

DRAFT MINUTES for MANAGEMENT COMMITTEE MEETING

1.30pm Tuesday 23rd June 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 20th May to be agreed

Minutes already approved by VP, LH seconded.

ACTION: JW to send agreed minutes of 20th May and 25th February to KS for FBA website inclusion.

3.Matters Arising from previous meeting 20th May

It was agreed that JW to keep a note of ongoing matters arising to enable zoom meetings be shorter and efficient.

ACTION: JW to keep notes and ensure items be agenda items for future meetings.

4. Management Committee

Discussion on the Chair and committee positions post September 20 AGM.

VP will stand down from Chair as the constitution (5.3) stipulates a consecutive 2 year limit for the Chair post. JS commented that an interim Chair could be appointed if necessary.

ACTION: VP to write an article on the Chair position for July meeting/newsletter to encourage members to apply for positions.

ACTION: Committee members to write about the management committee roles for the above, forward to VP.

ACTION: Current Committee members consider what they are happy to do post September AGM, to inform the election process.

VP had consulted the Constitution about whether committee positions could be held by non-members:

*5.1 - The honorary officers of the Association shall be the Chair, Vice-Chair, Treasurer and Secretary and the **majority** of officers must be members of the Association.*

6.1 - The Committee shall consist of the officers and those members designated tasks in the association.

ACTION: VP to send out the above information to committee for consideration of interpretation.

JS commented that the constitution could be amended on the non-member question if required - as an EGM item for approval.

JS reported the East Suffolk Council Business Association handbook was complete but not yet launched. JS will find out information on the handbook availability for the committee to assist the promotion of posts.

ACTION: JS to follow up on handbook progress.

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

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

Management Committee Meeting

The next meeting should be 1.30pm 11th August on Zoom.

ACTION: Confirm meeting to go ahead and JS to book a Zoom meeting.

July Bi-Monthly FBA Meeting

Next meeting will be on Zoom 15th July, set up by JS and official invitations and registration of attendees required. It was agreed the meeting would be at 6.30pm allowing members to return home before attending. JS has set up the zoom meeting for 15th July. It was agreed that members would be invited to attend, the link would then be sent out to them and JS would set them up. Members would need to know the name in which their zoom account is set up.

Format –

VP and a committee member to make a presentation on the chair and committee positions.

Need a business topic, it was agreed to discuss what members need as they have returned to more normality. JS noted that East Suffolk Council are doing a business questionnaire about what businesses need post lockdown, the questions could be useful for the FBA topic.

ACTION: JS to report back to committee on the ES questionnaire questions.

ACTION: JS to give Zoom details to VP and JW for newsletter/invitation.

ACTION: Next week VP and JW to pen invitation to members and encourage registration – subject to committee approval.

5.Events

Grant Form

LH was thanked for her hard work on grant form and the latest amendments. VP and JW approved, JS to review the amended version. Question about the date of application deadline.

ACTION: Final approval by committee to be done by email.

SF21

Organisers hope to have a virtual 'event' to keep interest.

Micro Events

Official Heritage Open Day information has been minimal, FBA not running this year now will review HOD for 2021 instead.

6. Membership and Finance

Membership – currently 71 with 2/3 more applications made recently, charging pro-rate rate as near year end.

Discussion on membership renewal in light of many businesses just re-opening, other not yet able to. Aldeburgh are to waive their fee for 20/21, other organisations giving a 4-6 month fee holiday or a discount. Choose Woodbridge plans unknown (usually charge on 3 tier system which was £60-£180 in 2018/9).

FBA would like to plan a membership drive, an ES grant for Business Associations is to be applied for to help businesses. KS commented there is a trend for businesses to use Google ads to boost enquiries, and that a modest £50 per month can boost enquiries even during lockdown. Google ads for FBA could boost visits to membership pages, possibility of organising a google ads workshop and case study, could encourage membership.

Must acknowledge that volunteers can't do everything and grant money can help.

ACTION: VP and JS to finalise ES grant by the end of the week.

Consideration given to a special offer for new members, depending on decision for current members. Ask new members to like our Facebook page. Could promote from Mid- July, including on social media and website (offer could be £5 for rest of membership year plus offer for 20/21). Do at same time as promote any offer for existing members for 20/21.

ACTION: Decision about membership renewal for 20/21 and offer for new members to be made once grant application made and response received. Hopefully in 2-3 weeks.

Finance –

Community Account – £4467.03

Saver Account – £9621.85

Total - £14088.88 as at 22/06/20

Includes ring fenced amounts - £320 HOD, £3719.01 Digital Grant, £500 for small events, ECB funding gazebo, and money towards external events such as SFest 2021.

£100 payment had been agreed by committee for 6 months renewal of SFest website as part the grant application for SFest 21.

JW has made a £4K transfer from community to saver account to increase the year end interest.

Further transfers may depend on the decision on membership renewal fees for 20/21.

ACTION: JW will review and make further transfers when appropriate.

ACTION: JW do some figures on FBA annual costs.

7. Marketing/Online

Digital Grant project work continues, KS is working on a member website. VP commented this business is a good case study, they didn't have social media or website before lockdown and it has allowed them to run a delivery service and continue to now reopening their business.

VP had been in discussion with Morag from ES Council on the digital grant, Wi Fi project and People and Places – each town has £10K available from that. Fram was the Wi Fi pilot but there has been discussion that more back up from ES Council would be desirable post launch. There may be packages in future to include possibly social media vouchers to use with local businesses, and direct grants on the digital side.

VP gave feedback to assist the rollout of the project to other towns. More visibility on the Wi Fi needed, advertising that we are a Wi Fi town. Post lockdown there is heightened awareness from businesses for the need to be online and working with BA's and towns.

Morag reported that Elephant Wi Fi is working on an alert system to highlight when a town is becoming overcrowded.

There is the question of who will do all the work on these projects, BA's would need much help and support.

People and Places -

ACTION: VP to invite Chris Wade of People and Places to a FBA zoom meeting with membership meeting or with management committee.

8. Business Topics

Money for Graffiti Artist

FBA had been asked to consider making a grant application to ES for the graffiti artwork distance markers, some have already been done. Discussion concluded that FBA are applying for ES grant funding for BA related items and this could affect that grant, and likely that an ES grant could only be for future work not retrospective and future demand unknown. It could be possible for an FBA grant be applied for, requiring information from James Overbury, Deputy Town Clerk, on forward costs of materials etc.

ACTION: FBA Grant form to be agreed, then sent to James Overbury to make an application and return to JW for committee approval.

Business Re-opening

Many businesses back open, no set pattern to opening days and hours, a few still waiting to start.

Some service businesses continuing with appointment only visits to premises. Some shops have reported a promising start. Lime tree growth question raised by a business who was directed to FTC.

VP and JW have been attending FTC zoom meetings to ensure working together on support for businesses reopening. Information continues to be shared by newsletter and social media, noting that changes are now frequent. Discussion on the best way for FTC to resume their shop information page on framlingham.com which was suspended under Covid but will be back for August 20. It was noted that their business information is largely retail and accommodation, not all

businesses, and that not all businesses on framlingham.com are FBA members and FBA does not have all their information.

ACTION: JW has informed Marion from FTC.

Support for Non FBA members

FBA have continued to inform and support non-members during lockdown as all businesses affected and good for the town for information to be as inclusive and broad as possible.

Discussion about continuing to publicise non-members. It was agreed that the website News updates will continue for members and have the hyperlinks for further information, for non-members there will be just basic information.

ACTION: There needs to be a disclaimer that updates are as up to date as possible (KS and JW).

9.A.O.B.

FBA Insurance (Due end Sept 20)

Discussion on basis for FA insurance renewal quote, decision to ask for quote assuming a return to meetings, no big events but with costing for top ups for up to 4 micro events for 30 people and HOD should it be possible to organise. Confirm meetings need to be included, and enquire if cheaper to include micro events etc. in the quote rather than as later add-ons.

ACTION: JW to enquire with current broker Chris Marsh on insurance renewal quote.

Admin Storage

JW requires storage files for old FBA paperwork such as accounts and minutes, and a box for xmas tree festival decorations, estimated cost £40-50. Agreed by VP and LH.

ACTION: JW to purchase and consider storage location.

#Open for Business

FBA had promoted on Facebook, considered a bit late to promote on newsletter.

Reverend Canon Mark Sanders Retirement

VP and JW had organised a thank you card and a newsletter article to thank Mark for all his past support for FBA and events such as Christmas, HOD and SFest. Mark had responded with thanks.

10.Dates of next meetings

August Management Committee Meeting – 11th August at 1.30pm – by Zoom.

ACTION: To be confirmed and arranged.

July Bi-monthly meeting – 15th July at 6.30pm - by Zoom.

ACTION: Agenda and Items written, Invitations sent and actioned

AGM – September 23rd