

## **MINUTES**

### **HAILSHAM & DISTRICT CHAMBER OF COMMERCE COMMITTEE MEETING**

**HELD ON 1 FEBRUARY 2018**

**AT CHAPTER 12 FUNCTION ROOM, 12 HIGH STREET, HAILSHAM, BN27 1BJ**

1. <b>Present:</b>	<b>Actions</b>
<p><b>Vice Chair</b> - Clive Soper (CS) Andrew Rannie (AJR) Jacky Hinton (JH) Peter Willson (PW) Anton Bree (AB)</p> <p><u>In attendance:</u> Angela Marden (AM)</p>	
<p><b>2. Apologies for Absence:</b></p> <p>Petrina Mayson (PM) Nick Collinson (NC) Fran Pickett (FP) Steve Christmas (SC) Dave Barton (DB) Mina O'Brien (MOB) Jarred O'Toole (JOT) Colin Slaughter (CPS)</p>	
<p><b>3. Declarations of Interest</b></p> <p>None were declared.</p>	
<p><b>4. Minutes of the Previous Meeting – 4 January 2018</b></p> <p>Minutes of the previous meeting held on 4 January were approved and any outstanding actions have been carried forward.</p>	
<p><b>5. Events and Sponsorship</b></p> <p><u>Joint Chamber Events:</u></p> <p><u>AGM</u> – It was agreed to hold the AGM on Wednesday 18 April at 6pm in the Chapter 12 Function Room. Details regarding promotion, speaker etc will be discussed at the next Committee Meeting. JH to add this item to the next Agenda.</p>	<p><b>JH</b></p>

Hailsham Chamber Spanish Evening – 21<sup>st</sup> March – CPS/JH to promote the ‘Paella’ evening at Chapter 12 for all members and non-members. The cost per head will be £16.00 which includes one drink. Payment via BACs or PayPal. JH agreed to create an A5 flyer for promotion to email out to members and non-members and to coordinate the attendance list.

JH

Hailsham Town Carnival – Sunday 23<sup>rd</sup> September 1.30 – 3pm in the Recreation Ground, Western Road. Mary Laxton asked the Chamber if they could nominate a judge for the event.

6. **Membership Update**

JH confirmed that there are currently 80 members. The newest members are: Chestnut Tree House and Tintwise.

Hailsham Chamber Newsletter – JH confirmed that the newsletter currently has 123 subscribers to date with a 39.5% open in January which is well over the industry average.

7. **Treasurer’s Update**

AJR confirmed that the Hailsham Chamber account balance has dropped slightly; as reported last month AJR confirmed that the Pop up Shop funds are running at a loss but this was expected due to outgoing costs etc. It was agreed to speak about the Pop up Shop at the next meeting in more detail due to absences.

The Committee agreed to sponsor the Hailsham Carnival for £250.00 towards their trophies.

AJR

8. **Website, Marketing and Social Media**

Website

JH said that there was still not much member interaction on the website this month. JH to remind members to add events and news regularly.

JH

Social Media Update – January 2018

MO’B provided the Social Media update as follows:

**Facebook**

**Page Likes: 163**

New Page likes: 3

**Number of posts: 30**

Page views: 62

Post Engagements: 350

Page Reach: **16.1K**  
Video Views: 7

### **Boosted posts**

- Well! Pop Up Shop inadvertently boosted for more than £10 (Spend £61.44)
- Impressions: 22.3K
- Reach: 15.5K
- Results: 1.2K Ad Recall
- Cost per result £0.05

Cost to Hailsham Chamber £30.00 ex VAT as kindly agreed with Andrew.

### **Twitter**

Tweets Sent: 54  
Following is 592 – 11 new  
Profile Visits: 80  
Tweet Impressions: 22.8K  
Mentions: 8

### **Content going forward**

- Members Spotlight
- Pop Up Shop
- New members
- Member News
- Events

### **Content going forward**

Continue to work closely with Jacky re the Pop Up shop and new members.

## 9. **General Committee Business**

### Pop-Up Shop

The Lease for the Pop up Shop has been extended until the end of March 2018. JH reported that as from the middle of February the Pop up Shop was fully booked and deposits taken. No further funding has been secured.

**CS**

Ongoing - JH agreed to produce a report for NC about the Pop up Shop for any possible funding submissions.

**JH**

Hailsham Forward – It was agreed to attach the link to the last minutes for information.

<http://www.hailshamforward.co.uk/documents.html>

ACES - It was reported that there is no one available to attend the next ACES meeting this afternoon. It was agreed that CS would feedback at a later stage.

FSB – Due to CPS absence there was no FSB report.

**CS/PM**

10. **Report from Sub-Committees**

10.1 **Traffic and Parking**

In NC absence it was reported that the town centre improvements were ongoing.

10.2 **Town Centre Improvements**

NC reported that the Water Mains work will resume in Diplocks Road next week. The works will be carried out at night and would be supervision during the day.

10.3 **Anti-Social Behaviour/Crime Report**

It was agreed to update the Committee at the next meeting.

**Any Other Business**

Due to PM stepping down at the next AGM, Peter Willson expressed an interest in the role of Chairman. Dave Barton has indicated that he will remain a member of the Chamber but will step down from a Committee role due to increasing business commitments at the next AGM.

**Date of the Next Meeting**

The next meeting is to be held after the Hailsham Chamber breakfast on 1 March 2018 at Chapter 12 Function Room, Hailsham.