

Minutes of the Committee Meeting 6TH MAY 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)
Phil Fletcher (Ferndown Florists)
Ben Pulford (M4D)

Apologies Sue Cornell (Jolliffes)
Membership – Stuart Fleetham (Xerocad)

Guests Vanessa Ricketts, Ferndown Town Clerk

Welcome and apologies

James welcomed Vanessa to the committee meeting.

Minutes of the Last Meeting

Previous minutes from 7th April 2014 were agreed and signed by James.

President's Report

James was still speaking to Goadsby's and Tesco's regarding a weekly market in Ferndown. In particular James had approached the Anonymous Travelling Market who could also do street entertainment.

Tony asked about the Farmers Market, and Phil raised the question of where it would be held? James replied that it could be run along Victoria Road and/or Penny's Walk. Last time the market was held some shop keepers worried about clash of goods being sold at stalls versus goods sold in local shops. With regards to shops in Penny's Walk there would be no clash of trades!

James asked for all serious comments about the market to be emailed to him.

Tony raised the subject of the BID as the Ferndown Industrial Estate had been successful in establishing one. Vanessa talked about the Town Centre Strategy and working closer together.

Treasurer's report

The overall balance on the account was £5987.68. This included £2455.61 relating to Festival week funds/ pram race and £927.00 for the Christmas lights leaving a net balance of £2605.07. There had been no outgoings and 29 members had paid their renewals to-date. £500 was still owed by the Town Council for the pram race.

Membership Secretary

Stuart was absent but had been working on the pack for new members and also car stickers.

Vanessa thought lapel badges would be a good addition to the pack and economic to produce.

Any Other Business

Communications

Vanessa was in the process of redoing the Town Guide and welcomed any input by FCOC. All agreed we should work more closely with the Council and Ben would now be helping Vanessa put the Guide together. Copy write is due August with the Guide published in September. It was agreed a small group from the FCOC to work on this project (John, Ben and Banu to meet next week)

Advert Box in Penny's walk – this needs to be sorted out and information updated

FCOC Web Site

John was worried about the lack of information to update the site. More news on what is going on in Ferndown is needed and photos (landscape format). We need to tell businesses and people in Ferndown about events taking place in the town.

Ben had added new members' details to the web site.

John asked whether all the email records had been updated.

Committee members were asked to re-contacted their original list of members and check the emails for members.

John thought an information page would be helpful for example if you had an emergency and needed an electrician or plumber quickly you could look on this page.

Events

Banu is to run a social media workshop on 29th May 2014 from 6.00pm to 8.00pm to be held at the Forest Inn. The workshop will concentrate on how social media can work for businesses. In addition to the workshop there would be entertainment (to be finalised) and a basket meal afterwards. The talk would be free and the cost of a basket meal is to be determined.

BID

James went through the Wimborne BID to highlight what was involved. Eg it costs businesses 1.5% of the rates. May need money to start the BID; also need a business plan. It was agreed that it was best to set up a separate committee meeting to look at this.

AOB

The Barrington would be the venue for the next 3 months FCOC meetings

The draft minutes would be released before they were 'signed off', with a DRAFT watermark and disclaimer "agenda subject to change".

How can we improve links with Town Council was discussed; Tony is on the council and Vanessa is Town Clerk Tony felt that the links were now stronger Vanessa now working on the Town Plan, and is supportive of the market. The Council are trying to improve the look of Penny's Walk, Vanessa dislikes the way the wood work closes off the area, want to get rid of it and open it all out. In addition, there is a proposal to stop HGV lorries from using Ringwood Road. Accept for access and deliveries
Vanessa wanted to be kept informed of any progress with regards to the markets.

Vanessa to get copy of the minutes so that she is informed as to what is going on this will avoid duplication and conflicts.

James had had a brain storming session on how to get new members to join the FCOC and also focusing on getting more people into the Town,
What are other towns doing?

Buskers in Penny's walk

Jazz/ Comedy festival

Beer festival (Barrington)

Performing arts festival

Ferndown Business of the Year award (also open to non members)

Customer service – forms

Charity event with kids – link up with sport clubs

Scalectric car competition

October fest – Vanessa

Halloween

Xmas events

The committee also discussed 'Branding Ferndown' eg. Pens or a Ferndown Calendar (Banu already working on this)

In addition was there any news on Costa coffee opening? It was felt that more 'high street' retailers may move to Ferndown once they had opened.

Phil raised the problem of the noise coming at night from The Nightjar; his tenant over the shop had complained many times and yet the problem is still happening. Tony offered to speak to Selina, manager at the pub.

Vanessa advised Phil to speak to the licensing committee

John had email from Jo at Lifetime Kitchens; she would like to get involved with the committee. Members felt she would be an asset to help with events and chat up and recruit new members.

Ben was working on the festival programme running from 21 June to 28th and would like to promote the FCOC in the brochure ie place an FCOC advert. This could be highlighting the benefits of membership or list of members eg “Supporting Chamber members”.

Vanessa had been give a 3foot tall hand painted, chocolate cockerel from the French visit as part of the twinning with Sagre. It needs displaying in a cool place and raffled. Ben agreed to advertise on the FCOC web site.

The next meeting would be on Tuesday 2nd. JUNE 2014; to be held at the Barrington, starting at 5.15pm.

Signed

Dated

DRAFT ONLY