

Burnham-on-Crouch Chamber of Commerce

Minutes of Executive Committee Meeting - Tuesday, 30 October 2018

Station House 1700

Executive Committee Members Present:

Adele Bovingdon (Chair)
Heidi Turnbull
Helen Quinnell
Teresa Schrier
Carole Deighton (Minutes)
Darren Whitefield
Philip Howell

1. Welcome & Apologies for absence, Financial Report

Adele welcomed everybody to the Meeting. Apologies for absence: Wendy Stamp, Misha Rosenthal, Tom Vernau
Financial Report will be covered at next meeting as MR not able to attend.

2. AGM Review/Update

AGM Minutes (8.10.18) were adopted. No other matters were raised.

3. Membership Fees/Renewals

AB will email MR and ask her to update Teresa Schrier so that TS can continue to chase up renewals

4. Small Business Saturday Plans

HT updated meeting about Small Business Saturday which takes place Saturday 1 December, 2018.

HT will be printing new Flyers and Posters featuring Chamber and Sense of Place logos.

AB highlighted the main objectives of Small Business Saturday:

To celebrate small local businesses and offer them local promotional opportunities
Promote benefits of membership of the Chamber
Encourage footfall in Burnham on Tuesday 27 November and Saturday 1 December

Businesses will also be encouraged to register direct on-line with the organisers of Small Business Saturday: <https://smallbusinesssaturdayuk.com/>

It was agreed that Members of Executive Committee will aim to negotiate Special Offers from local businesses/retailers in return for publicity in promotional material, Chamber website pages etc. It was agreed that businesses/individuals who agreed to make offers last year will be approached again. - HT can supply details. All 2018 offers should be notified via email to Heidi Turnbull ASAP.

Volunteers will be needed to hand out promotional material to Burnham businesses and retailers in the build-up. (MR and CD helped do this last year).

HT will notify members as soon as material is available. PH offered help with design input and HT will liaise with him.

PH suggested that fliers should be handed to commuters using Burnham Station and will speak to Station Café Owner about displaying poster and making flyers available to customers. It was also suggested that posters should be sited at Barclays Bank and the Post Office.

Darren Whitefield suggested that rather than just cold calling, it is more effective to contact businesses via Facebook to get them to agree to participate and provide promotional offers. CD will contact DW to source relevant Facebook contact details.

In order to maximise opportunities, it was agreed that as preceding Tuesday (27th November) is a Burnham Market Day, it will provide opportunity for distributing further promotional material. It was agreed a suitable 'base' for Chamber of Commerce to operate from should be found for that Tuesday. The Tourist Office and The Ship were suggested as well as the Book Shop next to Pink Cola. Philip Howell offered to speak to Jane Williams of Pink Cola (one of his clients) about Small Business Saturday plus the owner of the Book Shop to explore opportunities.

8. AOB

Wreath for Remembrance Day

AB has been invited on behalf of Chamber of Commerce to attend Memorial Service on 11 November and wreath needs sourcing. A budget of up to £50 was agreed and AB will check with WS about suitable wreath supplier (Jacaranda and Samantha May were both suggested) and appropriate wording.

Dates for the Diary for Next Meetings/Events

Small Business Saturday Promotion - Tuesday 27 November 2018

Small Business Saturday Burnham - Saturday 1 December 2018

Executive Committee Meeting - Tuesday December 11 at The Station House at 1700

Suggested Agenda Points:

Evaluation of Small Business Saturday

Ideas for 2019 Events - Starting January 2019