needed boost (grants are from the government small business scheme for the retail/leisure/hospitality sectors).

## **8. Business Topics**

Framlingham Businesses during lockdown

FBA have continued with the newsletters and social media, informing about grants, sharing business news, signposting advice, and asked FTC to include a link to our website news page for updates on what members are offering during lockdown see <https://framlingham.com/covid-19-local-fram-businesses/>

We have collaborated with About Fram on information going out on food deliveries etc on their site and for their link on FTC website and the news also going onto FBA website. FBA include both members and non-members information, and have approached/researched some of the businesses information. Individual businesses have also had more industry specific information via FBA and we have received feedback that as a result they have applied for grants etc. One member Mick Hutton offered webinars to help people learn to engage with Zoom for other than face-to-face settings. FBA continues to consider ideas to help businesses both now and as things return to more normality, and will ask businesses for their opinions on this. Ideas could include more social media, marketing, order systems, transport for delivery, gift cards. FBA have stayed in touch with FTC Covid-19 Response team.

**ACTION: VP looking at asking businesses about what would help them.**

FTC passed FBA an individual enquiry about the possibility of setting up a donation page to support local businesses, indicating to be for the shops. This was researched but it would be difficult as FBA is not a charity, the businesses vary from local shops to out of town businesses, criteria would need to be set, a transparent and reported process put in place, and funds could be unpredictable. Many businesses have received government and council funding, and money might end up being diverted from the Hour Community fundraising. FBA have focused on informing. Reply wording agreed.

**ACTION: JW to reply to enquiry.**

**9.A.O.B.**

People and Places

FBA has not had any more updates.

Fram Town Council

FTC are assisting Market Hill market and shops with signage, and graffiti style social distancing markers outside shops.

Other Items

It was agreed to put other items on hold for future discussion: Press Enquiry email address, FBA insurance renewal, publicising FBA News area to members for their events and news, future meetings and speakers, membership drive.

**10.Dates of next meetings**

June Management Committee Meeting – 16th June at 1.30pm – by Zoom.

July Bi-monthly meeting – 15<sup>th</sup> July at 5.30pm -by Zoom.