

## Lichfield Chamber of Trade and Commerce

### Minutes of meeting held at Poms – Thursday 21<sup>st</sup> October 2021

Present:

Ruth Redgate (Chair)	Callum Thorpe
Helen Reeves	Nick Burgh
Lizzie Braine	Josh Hill
Gayle Edwards	Colette Bratton
Graham Shipton	Linda Clark
Joss Musgrove-Knibb	Louie Clegg
Tina Hart Prieto	Matt Clay
Tracey Garcia	Amanda Jackson
Greg Birch	Ben Hatfield
Krissy Lackajis	Jono Oates
Claire Jones (Clerk)	

Apologies:

Angela Burns, Kathryn Matthews, Wendy Hill, Sue Burford, Juliette Addis, Michael Mullarkey, , Donna Garratty, Jan Leytham-Gain.

1. Thanks to James and staff at Poms for hosting and providing the food.
  2. 26 attendees – very positive numbers.
  3. Welcome and short intro to Nick from Computer Disposal Experts, newest group member.
  4. Member spotlight  
Colette Bratton – Marketing Mentor for small businesses.  
Colette spoke about Covid and how the pandemic has affected all businesses very differently. Luckily Colette's business has not been too badly affected and she has been able to help her clients pivot and survive. Colette has set up her 'small business equalizer' to help fellow business owners access her knowledge in a way that is affordable and manageable. It launched in November 2020 with a £15 monthly fee. Fee increasing 1 November to £30 per month, with no tie ins. If you'd like a 7-day free trial email Colette with your details. If you sign up, the price you pay at joining is the price you pay you'll pay during the whole membership. All you need is motivation and accountability.  
Colette also shared a few marketing tips:
    - Google My Business
    - Get your website working hard for you with interesting and fresh content
    - Use your social media channels correctly with the right content on the right platform
    - Facebook and Instagram adverts are good tools for creating offers/ targeting specific locations – the cheapest way to advertise online
    - Use email marketing (sticking to GDPR guidelines) to connect with your subscribers.
- Tina Hart Prieto is the next members spotlight, with all places now booked until March 2022.
5. Hanging basket update  
All baskets have now been taken down. One was missing. Vicky will check and can see how much was earned.

6. Christmas Fayre - 21 November 2021 10am-4pm

70 stalls have been sold and event is now full. A final measure of the area is to be done via trundle wheel. Once measurements taken will know if there is room for further stalls. The Guild Hall is also included in the location this year.

8/9 vendors still need to apply for a trading license.

The Salvation Army band will be performing as well as a rock choir.

Lizzie and Jane will be distributing posters around the city centre and have asked for help hanging the posters and taking them to further locations such as the golf club/ local gyms. Volunteers also required to hang the road closure notices on lampposts at either end of each street that is to be closed.

High vis jackets are ordered for roadside/ traffic volunteers.

Two feather flags are being designed for promoting the event. It was discussed that one be branded for the Christmas fayre, and one be designed with Lichfield Chamber logo to be used throughout the year at other events. Permission for this was voted on and carried in favour. Louie is going to speak to flag designer to see if a 2-for-3 offer can be given.

Asked that all in attendance share and like the event Facebook pages and distribute flyers in their establishments.

Extra volunteers will be required this year for inside St Mary's, mainly for the lift.

It was also noted that closure of the A38 may affect attendance numbers on the day.
7. Dementia Friends session

There were a few attendees from the group. Jono reported back that the session was very good and informative and highly recommended others attend in the future.

Matt gave an excellent presentation at the dementia event.
8. West Midlands Cyber Resilience Presentation

Graham fed back on how fascinating and frightening the presentation was.

Everyone should make sure they hold different passwords for every online login. All at extreme exposure to hacking if not.

Businesses could be ruined if not guarded against cybercrime. There are simple changes we can all make to ensure safety.

Ruth's connection at WM Police is happy to do further presentations, but in the meantime the video will be added to the Chamber Facebook group.
9. AOB

Round robin where all members introduced themselves and their businesses.

Reminder there would be local Halloween themed workshops taking place for half term, as well as parent and child events.

Chamber Christmas meal will take place in January at The George Hotel.
10. Next Meeting

The AGM at The George Hotel 16<sup>th</sup> November 2021.