

DRAFT MINUTES for MANAGEMENT COMMITTEE MEETING

7.00pm Wednesday 14th April 2021 – Zoom Meeting.

Present

Lisa Hamon, FBA Management Committee – LA Global Management

Jenny Stockman, FBA Management Committee – Framlingham Technology Centre

Rachel Dawson, FBA Management Committee – Gotelee Solicitors

Jacqueline, FBA Secretary and Association Co-ordinator

1.Apologies

Jenny Labbett, FBA Management Committee – Renaissance Training

2.Minutes of previous meeting 24th February 2021

February minutes on FBA website, approved in advance by committee.

Additional Management Committee (09/03/21) meeting minutes circulated and approved by JS and LH.

March main FBA minutes, approved by MH and JL in advance and confirmed by LH, RD and JS at this meeting.

ACTION: JW request KS that the March minutes be added to the FBA website.

3.Matters Arising from previous meeting 24th February 2021

Agenda item 5. Finance - New laptop, software and installation. JW has made contact with new contact IT specialist.

ACTION: JW to continue to progress.

4.Management Committee and Events

Committee and meeting Chairs

Chairs for April to September (and AGM) meetings decided at the 17/03 main FBA meeting - a rota of LH, JL and MH.

FBA Website Page Amendments

It had previously been agreed the About FBA and Events website pages required amendment. The JW draft version of the changes required was discussed and amended further. Final draft content was agreed by LH, JS, RD, JW.

ACTION: JW to produce final draft and request changes be made to FBA website.

It was noted the Events page included an out of date Suffolk Hub event, discussion on whether to include links to useful information such as Small Business Saturday UK and East Suffolk Business Connected, and possibly other organisations such as MENTA.

ACTION: JW to request the old Suffolk Hub information be removed.

ACTION: To consider posting of other organisations at a future meeting.

It was also agreed to check the Constitution to ensure the website changes synch with it.

ACTION: JW to review Constitution soon.

Events

JS confirmed she is in contact with the new event organiser for Sausage Festival - who is researching whether some form of the event could take place this year.

ACTION: JS to keep committee informed.

Christmas Lights and Storage

It was agreed at the 17/03 meeting the FBA main tree xmas lights would be checked and storage re-sorted and improved, broken lights to be disposed of, check baubles and star topper, and deliver tree bracket to KG to progress making of new brackets and wall plates. LH and MH have both offered to assist JW post 12th April.

ACTION: JW to organise.

5. Membership and Finance

Membership –

FBA have 57 business members. One more member had wanted to renew and JW has been in touch to remind post April 12th.

ACTION: JW to monitor reply from last renewal.

Membership Drive –

It had been agreed to take a cautious approach post June 21st due to effects of the pandemic.

Contact List - JW has made progress on the contact list and started a database which includes as much contact information as possible reflecting whether businesses have website, social media, phone, or email presence online.

ACTION: JW to continue spreadsheet.

Marketing Pack - KS was unable to attend meeting and update on membership drive Marketing pack which will potentially link with the marketing plans for social media and Wi-Fi that he is working on first.

ACTION: KS to update.

FBA Website – It had been agreed to progress the Offers and News page improvements.

ACTION: KS to update on progress.

Finance –

Community Account – £2101.92

Saver Account – £9625.95

Total - £11727.87 as at 14/04/21

Includes ring fenced amounts - £320 HOD, £1213.63 Digital Grant, £500 for small events, £2229.20 ESC grants membership and laptop, gazebo, and money towards grant applications to FBA.

March Finances:

March In: £7.42 Social media refund. Total - £7.42

March Out: £242.25 admin, £7.42 Barclaycard for social media spend Total - £249.67

NB £7.42 is in/out due to it not being an FBA expense (post Wi-Fi digital grant expense error) and was refunded back to us.

Grant Applications to FBA

No grants currently.

6. Business Topics

FBA Marketing, Free Fram Wi Fi Information

FBA now receive the Geo-Sense Monthly Reports and are distributed to Management Committee, and to members through the newsletter. The change in the stats month-to-month has been interesting, as will the year to year data. For example the differences could highlight the impact of summer 2020's 'Eat Out To Help Out' initiative, that some businesses are not yet fully operational in hours and what they offer, the effect of staycations on visitor numbers, and the advent of pop-up businesses.

ACTION: LH to approach a potential member as a result of this discussion.

JS confirmed that FBA now have log-ins for JS and KS, to allow access to the Wi-Fi data. Further discussion on the landing page, newsletter and resources will come from MM at ESC. JW hasn't as yet received a log-in for the Chair but is receiving the Chair Geo-Sense headline reports automatically.

ACTION: JW ask MM if a new log-in was to be set up for the Chair, which did have one but the details had not been found.

Social Media and Wi-Fi marketing plans –

ACTION: KS has been working on and will update the committee.

FBA Social Media – Facebook Log-in

Need a second person in addition to JS. VP has recently emailed to confirm she has made JS admin on the LinkedIn page and that JS is already an admin on the Facebook page. Once JS confirms she has access to both VP will remove herself and JS can add any other person. VP confirmed that JS should already have the usernames/passwords for Twitter and Instagram. JS commented she would look at the VP email, having originally thought to delay until the marketing plans were in and someone appointed as required.

ACTION: JS to check VP email

ACTION: Agree a second FBA social media log-in person post the delivery of the marketing plans.

ACTION: JW to Inform VP.

Digital Grant –

VP and GD of Deep Space Marketing had been formally thanked for all their hard work on the Wi-Fi pilot development and launch, as well as on the grant work.

Once the marketing plan is complete discussion can continue with MM at ESC about redeployment of remaining grant, and may be used in Fram in relation to the Wi Fi.

JW commented that the monitoring form had assumed the grant work was completed but that any agreed future work utilising the remaining grant should probably also be on the monitoring form. This was considered and agreed ESC should be asked.

ACTION: JW to contact MM re the monitoring form maybe needing future amendment.

Parking in Framlingham

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

7.A.O.B.

The Suffolk Coast DMO renewal

Annual membership renewal is £95 plus Vat £114, due April but can defer payment to 01 June. Discussion followed about whether FBA was the local organisation that should hold the membership, value to FBA members, that SC DMO work to promote the area reaches wider and helps bring visitors to the town and surrounding area - which could be very valuable with high levels of staycations expected.

The information they have sent out in the past year has been useful for all members, not just hospitality and tourism.

JS checked their social media stats during the meeting, noting that the DMO has links with 14 regional DMO's and national Tourism England. Their social media could potentially be a valuable link in with any Wi-Fi plans.

The decision was to continue membership for this year pending what happens with the Wi-Fi, and to pay now rather than defer payment.

JW had been sent a link to a government survey on DMOs.

ACTION: JW to complete the survey.

ACTION: Inform The Suffolk Coast DMO of decision, who will then send an invoice.

Friendly Fram

FTC Covid response team emailed JW about the FBA Friendly Fram scheme due to the public toilets being closed post business re-opening April 12th. They subsequently decided it wasn't a big concern as the toilets re-open 19th April. JW had replied to FTC commenting that consideration would have to be given to promotion and potential issues around Covid secure cleaning.

ACTION: JW had informed members about the toilets re-opening date.

FBA think this was a joint FBA/FTC initiative set up 6/7 years ago, with businesses displaying a sticker indicating people are welcome to use their premises toilets even if not a customer as long as they ask. FBA don't have a list of who took part, who still displays the stickers, who wishes still to be part of it, nor a stock of the stickers. JS believes the idea came from FTC, but it may be FBA branded, suggesting an ex committee member may know more.

ACTION: JW to ask a previous committee member for further information and FBA to consider in the future if there is a need to revisit this scheme.

Framlingham Re-opening

The FTC Covid response team asked if FBA need anything from them.

JW had replied that FTC helps by displaying Covid signage around town. JW has also highlighted FBA Covid related poster stock in the newsletter.

FBA have posted information on business hours, opening and services during the latest lockdown on the News website page. With businesses now reopening this information is out of date, and difficult to update with individual business changes happening in the next few weeks.

ACTION: JW to request this information be removed from the FBA website

This information on the News page had been linked into the FTC Covid response page on the website. JW has noted it appears this link is no longer on the FTC framlingham.com website. JW wasn't sure if the landing page had been updated.

Apprentice Query

For information - FBA had an enquiry from a re-opening member about getting an apprentice for their business. JS has very recently spoken with 2 town businesses about apprentices. LH asked if she would be happy to discuss apprenticeships with FBA members. JS agreed.

ACTION: JW to word item for FBA newsletter signposting JS expertise and pass to JS for approval

Contact from Halesworth BA

LH and JW contacted by Halesworth retail group for information about BA finance and insurance, they are currently road testing the BA handbook. LH and JW confirmed the information and been sent to Halesworth.

BA Handbook

JW had requested and received a download of the BA handbook ahead of its launch with support on the new ESBC website. The handbook comes with support if required. JW has had a look and it could be useful for membership and committee position recruitment, noting that a number of roles are explained – including a Membership Officer and a Brand Ambassador role, although Treasure role is not specified nor guidance on insurance and other finance related information. It was agreed the handbook should be forwarded to just

the committee, as a tool to look at: roles; possible additional information that could also be useful for BAs; and consider any support FBA might need.

ACTION: JW to forward to committee, and agenda as an item for future discussion.

ESC Economic Development Officer

The officer for the Framlingham district has been Sonia Lambert, who has been very supportive, enthusiastic and informative for FBA. It appears she may have changed post so FBA will hopefully be kept informed if there is a new one appointed.

FBA Planters

It was agreed to have a summer top-up to the FBA planters, budget around £25. Ingrid Simpson always kept the plants watered but has recently retired.

ACTION: JW to contact Garnett's re plants for summer.

ACTION: JW to speak to Hannah Barton at Simpsons and see if she would be willing to continue the plant watering.

Castle Community Rooms (CCR)

RD had fed back to the CCR committee that FBA were happy to endorse the project as it was good for the town, the CCR team were very pleased. They are currently working on a case to support grant funding for the project. RD asked if FBA would be happy for the FBA logo to be included in endorsement of the project. This was agreed by LH, JS, RD, JW. The project is still at the early stages, it is hoped that grant funding will be available for the majority of the remaining funds required to complete the project.

ACTION: RD to inform CCR committee of FBA decision.

Return to In Person Meetings

FTC is considering when and how meetings could resume at their premises, perhaps with bi-weekly lateral flow tests for reassurance. FBA could also consider when to resume meetings, however need to consider there may be lack of available, suitable, and FOC meeting venues at the moment. It was agreed to approach Framlingham Technology Centre to see if available for the AGM September 22nd.

ACTION: JW agenda a review of in person meetings post June 21st

ACTION: JW contact Fram Tech Centre re AGM.

Nick Corke Plans – LH asked if Nick Corke had been back in touch about ideas to bring area groups together. JW confirmed FBA not heard back yet.

8.Dates of next meetings

Next main bi-monthly FBA meeting 19th May 2021 (6.00pm) on Zoom

Next Management Committee meeting 16th June 2021 (7.00pm) on Zoom

LH closed the meeting at 8.27pm

LH was thanked for chairing the committee meeting, and JS for organising the zoom.