**Ilminster Fairtrade Management Committee**

**Thursday 30 March 2017**

**MINUTES**

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| **No.** | **Item** | **Actions** |
| **1.** | **Welcome and Apologies** |  |
|  | Attending:  Roger Gurner (RG), Natalie Wainwright (NW), David Westwood (DW), Linda Vijeh (LV), Claire Oaten (CO).  Apologies: Val Keitch (VK), Mike Fry-Foley (MFF), Chris Lawrence (CL). |  |
| **2** | **Minutes of Last Meeting** |  |
|  | Subject to a correction to the name of Harper, Dolman and West, under Item 8, the minutes were agreed and signed as an accurate record. |  |
| **3.** | **Matters arising** |  |
|  | The Chamber has received our letter and will consider their contribution to the leaflet distribution and road signs at their next meeting. The Committee anticipates receiving £100.  Mark Hebron will be the next hair salon to feature in our Fair Hair coverage on Facebook.  The Literary Festival organisers have confirmed that Fairtrade teas and coffees will be served at all of their events and the Fairtrade logo used where possible. | NW/DW to follow up with photo and commentary. |
| **4.** | **Implementation Plan** |  |
|  | The following highlights should be noted:   * **Goal 1 – Aim e – Encourage SSDC to promote itself as a FT authority -** RG has provided Andrew Lee, from The Leveller magazine, with some copy for inclusion in his next publication. This challenges South Somerset District Council to consider what more it could do to support the Fairtrade movement within the District. LV suggested that a representative of Ilminster Fairtrade may like to speak at a Full Council meeting. NW agreed to draft a note to Chairman Mike Best by way of introduction. NW will also contact Somerset County Council to establish whether they still a committed Fairtrade employer. * **Goal 2 – Aim a: To increase the number and range of businesses […] offering FT products –** LV confirmed that she had the skills and experience to conduct a Mystery Shopper exercise should the Committee wish to pursue this idea. * **Goal 2 – Aim b – To ensure all supportive businesses receive adequate recognition and publicity -** New businesses in and around Ilminster have been included on the Ilminster Fairtrade website and in a reprint of the Ilminster Fairtrade leaflet. * **Goal 2 – Aim c: To encourage local business involvement and ownership/leadership of activities during Fairtrade Fortnight –** Local business engagement secured. * **Goal 3 – Aim a – Identify, target and secure the support of new work places and community organisations throughout Ilminster, including The Best Wester Shrubbery Hotel…** - LV has agreed to follow up with Mark Tobin of The Shrubbery Hotel in a bid to get the hotel to supply Fairtrade products to customers. | NW |
| **5.** | **Project Updates** |  |
| 5(a) | **Fairtrade Fortnight 2017 – Lessons learned:**  Committee members concluded that although participation in the specific challenges, i.e. bake-off, selfie competitions, had been low, the engagement via Social Media with Ilminster Fairtrade had more than doubled. Facebook likes increased from forty to eighty-eight within the fortnight. Images and video appeared to be the best ‘hooks’. The video of David’s Fairtrade song was extremely well received and was shared nationally! |  |
| 5(b) | **South Somerset District Council Literature Fair**  RG and DW attended this event, held at The Haynes Motor Museum on 28 March. 10,000 copies of therevised Ilminster Fairtrade leaflet were printed, of which, 8,000 have now been distributed; 5,000 via distributor and 2,000 to individual accommodation providers and small tourist attractions. |  |
| 5(c) | **Fairtrade Resource Box for Schools:** CO has received further correspondence from the Ilminster Education Trust, seeking clarification on a number of points. It appears that one influential member of the Trust is blocking the proposal despite its benefits to multiple schools and their children. CO has responded. If the funding bid is ultimately refused the Management Committee will have to consider other fundraising opportunities. |  |
| 5(d) | **Shopping Bags Proposal:**  A fully costed proposal will be discussed at the next meeting. | NW |
| **6.** | **2016-17 Event Planner** |  |
| 6(a) | **Easter Egg Hunt**  NW has received confirmation from The Minster that a Fairtrade Easter Egg Hunt may be held on the premises. Individuals will collect entry forms from Just Things; The Parish Office, or download from the Ilminster Fairtrade website. Cut-out eggs will be hidden in and around The Minster, each bearing a letter. Once all eggs have been found the letters will spell an Easter message. Entries are to be returned to Just Things with a suggested contribution of £1, in exchange for a small egg. All entries will be entered into a draw to win a Real Easter Egg, which includes the Easter story. NW will prepare eggs, posters and entry forms. CO agreed to print 50 entry forms and the eggs. RG will print posters. DW will distribute posters around the town. | NW/CO/RG/DW |
| 6(b) | **AGM and Open Event**  Unfortunately, a number of committee members could not attend a meeting on 11 May. It was agreed that the AGM should be held as part of a wider, more attractive event, and the end of the week was preferable. A range of options were discussed including: meal, guest speakers, wine tasting. Committee members present agreed that a family-friendly quiz and picnic should be held on Saturday 20 May between 18:00 and 20:00. CO offered Greenfylde Hall and grounds as the venue. The event would be free but purchase of a £1 raffle ticket strongly encouraged.  NW agreed to collate PowerPoint slides to serve as a rolling presentation or achievements and/or to support Officer reports.  Committee members to source appealing raffle prizes; publicise and encourage friends and family to field teams. |  |
| 6(c) | **Ilminster Midsummer Experience**  It was agreed that Ilminster Fairtrade would be represented on the Community Drive again in 2017, serving Fairtrade teas and coffees. |  |
|  | CO proposed that an event to engage with local producers may be attractive, since many are alienated by the international nature of Fairtrade. A working title/concept could be ‘FAIRly local food fair’, which would focus on a fair deal for all producers home and away. |  |
| **7.** | **PR & Communications, including Website** |  |
|  | Further updates to Facebook and the website required to publicise activities agreed during the course of the meeting. | DW/NW/RG |
| **8.** | **Treasurer's Report** |  |
|  | CL confirmed that Ilminster Fairtrade have a balance of £5.23.  Co-Op’s Local Cause of the Month collection for Ilminster Fairtrade would be available from 31 March. |  |
| **9.** | **Suggested Meeting Dates for 2017** |  |
|  | Remaining dates in 2017  25th May (New date proposed as a follow-up to AGM)  20th July  21st September  16th November | All to advise of diary clashes. |
| **10.** | **A.O.B.** |  |
|  | During the course of the meeting it was proposed that, in addition to the Schools Champion, a number of other community-based champion roles, e.g. Churches, workplace, be created. NW will draft a paper outlining the positions and key roles and responsibilities of such champions. LV agreed to include a request for new community champions in her next column. | NW/LV |
|  | **Date of Next Meeting after the AGM, 19:30 @ Ilminster Bowling and Tennis Club** | 25 May 2017 |

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