**Ilminster Fairtrade Management Committee**

**Thursday 25 May 2017**

**MINUTES**

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| **No.** | **Item** | **Actions** |
| **1.** | **Welcome and Apologies** |  |
|  | Attending:  Roger Gurner (RG), Natalie Wainwright (NW), David Westwood (DW).  Apologies: Val Keitch (VK), Mike Fry-Foley (MFF), Chris Lawrence (CL), Linda Vijeh (LV), Claire Oaten (CO), Philip Burton (PB). |  |
| **2** | **Minutes of Last Meeting** |  |
|  | The minutes of the last meeting, held on 30th March 2017 were agreed and signed as an accurate record. |  |
| **3.** | **Matters arising** |  |
|  | The Secretary had appended an Actions log to the agenda.  Agenda item 4 (meeting 02.02.17) – Awaiting an update from PB regarding the purchase of Fairtrade teas and coffees at the Council offices and the inclusion if the Fairtrade Town logo and links on the Town Council’s website;  Agenda item 5c (02.02.17) – Awaiting an update from CO regarding the contact with Councillor John Fagan in support of the Resource Box for Schools project.  Agenda item 3 (30.03.17) – Reconsidered the approach to the Fair Hair Campaign and will cover Penhalagans, potentially with a video interview, next as a thank you for their kind donation to the raffle.  Agenda item 4 (30.03.17) - Update - Roger Gurner to attend South Somerset District Council’s next Full Council Meeting on 15th June 2017. | PB  CO  DW/NW  RG |
| **4.** | **Implementation Plan Project Updates** |  |
| **4a** | **Fairtrade Resource Box for Schools**  Still awaiting final response from the Ilminster Education Trust but the Lions Club have invited an application for funds, the results of which are expected within the next two weeks. Should this be unsuccessful, the Management Committee will offer support to alternative fundraising efforts. LV has already offered to host a wine-tasting, which the school Parent Teachers and Friends Association (PTFA) have proposed might be held on 29th September. NW suggested that proceeds from the raffle may contribute and the Management Committee may wish to offer individuals, businesses and community groups the opportunity to sponsor individual items within the resource box, which would be acknowledge by a sticker on the inside cover of a book, for example. | RG to email CO with offer of support |
| **4b** | **Greenfylde’s Fair Aware Award – Developing wider school links, proposed event**  CO confirmed by email that this will be followed up in September. | NW to include as item on meetings forward plan |
| **4c** | **Shopping Bags Proposal**  NW confirmed that she had given further consideration to the above and concluded that it would not be in the interests of Ilminster Fairtrade Management Committee to progress this project. On reflection, the costs to Ilminster Fairtrade and the end customer would be too high. DW proposed that the same benefits could be achieved by encouraging existing retailers to include the Fairtarde logo on their own printed bags. DW would discuss this with a number of retailers in the town and a high-resolution logo could be made available for use via the website. | DW/NW |
| **5.** | **2016-17 Event Planner** |  |
| **5a** | It was agreed that ‘piggy-backing’ other community events, rather than trying to organise our own Fairtrade-specific events, is likely to be more successful in engaging with new and existing supporters and certainly less labour intensive. This approach will be considered for next year’s **AGM**. | NW to include in meetings forward plan |
| **5b** | DW and RG agreed to set up and man the Community Drive tea and coffee stall as part of the **Ilminster Midsummer Experience (IMEx).** |  |
| **5c** | As above, RG to attend **SSDC Full Council Meeting** |  |
|  | It was agreed that Ilminster Fairtrade Management Committee would not be attending the Party on the Park in 2017 but could perhaps influence the provision of Fairtrade teas and coffees by others at the event.  DW would be taking a team to the Literary Festival Quiz on 7th June, to which Management Committee members were invited. |  |
| **6.** | **PR and Communications, including website** |  |
|  | It was agreed that NW would draft a set of survey questions for review by the Management Committee. Survey responses would need to be gathered by means of paper and online surveys. NW has experience of using Survey Monkey and proposed using this for gathering and analysing responses online.  Following some reluctance on the part of visitor attractions to support Ilminster’s Fairtrade Town status, it was agreed that some form of ‘publicity agreement’ or ‘offer’ to businesses would be useful. This would ensure consistent messaging by Management Committee members who pursue links and make clear to potential supporters what they gain from getting involved, e.g. free publicity via the leaflet and website and access to downloadable images and logos. | NW to draft by 20.07.17  NW to draft by 20.07.17 |
| **7.** | **Treasurer’s Report** |  |
|  | The current balance stands at £135.23 |  |
| **10.** | **A.O.B.** |  |
|  | The Management Committee are disappointed by Sainsbury’s recent announcement that their own-brand Red and Gold Label, Green and Rooibos teas are no longer going to be Fairtrade certified. They will be replaced by Sainsbury’s own ‘Fairly Traded’ range of tea. The Fairtrade Foundation’s Response to this news can be found here: <http://www.fairtrade.org.uk/Media-Centre/News/May-2017/Statement-on-Fairtrade-withdrawal-from-Sainsbury-partnership> | NW/LV |
|  | **Date of Next Meeting, 19:30 @ Ilminster Bowling and Tennis Club** |  |
|  | **20 July 2017**  21 September 2017  16th November 2017 |  |

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| **Agreed as a fair record.**  **Signed …………………………………………………………. Chairman**  **Dated ………………………………..** |