

Committee Meeting (Bi-Monthly)

Minutes

17th July 2024 / 5:30 PM / The Crown Framlingham

ATTENDEES

Lily Benbow (LB) - FBA Chair - Noble Prawn LTD

Jenny Labbett (JL) - FBA Committee member - Renaissance Training

Paul Brown (PB) - FBA Digital - New Leaf Creative

Steve Calver (SC) - Epic Sound & Lighting (committee)

Dawn Jeakings (DJ) - FBA Admin (funded by ESC)

Leigh Tennant (LT) - Skooch Media (new member)

Apologies

Lisa Hamon (LH) - FBA Finance - LA Global Management

Dan Bannister (DB) - FBA Vice Chair - Total Solutions Group

AGENDA

Last Meeting Follow-up

Minutes from last meeting approved - (all)

Matters arising from previous meeting

- Invoice & bank address updated to 10 Church Street FTC offices - Council need to RE-confirm approval (LB)
- Welcome letters x 3 on the G'drive and agreed.(PB) to logo up and use as a PDF.
- Inventory of FBA barriers now checked by(SC) a lot of items need disposing of so (SC) and (PB) will do a TIP run, then the remaining

usable items will be photographed and added to G'drive before loaned out at a nominal charge.

New FBA Business

- **Members and Networking & FTC Update**

- **Membership update** 42 members - to be reconciled and confirmed by (LH) New members Atkins and Nathan Hart - DJ chased twice LB lead on Carly Hair as FBA members.
- **Networking** events continue to be successful with an average attendance of 17 local businesses. Guest speakers - all ideas for future guest speakers to (DJ) PB Suggested Leiston Press could also be a Networking guest speaker. Possible future focus group to concentrate on new members and networking ideas.
 - DJ to always attend networking meetings along with at least one FBA committee member - please confirm attendance with all invites sent (ALL) and A-board to be kept in Council offices to be collected before each meeting (DJ)
 - All 2024 networking meetings now planned for last Wednesday of the month at 8.30am at the Crown Framlingham or guest venue - A plan of all monthly invited speakers on the FBA 'S'drive - Just October to be confirmed (DJ).
 - Need to consider back up if one month a guest speaker drops out - (JL) to look at a workshop idea that could easily be delivered in this event.
 - English Heritage passes kindly donated by Elaine Ellis to be distributed until all used. (LB) to take to August networking event.

- **Marketing & Comms**

- **Newsletter** content to be collated by 10th of each month, ready to go out one week before Networking meeting (PB,DJ) Ideas for August (JL) Training and September (SC) Fram Gala
- **GMail** access now set up for all committee - PB says automated reply email for new membership applications (via website) is proving problematic therefore (PB) to set up newmember@framlinghambusiness.co.uk as part of the onBoarding process. Make sure all new member emails are starred for easy

ident and (DJ) To update members spreadsheet to include a checklist for all onboarding items - at each stage committee to make sure they date and initial.

- **Online presence**

FBA social media – Instagram update since LB activity on account.

Figures from 17th June to 16th July 2024

- 823 accounts reached – 1,343 followers (+.4%); Unfollows 6
- Accounts reached 823 (+807%/56.3%) Engagement; +612.5% (86% followers/14% non-followers)
- Woodbridge area 39%
- Ipswich 9.9%
- Sax 7.1%
- 101 posts shared
- 62% Women; 37.9% Men
- Newsletter views 128 June 2024;
- Join us today poster – 235 accounts reached
- Encourage more engagement by members – likes/comments etc, will increase the following.

- **Funding Update**

- All on track and DJ to adjust to comply with budget and remains flexible to suit role. (DJ) to invoice bi-monthly.

- **FBA Finance & Banking**

- (LH) confirmed financial position via (LB)
- Funding £7,420.17
- Community Account £595.52

- **A0B – AGM 18th Sept 2024**

- Marketing strategy discussion needed
- Crown TBC (DJ) to email Gabriella for food and screen.
- Website revamp – Survey members to see what is needed
- Social media re-think, regular posting and video content is needed. A local supplier was trialed however not to the required standard. (PB) will look at animating content for FBA – need to establish what is required.
- Thank you to (LT) who has volunteered to guest speak at the AGM and liaise with (SC) for a display screen.

- (DJ)to send out invitation to all FBA & FTC contacts.
- Make sure Photos at the event for Social Media content.
- It was discussed that the FBA constitution needs to be amended to make sure all committee members are also paying members going forward and the constitution also needs to be clear on level of commitment at attending meetings throughout the year.Also to be considered each committee member to commit to bring at least one item to the table going forward.
- (LB) to send AGM process to (DJ)
- Both Cllr Claire Rowell and Cllr Penny Wraight have been confirmed to attend (DJ) to invite going forward.
- Suffolk Mind invitation to 2025 Charity Dinner to be discussed (LB) to find out costs.

ACTION ITEMS

1. See separate document.

NEXT COMMITTEE MEETINGS

Wednesday 18th Sept 5.30pm at the Crown.AGM

Wednesday 20th Nov 5.30pm at the Crown

Note - Please check Instagram for any updates to these dates and times

NEXT NETWORKING MEETINGS

Wednesday 31st July 8.30am at Framlingham Castle meet at front Gates.

Wednesday 28th August 8.30am at the Crown

Wednesday 25th September 8.30am at the Crown

Wednesday 30th October 8.30am Venue to be confirmed

Wednesday 27th November 8.30am atv the Crown

(please arrive 15 mins early to help set up)

