

TRANSITION BLACK ISLE

Minutes of Comms meeting by Skype on Monday April 30 2012

Present

Maggie Dove, Wendy Price, (Chair) John Wood, Barbel Dister and Penny Edwards

Action points

Matters arising from minutes –

Wendy to send out email to all members getting confirmation that they are happy to share email with other members. Full list of member names and emails will go out in April each year with caveat that TBI cannot be held responsible if email details are circulated to others by individual members without TBI's approval or knowledge.

Wendy

Communicating with members generally

We agreed to present a paper to the Admin group for approval covering all that was discussed
(See bellow)

Wendy

Newsletter circulation

John will create a list of people who have shown an interest in TBI and email them to ask if they wish to receive our new Newsletter in pdf format. Mailchimp still needs to be researched to see if it is the right format for newsletter distribution

Wendy

Markets

It was agreed that no formal list of priorities was needed re stallholders but that we should state the prime reason for markets on our website with emphasis on locally grown or produced food as top priority. No marketing of the markets should take place until we have a reliable source of food producers at each market as this is what customers want.

John

Appointment of PR person

After short separate Skype on Tuesday 1st it was agreed that Wendy should Contact Jacky Brookes by phone to aks how she would tackle distance from Black Isle and only interview if satisfactory reply. Same for Dawn at Lossiemouth. Teen and Peter McKay both to be interviewed – date yet to be set.

AOCB

Penny will check status of stall booked for Black Isle show – Thurs 2nd August

Penny

Date of next meeting – not agreed! but suggest Wed 6 June at 7.30 at my house – with new PR person.

All to check

Newsletter and general communications proposal

At our communications group meeting on 12 March and again today we discussed our methods of communicating generally both with our members and with the outside world.

We defined the communications needed as follows:-

1. Discussions between interested members
2. Discussions between other interested people
3. News to interested members
4. News to others who may be interested
5. Urgent announcements to members
6. Urgent announcements to others who may be interested
7. Communications to influence a targeted audience

We agreed we would put a proposal to the directors as follows:-

Items 1 and 2 above are adequately provided for by our forum
Items 3 and 4 will be met by the following:-

- A newsletter with attractive TBI heading should be produced on 1st of every month. Deadline for contributions should be 23rd of each month, and ideally ALL announcements to do with TBI should be included. It should be in pdf format but could also be available in small quantities in printed form for our markets.
- The pdf should be sent out to all members by email together with a very short summary of its contents in the body of the email together with appropriate links. It should also be sent to people who have signed up to receive our newsletter from the website. This might be done by "mailchimp" – yet to be confirmed after more research. We also agreed we would create an email list of people (called Interested Parties) who have previously shown an interest in our activities – eg Grow North and Highland Food Challenge participants – to ask if they would be interested in receiving the newsletter

Item 5 will be met by a reminder email to members only

Item 6 will be met by displaying posters and by personal contact

Item 7 - we do not see any particular need to regularly communicate to a targeted audience.

Wendy 30.4.12