



## **Crewkerne & District Chamber of Commerce**

### **Managing Committee Meeting (Private)**

6-7pm, Tuesday 15<sup>th</sup> January 2008

Topstock House, North Street, Crewkerne

Present: Mike Banks, Marcus Barrett (Chair), Katy Bastin, Malcolm Brocklehurst, Alison Farrow, Anton Jordi, Eileen Mills,

### **MINUTES**

Thanks to Mike & Denise Banks & SMS Ltd staff for venue

- 1) **Apologies:** Rick Allen, Pamela Pickford; Mike Banks; Hilary Leamon; Shirley Marsland; Neil MacKintosh
- 2) **A minute of silence** was held to remember Martin Strode, Crewkerne Barber, who died last week at the age of 41.
- 3) **Appointment of new Committee member:** MMB proposed Katy Bastin (Manager of the Henhayes Centre) as a new member of the Managing Committee; unanimously accepted.
- 4) **Managing Committee Project-Management appointments & briefs:** MMB outline that each member of the Managing Committee henceforth is to have a project to manage. This is to spread workload across the Committee and ensure we use effectively the talents and contacts of the entire group. MMB then outlined what each individual Committee Member had accepted as project management.
  - a. Pls see Chamber web page for the current roles and personnel
  - b. It was noted that due to this change, two members of the Committee had decided that they are unable to offer the 2-hours per month requested of the role. The Chamber's thanks and best wishes were extended to Cllr Hilary Leamon and to Pam Pickford for their work for the districts businesses to date. MMB confirmed that as he is in regular contact with the Town Clerk on a variety of issues, there is no rush to appoint a new Town Councillor to the Committee – this must be someone with an interest in, and preferably experience of business.

- 5) **Progress Report on Business Directory Project** - MMB: A team is now in place to help 'sell copy' of advertising in this new, professional directory. Footprintz will be producing the publication to a very high standard and urging their customers to use it; Karen Dupe has already done a lot of work on the order form which was distributed around the Committee. Next step is for MMB to send out e-mail to all Chamber e-mail contacts with order form attached; we then follow-up (splitting the list between the project group). All Committee Members were asked to drum up support and pass on the word.

Malcolm asked how it is to be distributed; answer – by hand as per last time. Suggestion that we ask Waitrose if they will combine with a letter drop if they are planning one for similar time – MMB to put this to them.

- 6) **Membership update** - MMB reporting for SM: three members since last meeting (Nov) – Aeshna Ltd; The Henhayes Centre; Amanda Morratt Secretarial (Barrington);

- 7) Innovation:

1. **Chamber Editorials** – MMB suggested continuation of the bi-monthly editorial in the WG as no cost to Chamber and WG team seem easily able to find sponsors from local town centre firms; suggested Chamber extend idea to VFC with a 'View from the Chamber' section – agreed. This copy will rotate around Committee Members
2. **Corporate Responsibility Brief** – MMB announced he had asked a former student, Russell Clarke of Christchurch, Oxford, to research and present an initiative for local businesses which hits the above statutory requirement and provides an enterprise incentive for local young people.
3. **Chamber Membership Card** – Paul Bastin to produce (sponsored by his business and free to Chamber) small laminate card on provision of detail / artwork by Chamber

- 8) Costs to Chamber

- a. **'Shop Cr&w&rne'** MMB asked for £100 per month for 3 month trial of cash prize draw scheme. Already matched funding from CTC and adverts to be funded by VFC and SSDC. Vouchers to be free in VFC; 'golden boxes' will rotate each fortnight between town centre traders and Chamber will organise collect and draw at VFC offices. Each month voucher will have a local theme. 2 x £50 cash prize each fortnight.
- b. **Events:** £20 Tea for AGM; £100 catering for Toast the Year – MMB: proposed that we cut expenditure on such hospitality to at least half although

it is accepted there is an incentive value to getting participation from new potential members.

- c. **Pre-Xmas Shoppers Promo** - MMB explained the urgent need before Xmas to put together advertising campaign for shopping in the town – there was very little time for design & shopping around with the £1000 donated by Kimberley. MMB used his own money, then recouped from Chamber after Kimberley donation had cleared along with CTC donation in order to meet copy deadline. The Chamber expressed its gratitude for the Kimberley & CTC donations to the pre-Xmas shoppers promotion fund.
- 9) **Working with Waitrose** - MMB reporting for Ken Gunn: weekly meetings with Wates continue and any problems are being sorted well. Ken considers the system to be working extremely well and town centre traders know to go to Ken if they have any issues. Ken is also co-ordinating distribution / collection of rates rebate forms – MMB to draft Chamber cover letter and get these off w/c 21<sup>st</sup> Jan. Ken has passed message around town centre traders that free advertising on the hoarding boards is available to anyone who gets their logo / business name to Footprintz by end Jan. MMB reported that artists impressions of new store will soon be available.
- 10) Comments on UDF Shared Space to MMB by e-mail
- 11) Next meeting:  
**Please promote heavily:**  
**28<sup>th</sup> Feb – ‘Four Chambers Networking’ @ The Windwhistle Inn, £22 members**

Please check web page: [www.CrewkerneTown.co.uk/commerce](http://www.CrewkerneTown.co.uk/commerce)