

## **Minutes of the Committee Meeting 6<sup>th</sup> JANUARY 2015**

Present: President – James Edgar (Ferndown Photography)  
Secretary - Julie Hardman (Planit)  
Treasurer – Tony Brown (Y not finance)  
Membership – Stuart Fleetham (Xerocad)  
Marketing – Banu Biret. (Trash Media)  
Ben Pulford (M4D)  
Phil Fletcher (Ferndown Florists)  
Andy Bryant – (Barrington)

Apologies Jo Gracie – Lifestyle kitchens

### **Welcome and apologies**

James opened the meeting and welcomed the committee members.  
It was noted that Jo had now been absent from the last 3 committee meetings.  
Phil would contact Jo to see if she was still intending to attend committee meetings.

### **Minutes of the Last Meeting**

**Previous minutes** from 2<sup>nd</sup> December 2014 were agreed and signed by James.

### **President's Report**

**James** had received an email from Ann Gray (DCC) outlining some key messages and offering to come and talk at the next committee meeting. Committee members thought that the next meeting in February should be an open meeting and it was agreed to invite Vanessa, Mike and Terry from the town council to the next meeting. Blackmore Vale Media Ltd had been in contact re the Xmas event and Andy would put together a press release regarding the Xmas event, the Pram race and the Quiz night. Members were asked to provide Andy with quotes for the press release.

### **Treasurer's report**

Tony confirmed no income had been received. £20 was still outstanding from Bad Apple however Stuart had received it. £20 had been paid out for the gaming licence. The Balance was £3079.69. This included £907.20 allocated to the pram race. So the total balance now stands at £2172.49.

## **Membership Secretary**

Stuart still had the membership fee of £20 for the application from Bad Apple Solutions.

No other applications for new members had been received.

## **Any Other Business**

### ***Events***

Banu had received some negative feedback from some of the current membership concerning the lack of specific events. Stuart thought that we should run a specific event at the Barrington, with a discounted price ticket for FCOC members.

James said he had received good feedback from other members in particular about the pram race and Xmas lights event.

### ***Future Events***

Andy was arranging a Beer festival on 30<sup>th</sup> May and The Producers were playing live at the Barrington on 20<sup>th</sup> February. For these events a VIP lounge would be set up especially for FCOC members with mini bar drinks and nibbles provided and tickets would be discounted. Eg tickets for the Producers would be available at £7 for FCOC members instead of the normal price of £12.

Phil would be organising a golfing day in the summer (possibly 12<sup>th</sup> June), details to be released soon, and possible a race night.

Networking / drinks and social nights would be held on the last Thursday of each month.

### ***Sturt's Farm Stall***

James had been trying to sort this out for some time and now needed an answer from Tesco's soon. He was still looking at options for a spot next to Ken Allen's butchers shop.

### ***FCOC Uniform?***

Phil had not had the time to contact his local supplier of branded goods but would do so shortly and get some quotes.

***AOB***

***Increasing Membership***

James stated that more businesses needed to join and there should be a new recruitment campaign.

Tony offered to walk around the town with information to pass to potential new members. James would design and create a flyer, and Stuart to print.

James insisted that the renewals for membership should go out on time this year ie posted by 1<sup>st</sup> March 2015 for the £40 annual membership to start on 1<sup>st</sup> April 2015.

Julie thought that we needed more positive publicity, the publicity following the Xmas lights event had been non existent in the Echo. More positive publicity was needed at future events. Ben had ensured that there had been positive and detailed articles in Mags4Dorset.

Banu would put together a marketing plan for the next FCOC meeting in February.

There would be a special ‘events meeting’ on 15<sup>th</sup> January to discuss, plan and implement future events including the Xmas lights for 2015, the Pram Race, the Golf day and start to pull together a marketing strategy.

The next meeting would be on Tuesday 3<sup>rd</sup> FEBRUARY 2015 to be held at the Barrington, starting at 5.15pm.

Signed .....

Dated .....