**Ilminster Fairtrade Management Committee Meeting**

Monday 12th March 2018, to start at 19:00

The Shrubbery Hotel

**AGENDA**

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| **Item** | **Description** |
| **1** | **Welcome and Apologies** |
| **2** | **Minutes of the Last Meeting (held 18 January 2018)**  *Purpose: To note that the above minutes were approved at the Fairtrade Fortnight Planning meeting on Thursday 8th February and to make a formal record of other items raised during the course of the planning meeting.* |
| **3** | **Matters Arising**  *Purpose: To provide an update on progress towards the achievement of agreed actions in the actions log, where these do not appear as separate agenda items.* |
| **4** | **Fairtrade Fortnight – Review and Reflect**  *Purpose: To share the first cut of the ‘Come on in’ video and consider what went well and not so well in delivering other planned activities during Fairtrade Fortnight, noting key learning points for future reference.* |
| **5** | **Leaflet Reprint**  *Purpose: NW to share her proposal for a competition to re-design the Ilminster Fairtrade leaflet and agree roles and responsibilities of Management Committee members in respect of this.* |
| **6** | **Survey Results**  *Purpose: To discuss the results of the recent survey and agree: What do they tell us? How will we communicate results? What action will be taken in respect of responses/suggestions?* |
| **7** | **Fairtrade Town Status Renewal**  *Purpose: To conduct a quick review of progress against actions within the Implementation Plan and capture first thoughts on what commitments/actions to include in our renewal application, to be further discussed on 19th April.* |
| **8** | **Events 2018**  *Purpose: To discuss and agree next steps in relation to:*   * *Town Crier Competition* * *Literary Festival – Speaker?* |
| **9** | **Treasurer’s Report**  *Purpose: To receive an update from the Treasurer.* |
| **10** | **Meeting Dates for 2018**  Meeting dates for 2018 currently planned as follows:   * Thursday 19th April – Fairtrade Town Renewal Application and AGM planning * Saturday 5th May (10:30) – AGM in the Market Square * Thursday 10th May * Thursday 12th July |
| **11** | **A.O.B.** |

**Updated Actions Log**

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| **Agenda item ref** | **Action** | **Date Agreed** | **Actioned by (date)** | **Who** | **Status Update** |
| 3 | Take more photos of Fair Hair salons for use on Facebook and Website | 02.02.17 |  | NW/DW | Ongoing – At least one hairdresser approached to participate in ‘Come on in’ video (tbc). |
| *4* | *Purchase FT tea/coffee for use in the TC offices;* | *02.02.17* |  | *PB* | *Close - PB has provided FT refreshments.* |
| 4 | Ensure FT logo and links are included on TC website | 02.02.17 |  | PB | A link is provided but the logo has not been included. |
| 4 | Consider Mystery shopper and ‘stock-it’ actions | 02.02.17 |  | DW | LV has skills to conduct Mystery Shopper exercise if progressed. Agree next steps. |
| 3 | Mark Hebron will be the next hair salon to feature in our Fair Hair coverage on Facebook | 30.03.17 | TBA | DW/NW | Approach reconsidered. Penhalagans to feature next (with video) |
| *4* | *Meeting to be arranged with Mark Tobin of the Shrubbery Hotel* | *30.03.17* |  | *LV* | *Complete – Shrubbery now confirmed a Fairtrade hotel* |
| *10* | *Publicise search for community champions* | *30.03.17* |  | *LV - Column* | *Complete - Agreed 18.01.18 and included on website.* |
| 4c | Discuss potential to print Fairtrade logo/support logo on retailers existing packaging | 25.05.17 | 20.07.17 | DW | On hold |
| *6* | *Draft survey questions for review by the Management Committee* | *25.05.17* | *20.07.17* | *NW* | *Complete – Survey closed 16.02.18 report for discussion 12.03.18* |
| *6* | *Draft business ‘offer’ document for potential business supporters* | *25.05.17* | *20.07.17* | *NW, RG and DW* | *Complete – Adopted and uploaded to the website.* |
| 3 | Query SSDC decision to take Procurement proposal to Scrutiny Commitee | 23.08.2017 | 26.10.2017 | VK/LV | No update received. |
| 6 | Draft letters to businesses and a press release publicising leaflet distribution and achievements. | 23.08.2017 | 26.10.2017 | All | Agree who is to prepare first draft |
| *3* | *Explore opportunity to include a Fairtrade Topic within the Rotary Club Young Voices Project.* | *02.11.2017* | *18.01.2018* | *CO* | *Complete – Competition held 27th February on the theme of Fairtrade* |
| *4* | *Refer to Fairtrade Foundation survey and draft survey questions for review by Roger and Annie Gurner.* | *02.11.2017* | *18.01.2018* | *NW/RG* | *Complete – See above* |
| 4 | Include the proposed Community and Business Survey as an agenda/update item on the Chamber of Commerce and Trade’s next agenda. | 02.11.2017 | 18.01.2018 | MFF | TBC |
| 5 | PR and Marketing and other skills gaps to be considered during AGM preparations. Item to be included in meetings’ forward plan. | 02.11.2017 | May 2018 | NW | Included in forward plan |
| *6d* | *Obtain further details regarding eligibility and the application process for the South West Fairtrade Business Awards 2018.* | *02.11.2017* | *18.01.2018* | *RG/NW* | *Complete - Competition now closed. Unaware of any applications from Ilminster.* |
| *7* | *Contact the First Tuesday Coordinator with Fairtrade news content.* | *02.11.2017* | *Ongoing* | *RG/NW* | *Complete – Advised 18.01.18 that First Tuesday publication no longer produced.* |
| 7 | Update the website | 02.11.2017 | Ongoing | RG/NW | Agreed 18.01.18 that NW will conduct a focus group to agree priority improvements. |
| 10 | Follow up with the Warehouse Theatre once ‘Business Offer’ work is complete. | 02.11.2017 | March 2018 | CL/DW | DW has provided further information regarding suppliers and will contact publicity officer. |
| *6* | *Use meeting between The Shrubbery Hotel and MFF to share FT supplier information, Business offer document and explore support for FT.* | *18.01.2018* | *March 2018* | *MFF* | *Complete – The Shrubbery Hotel confirmed its support to use FT products in rooms and restaurant.* |
| *8* | *Approach No57 for possible inclusion in leaflet reprint.* | *18.01.2018* | *March 2018* | *DW* | *Complete – No57 has confirmed.* |