



BFVEA Committee Meeting Minutes

Meeting Details

Committee Meeting: 24-25/003

Date: Tuesday 20th August 2024

Time: 1900hrs – 2035hrs

Online - Zoom

Attendees: Helen Ward (BFVEA Chair) HW; Howard Ward (BFVEA Treasurer) HoW;; Jan Stewart (COREP Chair) JS; Naoko Edwards (Membership Sec) NE; Abigail David (Practitioner Off) AD; Pete Wayne (BFVEA Secretary) PW

Apologies: None

Discussion

1. Welcome by Chair

HW opened the meeting, welcoming the attendees to the committee meeting.

2. Meeting Admin

2.1 Confirmation of Proposed Agenda

PW asked for any additions to the meeting agenda, none being forthcoming, therefore the agenda was accepted for the Committee Meeting.

2.2 Review/Agree Last Committee Minutes

PW asked for confirmation of Committee Minutes 24-25/002 (20th June 2024) which was unanimously accepted by Committee as a fair record.

2.3 Action Status / Business Arising from Last Meeting

PW reviewed the status of the outstanding actions (see updates in Action Log).

[Action 24-25/003/1](#)



3. Financial Update

3.1 Draft Accounts Review

HoW provided an overview of the Accounts as a true and fair view. The deficit is noted arising from the Gathering as a few last minute refunds and increased committee expenditure.

HoW confirmed there is no Corporation Tax to be paid, and noted the cash reserves of the association so there are no accounting concerns.

HoW identified that budgeting would be appropriate in forthcoming years, PW confirming that it will be an agenda item in the September meeting.

No questions were raised so a vote was taken on accepting the accounts:

Resolution: Accept BFVEA Accounts 2023/24.

Proposer: Helen Ward

Seconded: Abigail David

Resolution passed unanimously with no abstentions.

[Actions 24-25/003/2, 24-25/003/3, and 24-25/003/4](#)

HW thanked HoW. HoW left the meeting due to other commitments.

4. Future of ESSENCE Magazine

4.1 Current Status

HW opened the discussion by noting that James, the magazine designer for at least the last ten years, has passed away after a short illness.

HW then defined the two key issues that ESSENCE magazine now faces; the first is that BFVEA needs a new magazine designer, which will have an impact on costs; and the second was the time that the editorial team had as producing four issues was now becoming onerous.



HW, JS, and AD have all reached out to various sources and the costs for producing the magazine will soar, as James provided a very reduced cost service to the association. A brief discussion discarded the costs from HW and JS as too expensive, but AD has proposed that a BFVEA member Aska Yokoyama, would be interested in undertaking the work as she has a graphics design background. Aska has provided a draft copy to demonstrate her capabilities which Committee have had circulated prior to the meeting.

AD spoke about the costings proposed which will be £350 per edition whilst the first edition will have an additional cost due to the setup associated with the magazine. AD confirmed that the proposed costings were at a discount from Aska's normal rates.

HW then identified that with a new designer, the costs of the magazine will rise. HW explained that the costs already account for the significant proportion (60%) of the annual spend derived from membership revenues, which have taken a significant downturn with many members not renewing after last year. Bringing in a new designer, even at a reduced cost, will bring the spend to at least 70%.

HW discussed the value that we need to bring to the membership, this reflected in ESSENCE, the newsletters, the Gathering, and the Pro-Exchange.

HW then raised the second issue which is that editing four editions per year has now become a burden that she cannot maintain. After careful thought, HW feels that two editions per year are something that she can provide with AD's support, explaining how the editorial work is undertaken.

PW stated that the role of the Committee was to provide the day-to-day running of the association and to ensure that the operational capability is delivered. However, as the association is run by volunteers, it is their time and energy and this is not exhaustive, on which basis, BFVEA has to accommodate the needs of its members. On the basis that costs need to be managed and that resource availability is an issue, then the Committee has to make hard decisions, which hopefully will only be for the short-term in that the magazine can be re-energised to a quarterly edition, and that membership growth recovers lost revenues. Communication to the membership will need to be clear as to the reasoning but this is an operational decision not a membership decision.

JS raised the issue of Friends who pay exclusively for ESSENCE and four issues. HW confirmed that this was an issue that she was going to address with an email



directly to the Friends explaining the situation and offering to reimburse any Friends who require it the equivalent price of one edition.

HW explained the ESSENCE release schedule and the issues that arose. PW spoke about communication and HW agreed that a carefully worded message will go out to Members also. JS agreed that as this is a reaction to a set of circumstances, Members should appreciate that this isn't an impact rather it is updating the magazine with a new design and requires a new approach which is in addition to a "goody package" of other things being provided to the Members.

PW stated that this issue will continue to be kept under review by the Committee and if circumstances change then there will be a reappraisal based upon the conditions and further modification may be needed which could take ESSENCE in other directions.

PW then moved Committee to vote on accepting Aska's services for ESSENCE design:

Resolution: Accept Aska Yokoyama as the new ESSENCE designer.

Proposer: Helen Ward

Seconded: Abigail David

Resolution passed unanimously with no abstentions.

PW then called a second vote on the change to ESSENCE magazines release schedule to first a Winter/Autumn 2024 issue and then a Spring/Summer 2025 issue with Committee to review in the New Year.

Resolution: Revise ESSENCE magazine release schedule due to operational circumstances.

Proposer: Abigail David

Seconded: Helen Ward

Resolution passed unanimously with no abstentions.

[Action 24-25/003/5](#)



5. Gathering 2025 Update

5.1 Gathering Status Update

PW updated that the Gathering committee is finalising the programme of speakers and this will be boxed off in the next few weeks and then pushed out to the Members. An initial newsletter has been sent out to inform Members of where and when.

The suggestion is that the AGM will be moved online and outside of the Gathering to give the Gathering maximum focus, but this will be confirmed to Committee in the next few months and a decision taken.

6. Working Group Updates

6.1 Education

PW confirmed that the planning for this workgroup is still ongoing with an aim to commence in September after the summer break.

6.2 Marketing

PW confirmed Marketing WG would be convened after the summer. HW raised the forthcoming Pro-Exchange noting that the schedule was going to focus on Marketing and would this tie in, to which PW responded that it was hoped attendees may want to help support the Marketing WG.

7. AOB

7.1 MYMOP Update

PW confirmed that discussions are ongoing and should be concluded by the next Committee meeting.

7.2 Accredited Course

JS updated on the progress she is making with Arona on the definition of a course for her Chinese market.



7.3 Membership Renewals

PW proposed that at some point in September/October that Membership, Practitioner, Chair and Secretary come together on a call to review this years efforts and identify updates for next year.

[Action 24-25/003/6](#)

7.4 Newsletter

HW stated that ESSENCE Essentials will go out at the end of the month with a good collection of content for subscribers.

[Action 24-25/003/7](#)

8. Close Meeting

HW adjourned the meeting at 2027hrs with thanks.



Action Log

Action #	Action Detail	Due Date	Assigned To	Current Status
Actions 24-25/003				
24-25/003/1	Update Action Log Status.	31/8/24	PW	
24-25/003/2	Sign off Agreed Accounts.	31/8/24	HW	
24-25/003/3	Send Copy of Accounts to PW.	31/8/24	HoW/HW	
24-25/003/4	Upload Accounts to Website.	1/9/24	PW	
24-25/003/5	Update Members and Friends via Newsletter and Email.	1/10/24	HW/PW	
24-25/003/6	Organise Membership Renewals Review	31/10/24	PW	
24-25/003/7	ESSENCE Essentials Newsletter.	30/9/24	HW/PW	
Actions 24-25/002				
24-25/002/5	Place Budgetary Planning on Agenda for 24-25/004 (September).	6/9/24	PW	
24-25/002/9	Advertise Education Officer and Newsletter Editor roles on Facebook page.	31/8/24	HW PW	
24-25/002/10	Create new webpage for 'Compliant' Training Courses separate from 'Accredited'.	31/8/24	PW	
24-25/002/11	Check with NE the status of sabbaticals GDPR agreement to hold information.	15/8/24	PW	



Actions 24-25/001				
24-25/001/2	Update on discussions with The Bach Centre.	14/6/24	JS	11/6 - Awaiting feedback from The Bach Centre
24-25/001/3	HW to follow up with BAFEP (Sam Cremnitz).	14/6/24	HW	11/6 - Awaiting feedback from Sam Cremnitz
24-25/001/4	MYMOP Licence and Course Payment.	1/6/24	PW	11/6 - Awaiting availability in early August 2024.
Actions 24/003				
24/003/3	Recover access to BFVEA YouTube channel from Sarah Turner.	30/4/24	HW PW	11/6 - Awaiting outcome of ongoing discussions.
24/003/4	Create new YouTube channel for BFVEA.	30/4/24	PW	11/6 - Awaiting the outcome of 24/003/3.
24/003/11	Review Social Media presence and promotion of BFVEA on Facebook and Instagram.	30/4/24	PW	11/6 - Issue will be on the agenda for the Marketing WG planned to meet September 2024.
Actions 24/002				
Actions 24/001				



AGM Action Log

Action #	Action Detail	Due Date	Assigned To	Current Status
AGM/24/003	Committee to determine the need for volunteers in roles not filled during voting for Committee 2024/25	30/4/24	HW	11/6 – Moved to Agenda 24-25/003.
AGM/24/005	Acquire MYMOP [®] software licence for BFVEA.	30/4/24	PW	11/6 – See 24-25/001/4.
AGM/24/006	Purchase and organise MYMOP [®] training for BFVEA.	30/4/24	JS/PW	11/6 – See 24-25/001/4.
AGM/24/007	Publish Gathering 2025 Dates and Location to Membership.	30/4/24	HW	11/6 – See 24-25/001/9.