

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

1.30pm Tuesday 15<sup>th</sup> December 2020 – Zoom Meeting

### **Present**

Lisa Hamon, FBA Management Committee – LA Global Management

Jenny Stockman, FBA Management Committee – Framlingham Technology Centre

Jenny Labbett, FBA Management Committee – Renaissance Training

Keith Snowdon, FBA Management Committee – Keith Snowdon Web Design

Jacqueline, FBA Secretary and Association Co-ordinator

**JL volunteered in advance to be meeting Chair.**

### **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 13<sup>th</sup> October 20**

Minutes approved in advance by LH, JL, KS, minutes on the FBA website and members informed.

### **3.Matters Arising from previous meeting 13<sup>th</sup> October 20**

Agenda item 5. Membership –

**ACTION: LH to speak to a particular member about renewing.**

Agenda item 5. Finance - JW to sort new laptop, software and installation, contact has been made with potential IT help and ESC informed of progress so far.

**ACTION: JW to look at in New Year.**

Agenda item 7. Free Fram Wi Fi/Smart Towns meeting. Not yet heard back from Morag regarding her holding a meeting on this.

**ACTION: Await contact from Morag.**

### **4.Management Committee and Events**

#### **Committee and meeting Chairs**

JL is the meeting Chair for December 2020 and January 2021.

FBA member Mick Hutton has volunteered to be meeting chair for one or two meetings in 2021 and had asked what the committee thought. The committee discussed and expressed delight that MH had volunteered and were confident he could chair a pair of FBA meetings, one Management Committee and one bi-monthly FBA main meeting. JL expressed that as a new committee member she was chairing two meetings and felt it very achievable with some support.

**ACTION: JW to email MH to see if he is able to chair February and March meetings.**

X20 – Most people got their artificial trees up including some who didn't last year, Bill Bulstrode had helped a few. There had been an issue about a missing tree and bracket at one shop, a few new or replacement trees issued.

**ACTION: JW to find out more about the missing tree if possible.**

There had been some confusion about the lights being organised by the retailers and Bill this year, leading to FBA receiving money instead of the Lights group, now resolved. Last year Fram Bookshop had a new tree but no new wall plate. FBA are now out of wall plates and have one bracket left as a template. FBA had today received a request for a tree from a private property, on discussion it was felt this wasn't possible as there was insufficient time to get more wall plates made so close to Christmas. Trees and wall plates would need to be costed and paid for. Wall plates are required for the Framlingham Conservation area as agreed with Suffolk Coastal District Council now ESC, this then requires custom tree brackets.

**ACTION: To look into having a few spare wall plates and brackets made for X21.**

**ACTION: JW to inform enquirer that we can't supply a tree this year.**

## **5. Membership and Finance**

### **Membership –**

57 businesses have renewed including 1 new member as at 08/11, all thanked by FBA. A few members renewing during the discounted period paid £60 in error and have been refunded or asked for details to.

**ACTION: JW to go back to those who have not yet claimed the refund.**

Renewal process closed, everyone has received a thank you. One more member wants to re-join, awaiting their payment. The businesses that have not renewed have been thanked for their past support. JW noted that 15 members have not supplied their information for their member pages, a few are new, it could be a good idea to contact them again to ensure the member pages reflect the full membership on the website.

**ACTION: To look at contacting existing members alongside the membership drive.**

The membership drive was discussed. JL commented that in the current difficult climate for businesses any membership drive should be approached with and proceed with sensitivity in the next few months. JL noted that some of the tasks could be allocated and a possible timetable considered.

Social media element - It was agreed that social media needs to take place not just for the membership drive but also before and after the membership drive.

It was decided that a cohesive and consistent approach to FBA social media was needed, its use had been vital for businesses this year. LH expressed it is key and that the grant money and possibly a volunteer would help it progress and both promote current members and increase membership. KS is happy to help do some Facebook posting FOC, but the consensus from all present was that this work should be valued and paid and that budget should be allocated.

KS explained that a plan and schedule of posts should be looked at, and a decision on which social media platforms to use – generally Facebook and Instagram are most used. Someone would need to take over and/or have access to FBA social media accounts. JS commented that FBA would need stats and reports to show the effectiveness and the impact from the grant and to show to members to highlight how FBA membership can benefit them.

KS explained he plans a schedule and content of posts which are checked for approval before proceeding, Facebook Insight reports are used for feedback.

LH asked about Instagram, KS commented that there is less in the way of stats but you can see on google analytics. Twitter also has insights but most of his customers find Facebook more effective. KS also commented that he uses Buffer which allows the scheduling of posts to all relevant social media platforms and is therefore very cost

effective. KS noted the difference in effectiveness between social media campaigns that FBA could do and ad hoc social media which is more likely by smaller customers and members. KS commented there was a need to look at the google analytics for the FBA website. Social media could be increased very soon, and then further developed for the membership drive.

Google Ads element – KS commented this is a great way to get traffic to FBA website from the local and surrounding area to selected groups of people. The stats can show how effective and value for spend this is, FBA can track if it leads to people joining FBA. It was felt this should be used a bit further down the line as things are quiet at the moment.

JL suggested there be a plan of action. It was agreed that step one would be KS writing a 2 week plan of social media for the committee to consider and look at costings, style of posts, Insight and reports we'd receive.

**ACTION: KS to send his plan to the Management Committee.**

**ACTION: JW to re-send social media passwords etc. to Management Committee.**

**ACTION: JS can add KS to FBA Facebook as person with permission to post, as she is admin.**

LH commented that the grant application had suggested costs for each element of the membership drive but that these could require amendments in carrying out the membership drive.

FBA Website – An action point from November FBA meeting was to discuss improvement to FBA website, KS had suggested a special offers page for members. ESC grant allows £50 for FBA website improvement of the “Offers & News” page.

**ACTION: KS will proceed with the News and Offers page improvements**

Other Grant Actions-

Marketing Pack - There is an amount in the grant for creating both a digital and hard copy. KS commented that the emphasis is best on the downloadable digital copy rather than printed, creating pdf files. VP and KS had already begun to look at this.

**ACTION: KS to review marketing pack information.**

Research on Businesses to approach – LH commented that some work had been done in the past though now out of date, and that approaches should be made on the basis that it is Framlingham and District Business Association.

**ACTION: JW to look at sources for business contacts and start on approach listing review in the New Year.**

**ACTION: JL to assist on contacts in the Wickham Market area.**

JW noted that not all local businesses are visible and asked JS how the new East Suffolk Business Connected (ESBC) will find such businesses for their business questionnaire. JS explained they have to do a GDPR email initially and will work with databases alongside contacts from ESC, Suffolk Chamber of Commerce, business associations and social media.

**Finance** –

Community Account – £3808.37

Saver Account – £9621.85

Total - £13430.22 as at 15/12/20

Includes ring fenced amounts - £320 HOD, £1690.01 Digital Grant, £500 for small events, £2229.20 ESC grants membership and laptop, gazebo, and money towards external events such as The Great Framlingham Sausage Festival 2021.

November Total In – £220.00

November Total Out - £1399.69

Digital Grant – Expenditure has been ongoing and monitored by VP and JW. Morag McInnes had been informed of the estimated grant surplus as at 31 December 2020 when the planned expenditure would be completed. Surplus is to be redeployed for work including the Wi Fi pre-Christmas mailshot. VP is working on an update and for the final feedback report for the grant. LH asked if any more money was to come out of the grant before the end of the year. There may be a Barclaycard bill for some Facebook posts that have been done, there may be another social media invoice.

**ACTION: Grant feedback to be given to ESC on request.**

## **6. Business Topics**

### Free Fram Wi Fi

LH has been involved in 2 meetings with ESC and FTC so far. An update and information on how to progress and apply for £10K funding for projects, is awaited from Chris Wade of People and Places before another meeting will take place. JL asked if LH would like support from another FBA committee member at these joint effort meetings in future.

**ACTION: LH to inform committee when the next joint meeting is planned, with the opportunity for another committee member to attend with LH.**

### Response to East Suffolk Council on pre-Christmas Wi Fi mailshot –

Info of what the town has been doing to shop safely, photos of festive shop windows, info on Double Street charity advent windows and St Michaels Xmas tree display have all been sent to all sent from FBA to Morag McInnes who is working with FTC on a trial Wi Fi mailshot before Christmas.

Parking Charges – Charging not yet started, updates on - <https://framlingham.com/new-parking-meters/>

## **7.A.O.B.**

### Response to FTC re inaccuracies in the FTC Newsletter

Final wording on the response from the committee was agreed, including that a correction would be requested concerning the role of FBA both past and present in relation to the bauble, lighting and small trees.

**ACTION: JW to send committee response to EC at FTC.**

FBA Website contacts for members -To note that we have had 2 contacts via the website email, people looking for a business that can give a particular or specific service. JW forwarded to appropriate members, noting there had also been a very recent contact via the website to order from an FBA member, this had been forwarded on.

Grants – Lack of experience in all committee members on grant applications and monitoring was acknowledged, and had been briefly touched on during an ESC meeting about the Wi Fi.

**ACTION: Ask Morag McInnes next year if training available on grant applications and monitoring.**

FBA email - ESC Grant, never heard back about the IT grant, this could affect our vital plans to change to Gmail and improve communication. It was noted that the person who FBA is to approach about the laptop and software Mark Parrish may be able to help with this too. FBA have not used him before but he has been recommended locally.

**ACTION: LH to research this grant application.**

Nick Corke Plans – Has sent FBA and other parties his latest thoughts and suggested a zoom meeting at some point. It was agreed that someone from committee FBA to attend a

meeting when arranged. NC would like feedback, it was felt that FBA would be interested in any business related aspects.

**ACTION: JW to contact NC to give committee feedback and willingness to attend a zoom meeting.**

Fram College Initiative – FBA had been contacted by Caroline Styles, Head of Careers about an initiative to offer their students a more cohesive, comprehensive and skills and work-based experience. They wish to engage with the local business community as part of this.

**ACTION: JS to contact Caroline Styles to look at the best way forward for FBA to help them inform local business members about the initiative.**

**ACTION: JS also to approach the college regarding FBA membership..**

### **8.Dates of next meetings**

Next main FBA meeting – 24<sup>th</sup> Feb 2021 6.00pm on Zoom

Next Management meeting – 20<sup>th</sup> Jan 2021 1.30pm on Zoom

**JL closed the meeting at 2.41 pm**

LH and JS thanked JL for chairing a positive committee meeting.