

Notes of Fairtrade In Eastleigh Borough Campaign Committee Meeting held at Daphne Bright's home on 20 June 2007

Present:

Daphne Bright (Secretary)
Ken Richardson (Chandlers Ford Methodist Church) - acting Chair for meeting
Dawn Wood (Chandlers Ford Methodist Church)
Joyce Smith (Chandlers Ford Methodist Church)
Beverley Draig (Eastleigh BC and note taker)
Gill Hulbert
Dave Alford
Pam Alford (observing)
Nick and Dan Sullivan (for Website items only)

Apologies:

Sarah Goode

1. Agenda

It was agreed that the main items that would take up the meeting were the website, arrangements for the Point in the Park display and planning for the AGM. It was agreed that Ken should act as Chair for the meeting with Bev taking notes. It was agreed to discuss the website first so that Nick and Dan could leave after that item.

2. Website

2.1 There was a very useful discussion by all as to what topics (and hence web pages) to have on the website. Dawn had looked at some other local Fairtrade groups' websites and singled out Kingston as a good example, as did Dave. The list of topics/potential pages include:

- where we've come from (history), where we are (current situation), where we're going (future) on the home page
- why get involved with Fairtrade
- frequently asked questions (FAQs)
- local stockists and catering places
- how people can help
- events page
- committee member contact details
- links to other organisations i.e Eastleigh BC Fairtrade webpages, Fairtrade Foundation, Southampton Fairtrade shop and other social justice groups like Children at Risk, Nestle Boycott, etc.

Action: Bev would send some background information to use as text to Nick/Dan such as general information sheet and Fairtrade zone criteria. (Done)

2.2 Domain hosting and relevant email addresses could be arranged via Nick and Dan for £40 per year. This was agreed as good value. The domain name www.fairtradeineastleighborough.org was chosen as, although long, it was a clear description of the nature of the group.

2.3 It was agreed that the artwork/design for the website should be based on the window/car sticker as we had been using it consistently for some time now and the black background was striking. The basic design had already been cleared by the Fairtrade Foundation as well. Dan would use it to design the look of the website. Once the website design was finalised, it should be cleared by the Fairtrade Foundation as it uses the FT Mark. **Action: Bev to send Dan/Nick the window/car sticker design by email. (Done)**

2.4 There was a long discussion about how we should produce a Fairtrade Directory and how to get the relevant information. Bev reported that the Global Exchange students had not carried out the research as planned. Daphne said that the database could be interrogated and relevant information gained that way but that we had no one available to do this and she no longer had time to do so. Bev said that whatever way the information is produced on the website, it should be easily printed in black and white from the website. The Council would be keen to cut down on waste so wouldn't want too many copies of the Directory printed as it needed to be updated regularly and printed copies would get out of date quickly. It was agreed that this is an ongoing topic at the moment for further discussion.

2.5 The ongoing management of the website was considered and there was no one currently available on the Committee to take this on. Nick very kindly agreed to do this in the short term but that someone from the Fairtrade Campaign would need to take on this responsibility in the next few months.

2.6 **Action: Dan and Nick would put together a mock website once they have received information upon which to base their design and would send it out by email prior to the 4 July AGM.** Everyone expressed their thanks to Nick and Dan who left at this point.

3. Planning for Point in the Park display

3.1 Rota for staffing stand

Joyce Smith had very kindly phoned round known "Fairtraders" in local churches to ask if anyone could help out by staffing the stand for 2 hours on either the Sat or Sun. She had met with some success and had followed it up by personally writing to given contacts in churches asking about their support for Fairtrade locally. Joyce was thanked for this and her rota formed the basis for identifying and filling spaces not covered. Contact details were exchanged. **Action: Daphne would send the letter template to Joyce so that she could use that on future occasions to ensure consistency of "look" to letters sent out on behalf of the Campaign.**

Committee members tried to ensure that there was at least one of them with a volunteer at all times. Bev was unable to help out as she had to staff an Eastleigh BC stand both days but would be on hand nearby if necessary. Unfortunately, the dates of the festival clashed with other events with which some Committee members were also involved but the rota was covered. **Action: Bev would collate all the information into a table, with contacts and times, etc and send it out to everyone. (Done)**

3.2 Equipment/ Display Material

Action: Daphne would collect the display boards and leaflets, posters etc from the Civic Offices. Ken was authorised to buy an awning and offered to provide his folding pasting table. Gill would also bring her pasting table as well.

3.3 Tombola

Action: Dave and Pam would buy items for this, with separate boxes of prizes for each day and different coloured tickets for each day. They would deliver to site or to Daphne's ready for the Sat morning.

4. Preparations for AGM

Everyone was working to Bev's plan sent out after the last meeting. All required paperwork had been sent out by Daphne to voting members and networkers who had attended previous meetings. There was concern about whether or not we would be quorate as we have 17 voting members so we needed at least 5 present to get the 25% requirement. Ken agreed to act as Chair for the AGM and Bev would take notes.

5. Any other business

There was no other business discussed. The next meeting was the AGM on 4 July at 1945 at the Dovetail Centre, Chandlers Ford Methodist Church