

## **MBA Committee and Members Meeting Friday 21<sup>st</sup> November The Menstone Club**

Present: Josh Cartright, Roger Livesey, Christine Minchella, Gareth Edwards, Alan Garforth, Justin Leeming, Sue Richmond, Simon Richmond, Dale Smith, Tom Garbutt and Tom Eccles, Rachel Holder, Clean Inn

Apologies: Andy Greer, Marc Hill, Quentin Mackenzie (MCA), Zandra Munroe-Cochrane, Nick Cahill, Kim & Tiff Aspire to Be, Nicky Tweedle, Kalyani Dakini,

1. **Welcome** to members, committee members and invited Guest Dale Smith & thanks to Josh for letting us have the meeting at the Menstone Club.
2. **Apologies** from members and committee members who were unable to attend. It was felt that the turnout was a little disappointing unfortunately there was another event that took members away from the meeting and some people were working. It has been suggested that a Thursday might be a better evening for the meeting.
3. The meeting was given a brief history by Christine of the MBA and a short discussion took place about recruiting new members in the village. It was suggested that a separate flyer could be designed to target the businesses that had not joined the MBA. It was felt that a targeted approach telling non-members the benefits and that it was also about supporting our businesses together.
4. **Who is eligible to join the MBA.** It was agreed that only businesses within the village could join the association. This would exclude Burley Woodhead.
5. **Review of membership.** We currently have 19 members and two other's joined on the evening (Sue Richmond & Paul Dearing). Roger informed the group that there are 70+ businesses in the parish and a more target approach to those to get them on board would be a good idea. Dale suggested we discuss what our USP is and use this. It is not only about getting businesses into the MBA but also about getting business to support each other within the village. This was noted and taken on board.

Dale also suggested we consider associate members who pay a lesser fee so they are seen to support the association but don't want to formally advertise. The committee to discuss this further.

6. **Review of mail out.** The mail out was undertaken in September and a few addresses were not delivered to. This was addressed with the delivery company who came back and delivered to the missing addresses. The mail out has been successful for some of the businesses and it was felt that it was also good as an 'awareness campaign'. The next mail out leaflet would be redesigned. It was suggested that the flyer has testimonials and case studies to show residents the positive side of using village businesses. Justin to re-design and circulate to the Committee. Christine to mail out to the members asking for their opinion of the flyer. Next circulation is planned for January 2015.

- a. Discussion took place about more shops/venues in the village having our flyers. Rachel offered to take some for the FOMPS Christmas Event
  - b. Suggested some flyers are put up at the School & Library
  - c. Any other suggestions welcome
7. **Financial Review.** Audra Edwards produced the accounts which show we have a balance of £272.20 in the bank. Christine said that this money needed to be ring fenced to produce the next flyer and mail out. Discussion took place about how we could try and deliver the flyer ourselves rather than a delivery company. Tom at Small Print has a list of delivery areas that we could use and deliver ourselves. Roger also has a list of all the businesses and detailed street map which the MBA can use. Dale also said he had a map of the village with street names. Christine to obtain these.
8. **Review of Events.** MBA now has a banner that can be used for events. The following events have been attended by representatives of the MBA. However it was suggested that members get more involved and help the committee at these events as it was also an ideal opportunity to market and promote themselves.
  - Menston Show – This event went well and was attended by Roger, Justin, Christine and Andy
  - Menstone Club Opening – Christine & Justin attended
  - Menston Pre-School Race Night – Banner taken and sponsored 4 Races
  - FOMPS Christmas Event – members being asked to donate raffle prizes. Rachel also informed the group that there was a family night planned in Feb and a Scarecrow Hunt in June
  - Vintage Car Show (bi annually)
  - Panto – Peter Finley. Christine has approached Peter about the possibility of having our banner and some flyers in the entrance
  - Summer Show - TBA
  - Menstone Club Christmas Event on 7<sup>th</sup> December. Any volunteers? Tom from Small Print has a table and offered for us to join him.
9. **Facebook.** Christine led the discussion about free marketing through Facebook and Twitter. It was agreed that this would be a good way of advertising ourselves and for members to post. Justin to design a page and let members know about it. This could be useful to let people know when we are at events and for members to advertise events or promotions they may have.
10. **Member involvement.** Discussion took place about members being more involved in helping to promote the MBA. It was agreed that this was a good idea and in future members would be invited to support events. It was also noted that we all run small businesses and are busy so the more hands we can get involved the better. It was also discussed about the importance of networking and trying to get to as many events in the village as we could.

Each member to let the committee know if there are any events that may benefit from the MBA being attendance to get in touch with Christine.

11. **Menston Information Centre.** Roger explained where the MCA were up to with the new 'notice board'. It is planned to be outside of Kirkland's and all the business in the village will be invited to donate/pay a small contribution to be on the notice board. Roger informed the group that it is planned to be in place by March 2015.
12. **Meeting dates.** It was suggested that members could attend all 4 meetings a year as this would give them the opportunity to voice their opinions/suggestions. This was agreed. Committee members could meet prior to the meeting if needed. **Thursday 26<sup>th</sup> February next suggested date. Please confirm if you can or can't attend.**