



Membership and Communications Committee meeting note – 7 September 2016

Participants:

- **Environmental Cleaners:** Ashley Hoadley (AH), Darren Marston (DM)
- **CBI:** Ceris Burns (CB) and Alistair Moses (AM)

Ongoing website

- A glitch identified (news carousel not moving automatically or even manually for DM) – AM to check – **Fruit unable to replicate DM's issue, but carousel now automatically rotates.**
- Problem accessing Meeting page – AM to resolve – **protocol for page now amended.**
- Needs more recent news / updates – **new stories added.**

Archive

- Phil Smith (PS) and Sean Canty (SC) to review archive material and feed through to AM. This will be highlights only and will be loaded in a 'drip feed' fashion, so will not cause dramatic increase in workload.
- More Past Master information is required. AM to publicise in Speed Read/Quarterly e-news.
- AM to contact Gerald Sharp re missing photos.
- CB to return DVD & photo at meeting on 21/9.
- AM to notify DM if video support needed by end of 9/9.

Online booking

- PS has experience of operating online booking systems to share with the group.
- AH to arrange call with PS, SC, DM CB, and AM.
- CB to confirm availability for call on 16/9.
- Issues to consider include tiered sales, block booking, timed releases and concerns about overselling.
- The Committee will advise the Officers and Clerk of process after further development and request feedback.



Military Awards

- Sold out very quickly and not to all usual suspects. Shows success of initial stage on communications and marketing programme.
- Online booking process should ease process in future.
- Venue size may need to be looked at.

Member profiling, journey and communications schedule

- Work underway, but input from committee required.

Committee papers

- All committee papers need to be online ahead of the 21/9 Court meeting.
- July minutes have been uploaded, but agenda and other papers are required.
- Communications Committee meetings can be conference calls, but more formal process eg agenda/minutes required.

Member database

- Contact database needs cleansing and updating to ensure communication are reaching audience.
- AM to draft letter requesting refresh of all contact details. MM to distribute by traditional mail.
- Non-responses to be followed up by phone and then through proposing member.
- **Following the call AM discussed issue with MM. It was agreed that exercise carried out for member handbook should help rectify situation (which will be kept under review).**

Instagram

- Continuing to be updated, will take a while to build content and followers.

Progress so far

- Campaign has started very well with launch of the website, momentum needs to be picked up again following holiday period.