

Minutes of the Committee Meeting 7th April 2014

- Present: President – James Edgar (Ferndown Photography)
Vice President - John Worsfold (Pedals)
Secretary - Julie Hardman (Planit)
Membership – Stuart Fleetham (Xerocad)
Marketing – Banu Biret. (Trash Media)
Phil Fletcher (Ferndown Florists)
Ben Pulford (M4D)
- Apologies Sue Cornell (Jolliffes)
Treasurer – Tony Brown (Y not finance)
- Guests Pam, Shelly and Natalie from ‘Relay For Life’ Cancer Research UK
Glen from Motorbitz

Welcome and apologies

James welcomed Pam, Shelly, Natalie and Glen to the committee meeting.

Minutes of the Last Meeting

Previous minutes from 3rd March 2014 were agreed and signed by James.

Presentation by Pam Bentley regarding the Relay for Life supported by Shelly (Manager) and Natalie (team co-ordinator)

The Relay for Life is to be held on the weekend 12-13 July 2014 on the track at the Ferndown Leisure Centre, Ferndown, starting from 12.00 noon on 12th for 24 hours. They are looking for community teams to participate in the relay. Each team should ideally have between 8 to 15 people. At 10.00pm on the Saturday the ‘candle of help’ and service would be held for all cancer survivors. They want to encourage as many cancer survivors as possible to come along to the event and to celebrate. Last year, at the same time as the relay event, there was a river of purple where many shops in Ferndown had purple balloons displayed to advertise the event and they want to do the same during this year’s event and hopefully will make it bigger.

The FCOC were asked to support the event; all committee members agreed that the FCOC should help to promote it.

James would advertise on the Chamber website and Banu would promote it through social media ie the 'facebook' page.

President's Report

James had received the new lottery licence and passed it to Julie for safekeeping. The new revamped web site had had a change of Domain name to .org as the existing owner was being difficult and had not handed over the existing domain name and address to the new designers.

The log-in details were given to Julie for safekeeping.

James had received a request from the new town clerk, Vanessa Ricketts to attend the next meeting which is now going to be held on Tuesday 6th May as Monday was a Bank Holiday.

Treasurer's report

Tony was on holiday but had emailed Julie with the figures from the FCOC account. Tony had also raised his concerns that varied incomes had been received from members for annual memberships. Tony thought that every member should be paying the same amount. Some members appear to be paying 'old' membership fees and this needed to be addressed. Those members who had not paid the full amount for the last year needed to be contacted and requested payment of additional fees to cover any deficits.

The overall balance on the account was £5640.77. This included £2550 relating to Festival week funds and £927.00 for the Christmas lights leaving a net balance of £2163.77.

Membership Secretary

Stuart reported that 5 new members had joined since March (Handyman, Linda Wratchell, Tracy's Place, British Legion and Creations) all had paid their full membership and their details had now been added to the FCOC website.

Stuart was targeting other potential members (2 for the next month!)

Annual renewals are now due for the year 2014/2015; Stuart and Tony would co-ordinate to get all invoices out. There is a need to get new standing orders out to all exiting members so that they all pay the same amounts ie £40.

Stuart needed to get the new member's pack out to all new members.

FCOC need to agree the new pack, prior to sign off, at next (May) FCOC meeting. Stuart felt that visitors and guest should be limited to the meetings as it was difficult to discuss certain issues and it was agreed with other members that some meeting would be closed and other meeting should be 'open'

It was agreed by the FCOC that committee meetings held in March, June, September and December would be open. Visitors and chambers members would be encouraged to attend these meeting and the rest of the committee meeting would be 'closed'.

John stated that he thought that £25 for half year's membership should be on the website as an enticement to get those members who were dithering or who wanted to think about the full year's membership at £40. Stuart thought it was not a good idea. FCOC agreed to test it out and review in 6 months.

Any Other Business

Communications Strategy

Banu had now received feedback from members and presented the feedback and ideas on the goals and what do we want to achieve.

Ideas – Window competitions worked well in the past and should be encouraged again in the coming year.

Ghost shopping / PR

Run more events in Ferndown

Testimonials on the new website

Link with 6th form school

Promote the fact that Ferndown has free parking and good bus links.

More interaction with other Chambers

Flyers and posters about events; update display board in Penny's Walk (John to organise)

A more active web site; for example, promoting member's offers and any good news.

Run monthly events split between networking meetings and 'knowledge' workshops.

Get more involved with promoting the Festival event. Maybe get involved in promoting any golfing events.

Regularly running social media events.

Gear events towards the traders/retailers in Ferndown

Running a monthly market in the town centre (James is working on this).

Glen was asked for his thoughts on this as he represents a retailer and he felt it was a good idea to have a mix of social and business events; anything that will help and benefit his business.

Events can be held at different places thus ensuring that other retailers with premises can benefit.

FCOC Web Site

James thanked John, Ben, Dan and the team at M4D for their contribution towards the new site and the successful launch of the new website.

John stated that news and events should be added to the site so that members know what's going on in the town. The site will need constant updating and wanted confirmation of who was looking after the site.

Ben stated that Dan would act as webmaster; it would probably take about 15 mins per week to carry out updates.

It was thought that M4D should be offered free Chamber membership to compensate for the work and the updating of the website. The FCOC agreed that free membership be given.

It was also agreed that Stuart and James should have logins so that they could also update the website.

Events

Banu offered to run a social media workshop as the next event for the FCOC. This would take place in May. The date would be communicated shortly via the web site and email.

BID

Julie had been contacted Adam Bows at Dorset County council regarding a BID he was putting together asking for a letter of support. There had not been enough time to discuss this at any committee meeting. Julie had emailed Tony and James and it was agreed to send an email confirming support. FCOC members were given the copy email outlining the BID initiative and any feedback or comments should be given to Julie.

AOB

Sue had been poorly and flowers had been sent on behalf of FCOC

The next meeting would be on Tuesday 6th May 2014.

Signed

Dated