**Ilminster Fairtrade Management Committee Meeting**

Monday 12 March 2018

**MINUTES**

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| **Item** | **Description** | **Actions** |
| **1** | **Welcome and Apologies** Mike Fry-Foley (MFF), Roger Gurner (RG) – Chair, Val Keitch (VK), Claire Oaten (CO), Natalie Wainwright (NW), and David Westwood, (DW).Apologies were received from Phil Burton (PB), Chris Lawrence (CL), Deborah Perreau (DP) and Linda Vijeh (LV). |  |
| **2** | **Minutes of the Last Meeting (held 18.01.2018)** were previously reviewed at the Fairtrade Fortnight Planning meeting on 08.02.2018 and agreed as an accurate record. |  |
| **3** | **Matters Arising**The Secretary had appended an Actions log to the agenda. In addition to updates provided within the log, the following items were updated at the meeting:* *Item 4 from 02.02.2017 – Ensure Fairtrade logo and links are included on the TC website. NW will now send the Fairtrade Town logo to the Town Clerk as this is still missing.*
* *Item 4 from 02.02.2017 – Consider Mystery Shopper and ‘stock-it’ actions. – Item to be closed*.
* *Item 4c from 25*.05.2017 – *Discuss potential to print Fairtrade logo/support on retailers existing packaging. Item to be closed due to limited use of branded packaging by local retailers.*
* *Item 3 from 26.10.2017 – Query SSDC decision to take Procurement proposal to Scrutiny Committee. Item deferred due to Council restructuring/transformation.*
* *Item 6 from 23.08.2017 – Draft letters to businesses and a press release publicising leaflet distribution and achievements. NW/RG have agreed to action between them.*
* *Item 4 from 02.11.2017 – Include the proposed survey as an agenda item/update item at Chamber of Commerce and Trade meeting. Item actioned. Follow-up report would be welcomed.*

The Management Committee were advised at the Fairtrade Fortnight Planning meeting that the Resource Bags for Schools had now been produced with a plan for circulation within Greenfylde CofE First School, as well as Shepton Beauchamp and Ilton Schools, as part of the Schools Champion’s support to them to achieve Fair Aware status.  | **NW to send logo to TC.** |
| **4** | **Fairtrade Fortnight – Review and Reflect**Attendees were sadly unable to view the first cut of the ‘Come on in’ video at the meeting. A link will be circulated for all to provide comments.The Management Committee expressed their particular thanks to the Schools’ Champion and teacher Mr Jack Yard, along with Greenfylde CofE First School’s other staff and pupils who had, among other things, hosted the first Young Voices public speaking competition, in conjunction with the Rotary Club, on the subject of Fairtrade; produced a Young Person’s Fairtrade leaflet; interviewed local retailers and produced the video (referred to above); invited parents to join in with Fairtrade games. These activities had led to the school achieving the Fair Active Award, in addition to retaining its Fair Aware Award.A number of retailers and cafes had been very supportive, displaying posters and other materials, as well as participating in the video.The weather had been unfortunate, affecting turnout in the Market Square on the two Saturdays of Fairtrade Fortnight. The wine-tasting had also seen lower than expected attendance. The Committee noted their disappointment that Tesco and Co-Op had failed to support in any noticeable way.Ilminster Press had issued a release. | **NW to circulate link to video for comment.** |
| **5** | **Leaflet Reprint**The Chairman had approached MACs printing regarding the reprint of the Ilminster Fairtrade leaflet. Since they are able to support the Committee with some redesign/reformatting, the suggestion to run a design competition was considered unnecessary and could delay going to print.It was proposed that the Committee make contact with potential supporters, advising them of the reprint deadline of April and the ‘last chance’ to be included. | **NW to publicise opportunity via Facebook and follow up with Dillington House.** |
| **6** | **Survey**The survey results had been previously distributed. It was agreed that the responses would be of interest to the Chamber of Commerce and Trade and the Secretary would work, together with MFF, to provide them in a format that could be presented to a future meeting. It was also agreed that highlights should be published on the website and Facebook.As intended, the results would be used to inform the Fairtrade Town renewal application, to be discussed in the next item. | **NW/MFF to prepare report for the Chamber.** |
| **7** | **Fairtrade Town Status Renewal**A more detailed discussion is to be held at a special meeting on Thursday 19th April but initial thoughts were that the application should include aims to involve:* More Ilminster Churches and other faith groups;
* Ilminster’s sports’ clubs.
 | **RG/NW to prepare draft application.** |
| **8** | **Events 2018**Discussions focused on the following three events:* 12th May 2018 – Town Crier Event. It was agreed that all criers would be provided with an Ilminster Fairtrade leaflet, indicating where they can purchase Fairtrade tea and coffee during the break. The Secretary was honoured to be invited to judge on behalf of Ilminster Fairtrade but is sadly unable to attend due to other commitments.
* June 2018 - Literary Festival – DW agreed to approach Brenda Lake to repeat last year’s commitment to serve Fairtrade refreshments where possible and to be included in the programme. It was too late to arrange a Fairtrade speaker as part of this year’s programme.
* 20th March 2018 – South Somerset Literature Fair at Westlands. Remaining Ilminster Fairtrade leaflets to be distributed at this event and passed to Take One Media for onward distribution.
 | **RG/MFF to provide leaflets.****DW to contact Brenda Lake.****RG/NW to attend.** |
| **9** | **Treasurer’s Report** Fundraising would be required to cover the costs of the leaflet reprint with MACS printing and distribution contract with TakeOne Media.The School has now invoiced for the funds to cover the Fairtrade Educational Resource Bags |  |
| **9** | **Meeting Dates for 2018, 19:30** * 19th April – Fairtrade Town Renewal Application
* A proposal was made to hold this year’s AGM in the Market Square on Saturday 5th May. The Secretary will produce supporting papers to encourage newcomers to the Committee.
* 10th May
* 12th July
 | **NW to make early preparations for the AGM.** |
| **10** | **A.O.B.** |  |