

Members & Communications Committee Meeting

Armourers & Braziers Hall, 81 Coleman Street, London, EC2R 5BJ

12th March 2019

10:00 – 12:00

Attendees:

CA Phil Smith (Chair)
LM Jo Gilliard
LM Steve Diprose
LM Jamie Wright
Observer: LM Jo Long

Apologies:

Clerk Matt Johnson
CA James Metzger
CA Ashley Hoadley
JW Gary Fage

Minutes to Meeting

1.0 WELCOME AND APOLOGIES

- 1.1 PS welcomed JL as observer at the meeting with a view to JL joining the Committee from April 2019.
- 1.2 JW has resigned from the Committee and this will be his last meeting. PS thanked JW for all his efforts and support over the years.

2.0 UPDATE FROM MINUTES TO MEETING 8TH JANUARY 2019

- 2.1 All minutes of the last meeting held were agreed as a true and accurate record.
Minutes carried forward:
 - CRM package: Committee agreed we need a CRM package to talk to the website, Jasmin to confirm if Flamingo is currently available to use.

Action PS

3.0 THE CLEANING SHOW

- 3.1 Livery card: PS presented image of new livery card informing these are not plastic but card which have then been laminated. They are durable, professional and will be available to distribute at the Cleaning Show. The cards were created free of charge by David Amos and 500 cards have been printed. AH will be responsible for distributing the cards to the committee members at the show.

Action AH

- 3.2 Livery V card has been created and is now available. PS to email to all committee members to actively use. PS to also confirm if the V-card is updated if it will then update all those who have previously been sent the detail.

Action PS

- 3.3 Pop up Banners: Ross Osbourne has agreed to produce and take the banners to the cleaning show and pass to JG. There will be three banners, two blue, one red at a cost of £70 + VAT each. SD suggested JG to pass to Venessa who will place in strategic areas around the show.

Action JG

- 3.4 Pop up Banners: JG to ensure all banners are collected and returned to Ross and PS will collect from Maintenance Suppliers.

Action JG/PS

3.5 Committee attendance/BCC stand coverage: JL and JW agreed to help on the WCEC stand on Wednesday PM. **Action JL/JW**

3.6 Livery ties/badges: PS to inform the Members that the Court has approved Members to wear both ties and badges at the Cleaning Show on Wednesday 20th March. **Action PS**

4.0 MEMBERSHIP & COMMUNICATIONS - 2018-19 STRATEGY

4.1 PS informed this committee will be moving away from being a communications committee and will be fully focused on generating new Members. The Council have given the committee a target of 18 new Members. All agreed at the next meeting each committee member to provide five potential prospect members which we can then actively pursue.

Action ALL

4.2 Several discussions took place on the best approach to seize the opportunities at the livery events as currently the committee feels it is failing to convert the guests that attend. All agreed the new livery cards should be placed at the table of each guest at the livery luncheons, JL informed the stewards could do this on the committee's behalf.

Action JL

4.3 The clerk is to be approached to see if it is feasible that after every event any Member who invited a guest to be asked to forward a 'thank you and do you want to know more' email onto their guest to try and encourage applications for Membership.

Action PS

4.4 PS to see if he can gain permission from the Court to allow two free guests at each event who the Committee feel would benefit the company in attending.

Action PS

4.5 JG to invite the CEO and Chair of the CSSA to the next livery luncheon.

Action JG

5.0 SPONSORSHIP

5.1 PS to confirm budget for Members committee in 2019 – 2020.

Action PS

5.2 Each committee member has been invoiced the £500 sponsorship to help finance the Members committee. PS to work with Jasmin to update the website with the sponsors logos and hyper link to each sponsor's Company website. This will run April 2019 – March 2020.

Action PS

6.0 ONLINE SHOP/MERCHANDISE

6.1 A positive response was received by the F&GP with regards the online shop/merchandise proposal. PS to liaise with Jasmin/Matt to take this forward.

Action PS/Clerk

7.0 WEBSITE 'DONATE' BUTTON

7.1 PS confirmed he will work with Jasmin and Matt to create a website 'donate' button.

Action PS/Clerk

8.0 FUTURE PR ACTIVITIES and IDEAS

8.1 April – PR Intro to the new Master

May – Case study ‘The journey of becoming a member to the WCEC’ a suggestion was to interview Morten Elstrup as he would be ideal for this case study.

Action PS/Clerk

8.2 The Senior Warden has been invited to present at the CSSA awards event. Barrie will not only be presenting the ‘best of the best’ award but will also be launching the WCEC chartered practitioner program.

9.0 ANY OTHER BUSINESS

9.1 This committee had suggested that the members certificates be updated as previous certificates have not looked professional. PS informed this is being actioned and all new Members will be given a quality membership certificate. Current Members will be able to purchase these from the online shop.

9.2 Next Membership & Communications Committee to be held on Wednesday 4TH June at Janitorial Express, start time 10am. Invitation/agenda to be circulated.

Action PS