

Minutes of the Committee Meeting 2nd June 2014

Present: President – James Edgar (Ferndown Photography)
 Vice President - John Worsfold (Pedals)
 Secretary - Julie Hardman (Planit)
 Treasurer – Tony Brown (Y not finance)
 Marketing – Banu Biret. (Trash Media)
 Membership – Stuart Fleetham (Xerocad)
 Phil Fletcher (Ferndown Florists)
 Ben Pulford (M4D)
 Jo Gracie – Lifestyle kitchens

Apologies Sue Cornell (Jolliffes)

DRAFT ONLY
Welcome and apologies

James welcomed Jo to the committee meeting as she had now been elected as a new honorary committee member.

Minutes of the Last Meeting

Previous minutes from 2nd June were agreed and signed by James.

President's Report

James updated the committee on the latest developments with regards to the markets. He had been speaking in particular to Goadsby's who had given positive feedback, however, the ownership of the freehold at Penny's Walk had changes recently and there may be a delay until the agreement of the new freeholder.

Treasurer's report

The overall balance on the account was £7262.48. This included £3563.41 relating to Festival week funds/ pram race and £927 for the Christmas lights leaving a net balance of £2772.07. There had been £78 costs with regards to the web site launch held at the Stone Lounge. A further 6 new members had paid their subscriptions bringing the total membership to 35.

Membership Secretary

Stuart had been working on the pack for new members and also car stickers. Following feedback from committee members the pack was comprising a folder, a welcome letter, a sheet with up to date events, members' discounts page, car stickers and membership card, a certificate for membership, and possibly a badge. John asked Stuart for costings but Stuart had not got that far. It was also discussed whether members could sponsor the pack or donate. Banu felt that if someone sponsored the folder then it might have to be changed each year which would mean more printing and therefore more costs therefore it would be better for members to sponsor adverts on the website.

Any Other Business

Phil asked if the day could be changed as he was always busy on Monday. Other members agreed that the committee could meet on a Tuesday if needed.

Communications

The display box in Penny's walk needed updating. Several leaflets ie Ferndown in Bloom, Cash Unity, Police Radios, Membership details, were given to John so that he could update.

Stuart offered to print an A2 poster each month with details of events etc. John asked Stuart to provide costs.

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FCOC Web Site

James had recently updated the site.

Ben wanted members to display the discounts they were offering on the site.

Committee members were again asked to re-contacted their original list of members and check the emails for them and act as mentors for their 'allocated members'.

Ben was interested in getting members to use the free rotating advert spaces on the web site; this needed promoting possibly as part of the membership package.

John wanted to run a competition; each committee member to donate a bottle of wine and Banu to co-ordinate.

Events

Banu was disappointed and had cancelled the event for 29th May. Not enough members had booked. It was thought the clash with half term holidays had caused the poor response and not enough time promoting it. The event (social media workshop) would be rescheduled for 2nd week in September.

Following this, Tony reiterated that it was important that the committee concentrate and ensure the success of 2 other events ie the Pram Race on 21st June and the Xmas lights on 29th November.

Tony raised the point that members should be asked what events they want (use Barrington) In addition, mentoring always proved more successful at keeping members happy.

Stuart thought that events could be held for businesses in general and FCOC members and non members charged different amounts.

Pram Race/ Festival Week

Tony had organised and all appeared to be on schedule. 15 teams had signed up for the race. It was anticipated that an extra 3,000 people would be visiting the town. Tony wanted the Chamber to take ownership of the pram race for 2015 depending on the success of this year's event.

The Chamber should have a stand on the day to promote membership.

Banu would organise the stand, and Julie to help with raffle and balloons.

Any business cards, member's leaflets or any other promotional information from members would be welcome on the stand.

Xmas Lights

Tony had been trying to get the council to agree to put lights on the lamp posts. Unfortunately it has been confirmed that it was not possible as Ferndown has the 'wrong type' of lamp posts. Tony to have further talks regarding replacing the lamp posts!

Tony also confirmed that the council will match any money raised by the FCOC.

Phil was working on another quiz night in September and all money from that event would go towards the Xmas lights fund.

The Christmas Trees for Ferndown could be sponsored by a member or company; this needs to be promoted via the web site.

Cllr Steve Lugg had left a comment on the web site; Tony would respond.

Sue had confirmed to Tony that The Salvation Army along with a horse and dray had been booked for the Xmas lights event.

James was still working on a market to run at the same time.

A working party/sub committee to be established to concentrate on the day and a budget set.

AOB

Ferndown in Bloom had requested if the FCOC would donate £30 worth of bulbs. The committee agree to donate to FIB

John wanted to work on Business Awards for businesses within Ferndown which would be promoted via the Chamber.

The next meeting would be on Tuesday 7th JULY 2014; to be held at the Barrington, starting at 5.15pm.

Signed

Dated