

## **ANNUAL GENERAL MEETING**

**HELD ON THURSDAY 3 MAY 2018  
AT SEAFORD HEAD GOLF CLUB, (CLUBHOUSE), SOUTHDOWN ROAD  
SEAFORD, BN25 4JS  
COMMENCING AT 8.00AM SHARP**

## **MINUTES**

**1. Welcome**

P Franklin welcomed everyone to the meeting.

**2. Apologies for absence**

Received from D Argent, B Turner, G Ori.

**3. Minutes of 2017 AGM**

These were agreed as a true record and were adopted by the meeting.

Proposed by: H Macaulay

Seconder: I Kerr

**4. Matters arising**

There were none

**5. President's Report – Paul Franklin**

Paul Franklin read out his report (reproduced at the end of these minutes).

The President's report was adopted by the meeting.

Proposed by: A Fortune

Seconded by: C Herridge

**6. Treasurer's Report – Ian Jenkins**

"This is the Treasurer's report on the Accounts for the Year ended 31 March 2018. It was another good year and I am pleased to report that whilst I forecast a surplus of £1,041 at last year's AGM the Chamber has achieved a surplus of £1,079.

There was net income of £1,000 on the Charity golf day, £10 on the Christmas meal and Raffle, £662 on the Breakfast meetings and £300 on the French market and £230 on the Italian market.

Subscription income was marginally up on the previous year at £5,276.06

Expenditure was up on the previous year with increases in the website hosting to £1,194 an increase in printing, postage and stationery costs to £229.65 and Secretarial costs to £3,595.75.

Sundry expenses reflect a modest increase to £362.50. This includes refreshment costs associated with event hosting at The View and Seaford Golf Club of £302.50 and £60 of event photography. Total expenditure for the year amounted to £6,408.46 and a surplus was

generated of £1,078.77 thanks mainly to the charity golf day and continuing good level of membership.

At the bottom of the Income and expenditure account you will see that £141 of Mary Portas income has been spent on developing the Seaford Town App and this deficit has been transferred to the Mary Portas section of general reserves, over the page on the Balance sheet. Moving onto the Chamber Balance Sheet, the main change on is the capitalisation of the new Website at a cost of £1,877.39. It was not operational at the balance sheet date so amortisation over 5 years will commence in the 2018/2019 financial year.

Current asset pre-payments comprises insurance and a £100 deposit on the 2018 Christmas event venue. The current account reflects the new Website costs and the Deposit account reflects the £5,968.60 Mary Portas money.

Looking ahead to the current financial year, there will be no foreign markets. However, another golf day is planned with the same level of income expected. Renewal of chamber membership is now encouraged via the website which is hoped will ease the experience. The offer of a free breakfast to encourage on line renewal will cost the chamber £10 a member but the chamber needs to secure the maximum number of renewals. The Committee have agreed to a one year payment of £50+VAT/month as a contribution towards the cost of bookkeeping and accountancy services. Provided membership continues to hold and the breakfasts are supported by members I am forecasting a small deficit of £205 which is covered by historic reserves. I hope that your Chamber can continue to build on this excellent result and expand the good work of supporting businesses in the Seaford and surrounding areas”.

The Treasurer’s report was adopted by the meeting.

Proposed by: S Marks

Seconded by: H Macaulay.

## **7. Committee Reports**

Webmaster – report from Matt Chambers was read out by R Brown.

“The new website is bringing forward many changes - it has greatly increased security and is built in line with GDPR recommendations from the ICO. The new site has not only incorporated a new event calendar but also an automated “new member sign up” function and automated payments. Both of these features greatly reduce time required to administer new members as well as ensuring the Chamber appeals to the new “tech Savvy” generation of business owners who had not previously joined the Chamber.

In order to increase user engagement we have built individual profiles for each member that can be added to and amended by the company owner. These, when used to full effect, will have huge benefits to the member’s own web site ranking within each engines to the end of increasing business of them.

There is a “member offers” section where members can help grow the membership by offering truly great offers: people may join just to get the offers. For example, we (Madison) offer £200, no purchase required to any Chamber member to be used against any of our services. When you consider the cost of membership, if you were going to use Madison already for £200 of work you could now join the Chamber and save £125 straight away and also get all the benefits of being a member!!

We have added a new “resource centre” too, this is for members only and are helpful articles, produced by experts and again represent more value to members as these article are advice you would normally pay for.

All of this has meant a marked increase in google rankings for the Chamber website, the number of users and an increase in both time spent and amount of pages viewed by the users.”

#### Social Media Report by Charlie Herridge

C Herridge confirmed that social media engagement has increased but asked members to share any information from the Chamber Facebook page. Now working to engage further with on-line businesses and a Facebook advertisement will be running for a few months (a sample was shown to the meeting). The sign-up button will take people straight through to a landing page where they will hopefully join the Chamber.

The Committee reports were adopted by the meeting.

Proposed by: N Richardson

Seconded by: I Jenkins

## **8. Election of Officers**

**For the election of President, Secretary Rachel Brown took the Chair.**

**President:** Paul Franklin has agreed to continue in this role for a further year.

Proposed by: N Richardson

Seconded by: W Flowers

Secretary R Brown handed back to P Franklin for the remainder of the meeting.

**Vice President:** Clare Davis has indicated her willingness to stand for this role for the forthcoming year.

Proposed by: P Franklin

Seconded by: R Brown

**Treasurer:** Ian Jenkins has agreed to continue in this role for a further year.

Proposed by: C Herridge

Seconded by: P Waller

**Social Secretary:** Lesley Jones has agreed to stand for election to this position.

Proposed by: R Brown

Seconded by: J Terry

**Will Flowers** has agreed to stand for election to the Committee in a general capacity.

Proposed by: P Franklin

Seconded by: A Fortune

There being no other nominations, the remainder of the Committee would be voted in en-bloc.

**Gerri Ori** - Membership  
**Matt Chambers** - Website Master  
**Charlie Herridge** - Social Media Manager  
**Phil Boorman** - Seaford Town Council representative

Seaford Town Council nominate their own representative to attend Committee Meetings and ensure that relevant business is passed between the two organisations. Cllr Phil Boorman is the current representative

**(Alasdair Fortune** (Immediate Past President) and **Rachel Brown** (Secretary) are ex-officio members of the Committee and are therefore not subject to the election process).

Proposed by: P Franklin

Seconded by: C Davis

#### **9. Ratification of proposal for Constitutional change relating to payment of membership fees**

R Brown outlined the existing wording of the Constitution relating to membership which states: "All subscriptions shall become due on the first day of June in each year and no member shall be entitled to vote at any meetings unless their subscription shall have been previously paid."

Due to the new on-line membership arrangements currently being implemented, from now on the membership renewal will become due a year after the date of joining, which may not necessarily be in June. It was therefore proposed to change the wording of the Constitution to read:

"All subscriptions shall become due on the first day of June each year or if joined after May 2018, the anniversary date of joining. No member shall be entitled to vote at any meetings unless their subscription shall have been previously paid."

Following discussion, the revised wording was agreed and was adopted by the meeting.

Proposed by: L Jones

Seconded by: I Kerr

#### **10. Any Other business**

- a) N Richardson suggested further liaison with other local Chambers such as a monthly lunch or other regular event, also work more with the local secondary school. It was confirmed that Seaford Chamber already worked closely with Newhaven and Peacehaven Chambers regarding the Seahaven Business Awards and events such as the annual Karting challenge were also opportunities to network. However, the matter would be discussed further in Committee.



b) Simon Marks proposed a vote of thanks to the Committee for their work.

Meeting closed at 8.35am

Kathryn Stanley (Engagement Coordinator, Intelligent Health gave a short presentation about Beat the Street - explaining how the challenge works and a demonstration of the beat boxes that will be located around Seaford. It is a programme that gets people fit running, cycling and walking. Children are given a key fob, adults a smartcard - the competition starts on 5 June and runs for 7 weeks. There will be 31 boxes in Seaford and teams from businesses (or the Chamber) would get advertising on the website. A minimum of 12 people needed for a team.

#### **PRESIDENT'S REPORT**

"I wanted to start by thanking all our members for supporting the Chamber over the past year. A special mention to our newest member – Annette Blackman from the English Wine Centre and also Cllr Penny Lower here today from Seaford Town Council. But especially I want to thank the Committee and the Secretary for all their hard work.

This is also an important year for women – 100 years since they got the vote and I am particularly pleased that Clare Davis has agreed to stand as Vice President today, to follow me as President this time next year.

This last year it has been a privilege to be your President. Our main objectives have been to streamline our costs (which are minimal) and to continue to modernise the Chamber. Thanks to Matt Chambers at Madison for our new website which is improving all the time, Charlie Herridge who is dealing with social media and trying to attract younger members who would benefit from the vast knowledge that our existing members have.

The on-line system to reduce costs and long-term, make membership renewal easier also to sign up online for our breakfast meetings – which I must say are very enjoyable - and we have had many interesting speakers.

A lot of business now is gained on refererals and there is a link to the Chamber from the Seaford Town Council website. The Committee always welcomes any input from members regarding suggestions for speakers, new ideas and to tell us if we are missing anything.

We have held various free events for our members and will continue to do this. However, our income is mainly from membership fees and we therefore need to keep gaining members. So tell your friends and business colleagues about the benefits to be gained from being part of the member's directory on the website and how interacting with present members can improve their knowledge. Another benefit of membership is free entry on our 'I Love Seaford' app – all great exposure at a moderate cost. So we all need to work together over the coming year to build on the Chamber's success."

- End -