

FIRE BRIGADE SOCIETY

Executive Supervisory Board



MINUTES OF ESB MEETING No 2

Date / Time: Wednesday 2 June 2021 11:00

Venue: MS Teams

Chair: CFO Steve Owen-Hughes, Director Community Protection (SOH)

Attendees: Ralph Horton – Managing Editor (RH)
Richard Thompson – Treasurer (RT)
Richard Williams – Membership Secretary (RW)
Stephen Dodge – Events Manager (SD)
Steve Udall – IT Manager (SU)

Apologies: None

Facilitator: Jacqui Archer, PA (JA)

<u>No</u>	<u>Subject</u>	<u>Action</u>
	<p><u>Reason for Meeting:</u> From Workshop held 18 May 2021:</p> <p>SOH: The need to put proposition forward and for ESB to meet and make decision on courses of action and move to enact where we can. Can take recommendations forward as result of today: ACTION: ESB to meet and consider</p> <ul style="list-style-type: none"> • Assets available and goods to sell, want to get control of those and market ASAP • Future of the magazine, decide how many needed to be published this year in order to come in line with financial situation and what are we doing about future of the magazine and members attracting new and clearly offer this with an on-line presence, hoping to bring in younger set and resolve some issues about needing a magazine at all. Understanding critical mass requirement to have a printed version. 	
	<p><u>Discussion:</u></p> <p>RH introduced himself to the meeting.</p> <p>SOH: Come to the point where decisions need to be made by the ESB to help the FBS to survive and thrive.</p> <p>Assets and goods to market and sell: AGREED The priority to sell to give operating capital.</p>	SD

<p>RH: Special publications - RH had been charged to dispose this, contacted to company who disposes of books. Potential to sell some of this stock. Had been advertised in Fire Cover (FC) and not sold. Marketing exercises have taken place, offering binders for members. Disposable value vs real value. Time of the essence.</p> <p>SOH: looking at how to take control of various assets. Do we dispose of it all and take a lower price or decide what can be remarketed and relaunched for fixed period and then dispose of surplus?</p> <p>RT: No sales unit manager at present, post officially vacant but being advertised</p> <p>SOH: A decision point to empower individual to get things moving.</p> <p>SOH: If deciding to market for a period of time and review then need to appoint someone to start marketing immediately, in a way to suit Society and empower them to deliver best value from stock held.</p> <ol style="list-style-type: none"> 1. nominate someone 2. Give clear direction to them. <p>RH: There is requirement for space to hold Society stock(s). Market special publications first?</p> <p>SOH: market online – Facebook selling page, gumtree etc.</p> <p>SOH: Logistically may be convenient now to ask Eddie Mills to help with marketing. All stock is with him to put his hand to, if we are confident that he could and would do that for FBS, this could happen immediately to generate income on stock.</p> <p>Should he be not well enough or not want to, having spoken to Steve, we will need to market that stock anyway. Need to decide who. Immediate plan is to sell the stock and get some income.</p> <p>Option: market now – agreed, asking Eddie firstly if he is willing to do</p> <p>Option: identify someone else to do this, if Eddie can't / won't and may need to in longer term.</p> <p>SD can get decision to ESB by Friday offering Eddie appointment until 31 March 2022.</p> <p>Offer Eddie temporary position to get on and start working on this whilst long term decision made.</p> <ul style="list-style-type: none"> • Avoid word appoint, use volunteer to assist. <p>RH: suggest Eddie join as volunteer working to an existing officer's unit, as per constitution.</p> <p>ACTION: SD to action above when visiting Eddie on Wednesday on behalf of ESB</p> <p><u>Future of the Magazine</u></p> <p>How many need to be published? Future and membership, attracting online membership, attracting new and younger membership.</p> <p>SOH: Societies presence traditionally via visits and showcased in magazine is changing. Views?</p>	SD
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<p>RH: The Editorial Team have met to discuss production and how to move forward in future. Next FC is in production, checked with treasurer before printing. Operating plan for coming financial year agreed, now going to 600 run quantity saving production cost fees. Funds raised from sale of binders, and sale of FC stock will see this year through on Operating Plan. Need to look to the future to put forward in November 2021. Careful to not reduce quality of the magazine. Have tried to reduce production costs this year. If went to electronic copy this may mean potentially losing 50% of older membership. Risk vs benefit.</p> <p>RH: Editors suggested at last Friday's meeting that we could use FC to test the feelings of the membership. Costs of producing an electronic copy unknown. SOH: run 600 covers for FC and use that to test the water with members to see if happy to move to electronic version. Does offer need to be stronger, showing the benefits ie high quality downloadable pictures etc, timelier, frequency, Q&As.</p> <p>RT: Good idea to see how many keen on electronic editions, could run in parallel with an online option and paper copies. Paperwork with Fire Cover, involves putting back in the post, can this be electronic?</p> <p>RH: Electronic voting will be used. A voting platform is set up.</p> <p>SOH: In next Fire Cover to have survey to talk about future FCs being electronic with clear message on why, take results from survey electronically and manually. Add to this a question around increase in membership fee.</p> <p>SOH: Survey wording to be agreed following a circulation of the draft to ESB</p> <p>AGREED</p> <p>SD speaking to Eddie Mills, if acceptable and ability to produce up to date sales flyer will be produced if not RW has authority to go with older flyer. Overall objective is to create sales.</p> <p>SOH: Summary; start of being to operate at some pace to address the issues and ensure survival of The Society. All efforts required to create a sustainable Society for the future and be in a position to attract new / younger membership.</p> <p>RT: Membership fees, decision will be made in November. Year planner is on website.</p> <p>ACTION: discuss timetables for ESB Meetings - agenda for next meeting</p> <p>ACTION: next meeting beginning August 2021.</p>	<p>JA</p> <p>JA</p>
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EXECUTIVE SUPERVISORY BOARD MEETING NO 2 - ACTION POINTS UPDATE

SALES UNIT (SD)

Eddie Mills agreed to manage the Sales Unit as a volunteer, working to SD in the interim, and possibly until the Sales Manager's vacancy is filled. The Membership Secretary has confirmed Eddie had re-joined The Society.

Sales Lists were distributed with FC233 (this list was also posted on the web site) and another was published in FC234, page 49-50.

SD reported to the ESB Meeting No 3 (Finance) that the response to the first sales list had been very poor.

FC SURVEY (RH & Editorial Team)

A draft survey form was produced and authorised by the ESB.

The survey form was distributed with FC232 and the facility to make returns electronically via FBSevote was set up.

The reasons for this survey were clearly detail in this FC232 on page 2.

The results of the survey were published in FC233, page 2, as well as being posted on the web site.

DATE FOR NEXT ESB MEETING (JA)

No meeting was scheduled for August 2021.

The President resigned in September 2021.