

Mtg Min/Friends of the Church of St John the Baptist, Wateringbury

04 Dec 10

See Distribution

**FRIENDS OF THE CHURCH of ST JOHN THE BAPTIST,  
WATERINGBURY, INAUGRAL ANNUAL GENERAL MEETING 04 DEC 10**

1. The Friends of the Church of St John the Baptist, Wateringbury was held at 1100 AM, Sat 04 Dec 10 at Manor Farm, Wateringbury.

Present:

- Chairman William English
- Treasurer Craig Lightheart
- Churchwarden Eddie Scarlin
- Comms and PR Tm Ldr Lucie Barber
- Comms and PR Asst Bill Kirkness
- Comms and PR Asst Nicky Strong
- Projects and Fund Raising Tm Ldr Simon Hawkins
- Secretary Frances English

<b>Ser</b>	<b>Record</b>	<b>Action</b>
1.	<u>Apologies for Absence</u> <ul style="list-style-type: none"><li>• Vice Chairman Martina Taylor</li><li>• Projects and Fund Raising Asst Caroline Harvey</li><li>• Membership Member Steve Wallis</li><li>• Membership Asst Chris Clark</li></ul>	To note
2.	<u>Declaration of Interest</u>  Nil from all.	To note
3.	<u>Minutes of Last Meeting – 30 Oct 10</u>  The minutes of the AGM were not passed but had one amendment – see below. The minutes will be re-issued.  <u>Strategy.</u> The strategy remained an accepted draft awaiting the detail of the PCC appointed architects who will make recommendations for prioritisation of work to the PCC.	Secretary

4.

Strategy/PR/Fund-raising. The Chairman opened with his thoughts on future work. He stated that now the Constitution was signed, and the strategy and financial plan drafted, it was now time to operationalise the 'Friends' work. He stated that in his opinion while the concept of raising money for the PCC to make repairs to the church and church yard was admirable in terms of 'legacy project', the key to successful fund raising lay in having a strong list of benefits (professionals/trades etc) who would be prepared to give a minimum of 5% off to members of the 'Friends' for work completed. It was this as much as anything else that would enable the membership of the 'Friends' to grow. In addition, critical to the advertisement of this list would be a good website in which all had confidence in and could be updated as required.

Website. During Nov 10 the Chairman had investigated websites run both privately and commercially – his conclusion was that the Committee should seek commercial contract to ensure website integrity. The Comms and PR Tm Ldr had also conducted a review and similarly concluded that commercial was the way.

The Committee agreed in principle to this concept and that the website should not be embedded within the developing Church website. After considerable debate it was agreed that the Comms and PR Tm Ldr would lead on investigating 3 possible options in terms of design, creation and management cost and report back to the Committee with her recommend option by 20 Dec 10. The Committee would take a decision in early Jan 11.

'Friends' Benefits. During Nov 10 the Chairman had visited 15 potential benefactors prepared to offer a minimum of 5% to members of the 'Friends'. All felt prepared to pay £20 to have their business advertised in exchange for attracting members of the 'Friends'.

Once again, following lengthy debate, the Chairman asked the Projects and Fund Raising Tm Ldr to apportion Committee Members with 5 companies/traders each to visit/contact (he asked that a personal visit should be made rather than a

	<p>cold call by telephone) in order to see if they would be potential benefactors. Committee Members were asked to report back to the Projects and Fund Raising Tm Ldr by 20 Dec in order that Projects and Fund Raising Tm Ldr might consolidate the information and send back to the Committee via the Secretary also on 20 Dec.</p> <p>Briefing to Potential Benefactors. The Chairman asked that Committee Members stick broadly to the following script when approaching potential benefactors:</p> <ul style="list-style-type: none"> <li>• Aim of the 'Friends' <ul style="list-style-type: none"> <li>○ <i>Use the 'aim and objective' lines in the Constitution if in doubt. Fund raising programme.</i></li> </ul> </li> <li>• Concept <ul style="list-style-type: none"> <li>○ Village Legacy Project run by professional people within the community who appreciate the need to maintain the church within our community.</li> <li>○ Target audience are the 750 homes in Wateringbury with a £10 annual membership (per home).</li> <li>○ 'Friends' would be encouraged to join for reasons of community and legacy (ensuring the church building is there for future generations and enabling the ministry of the church to continue unfettered by issues of maintenance) and the fact the 'Friends' would be open to receiving reduced rates from our list of associated benefactors. This really is a 360 degree benefit programme. Good for the 'Friends'; good for the benefactors.</li> </ul> </li> <li>• How to become Associated to the 'Friends'. For £20 a year the 'Friends' Committee will advertise the potential benefactors' details on the 'Friends' website. We would ask that benefactors agree to provide a minimum 5% off to any 'Friend' who came to them for work.</li> </ul>	<p>Projects and Fund Raising Tm Ldr/ All/ Secretary</p>
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	<ul style="list-style-type: none"> <li>• 'Friends' would prove their membership by providing evidence of their Watlingtonbury address and presentation of Membership card.</li> <li>• If a potential benefactor agreed to join in principle, we would like to contact them again in the New Year.</li> <li>• So far no company/trader has turned down the opportunity to join.</li> </ul> <p>The Chairman felt that if the website and the potential benefits list were completed by Christmas then the Committee should be on for meeting its launch at the end of Mar 11.</p>	All
5.	<p><u>Bank Account</u></p> <ul style="list-style-type: none"> <li>• The Treasurer presented 3 options for as a potential bank account for the 'Friends'. He recommended use of the Co-op which gives interest on holdings over £2k and can be managed from the village Post Office. All agreed this was a good choice. The Committee voted unanimously in favour of setting up an account with the Co-op. The Chairman tasked the Treasurer to establish a Co-op account and inform the Secretary for promulgation once done.</li> </ul>	Treasurer/Secretary
6.	<p><u>PR Update</u></p> <ul style="list-style-type: none"> <li>• <u>Flyer</u>. The flyer still requires information for the back page. Comms and PR Tm Ldr will contact the Treasurer as soon as the bank account is established in order to secure some of the information required. The Comms and PR Tm Ldr's intent is to see the flyer ready for print at the end of Jan 11.</li> <li>• <u>Chairman's Letter</u>. The Chairman stated that he wishes to write a covering letter to the flyer distribution signed personally to each house holder. He will produce his letter by 20 Dec and forward to the Comms and PR Tm Ldr for consideration followed by presentation to Committee in Jan 11. The Chairman's personal theme remains one of 'personal touch' –he stated that the project must remain</li> </ul>	Comms and PR Tm Ldr/Treasurer

	<p>in touch and human and this he felt was in keeping with that theme.</p> <ul style="list-style-type: none"> <li>• <u>Rostrum Article</u>. The Comms and PR Tm Ldr noted that the Committee should be submitting a Rostrum article informing the village that the 'Friends' had been formed and that at the end of the Mar 11 there would be distribution of flyers launching the 'Friends' for 01 Apr 11. The Comms and PR Tm Ldr said that her team would prepare an article for Committee approval in Jan 11 which would be submitted for Feb 11 edition of Rostrum.</li> <li>• <u>Easter Project</u>. Current planning has it that the launch will take place at the end of (26) Mar 11. The Easter Project will take place on 23 Apr 11 in the Church. This will provide a second opportunity to advertise the 'Friends'. The Comms and PR Asst (Nicky Strong) proposed the Chairman speak at the event; he agreed.</li> <li>• Follow on: The Chairman asks that the Church Warden request a coordinated time that he might speak when the President is present. Once this time is known he is to inform the Secretary who is asked to promulgate the time to the Committee in order that as many as possible be present to talk to people and issue more flyers.</li> </ul>	<p>Chairman</p> <p>Comms and PR Tm Ldr</p> <p>Chairman/Church Warden</p>
7.	<p><u>Launch</u></p> <ul style="list-style-type: none"> <li>• <u>Distribution</u>. The Chairman asked that the Membership Member present his draft distribution plan to the Committee in Jan 11 and in detail in Mar 11. The Chairman will require to know if the Membership Member needs him to arrange for additional manpower to assist in the delivery of flyers. If so, he will seek support from members of the 'Electoral Role'.</li> <li>• <u>Membership/loyalty Cards</u>. The Membership Member is asked to lead on design and production (linked to the flyer print run in Feb 11, to go with the PR pack to the printers via</li> </ul>	

	<p>the Comms and PR Tm Ldr). The Membership Member is asked to discuss his design plan with the Projects and Fund Raising Tm Ldr, the Comms and PR Tm Ldr and Treasurer – he may need to work through the Comms and PR Tm Ldr to ask for her support from the graphic designer.</p> <ul style="list-style-type: none"> <li>• The Chairman asks that the draft design be discussed at the Jan 11 meeting. The card will require sign off by Committee before going to print in Feb 11.</li> <li>• <u>Membership Records.</u> The Membership Member is asked to give consideration to the maintenance of record keeping including confirming the law regarding the collection and keeping of personal information. The Chairman asks that the Membership Member inform the Committee in (08) Jan 11 of his findings and actions he may need to take to ensure legality.</li> </ul>	Membership Member
8.	<p><u>AOB</u></p> <ul style="list-style-type: none"> <li>• <u>Annual Committee Dinner.</u> On 12 Nov 10 the Committee held its first annual dinner with the President. The dinner was thought a great success and Members thanked the Secretary for her hard work.</li> <li>• <u>Note of Thanks from Vice Chairman.</u> The Vice Chairman wrote to the Chairman and Secretary to thank the Committee for their card wishing her well. She looks forward to returning as soon as she is able.</li> <li>• <u>Planned Absence.</u> The Comms and PR Tm Ldr will not be available in Feb 11.</li> <li>• <u>End of Meeting Chairman’s Comment.</u> This was a big meeting designed to initiate the operationalisation of the ‘Friends’. Members are asked to note that the coming months, up to the launch on 26 Mar 11, will required additional effort and to please make allowance for that. The Chairman thanked all Members for their considerable efforts.</li> </ul>	To note

9.	<p><u>Diary and Work Programme.</u></p> <p>The Committee agreed that meetings would be held at 1100 hrs except when Members requested otherwise.</p> <ul style="list-style-type: none"> <li>• 08 Jan 11 <ul style="list-style-type: none"> <li>○ Mtg: 1100 hrs Mtg at Manor Farm PR Update Launch Plan (incl Membership Brief)</li> </ul> </li> <li>• 05 Feb 11 <ul style="list-style-type: none"> <li>○ Mtg: 1100 hrs Mtg at Manor Farm PR Update Launch Update</li> </ul> </li> <li>• 05 Mar 11 <ul style="list-style-type: none"> <li>○ Mtg: 1100 hrs Mtg at Manor Farm PR Update Launch Update</li> </ul> </li> <li>• 19 Mar 11 <ul style="list-style-type: none"> <li>○ Mtg: 1100 hrs Mtg at Manor Farm Launch Brief <b>led by Membership Member</b></li> </ul> </li> <li>• 26 Mar 11 <ul style="list-style-type: none"> <li>○ <b>Mtg: 0900 hrs Mtg at the Church Launch/distribution of flyers</b></li> </ul> </li> <li>• 16 Apr 11 <ul style="list-style-type: none"> <li>○ Mtg: 1100 hrs Mtg at Manor Farm Post launch assessment Initial discussions on Summer Event</li> </ul> </li> <li>• 23 Apr 11 <ul style="list-style-type: none"> <li>○ Easter Project at the Church Chairman to speak Committee asked to be avail to join</li> </ul> </li> </ul>	To note
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10.	<u>Next Meeting</u> <ul style="list-style-type: none"><li>• <b>08 Jan 11</b><ul style="list-style-type: none"><li>○ <b>Mtg: 1100 hrs Mtg at Manor Farm PR Update Launch Plan</b></li></ul></li></ul>	To note
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*Signed on Computer*

WILLIAM ENGLISH  
Chairman

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