BFVEA Committee Meeting Minutes

Meeting Details

Committee Meeting: 26-27/001
Date: Wednesday 22nd April 2026
Time: 1900hrs – 2030hrs
Online - Zoom
Attendees: Abigail David (BFVEA Chair) AD; Jen Gerrard (BFVEA Treasurer) JG; Helen Burke (BFVEA Secretary) HB; Jan Stewart (COREP Chair) JS; Flor Taboada (Practitioner Officer) FT; Susan Lupetti (Education Officer) SL.
Apologies: n/a

1. Welcome by Chair

AD welcomes everyone to the first meeting of the new committee thanking continuing members for their commitment and new members for their interest in serving on the committee.

2. Meeting Admin

- **Agenda and minutes confirmation**
  AD asks for additional AOB items and comments on the circulated minutes; no objections raised.
- **Action items review (general)**
  AD runs through prior actions stating that outstanding actions of the old committee can be covered under the meeting agenda items.

3. Finance

- **Treasurer onboarding**
  JG completed a handover with the previous Treasurer in late March, and now has access to PayPal, access to bank account is pending a response from Barclays. Proposes QuickBooks to be used to automate bookkeeping paid for through the Treasurer's consultancy. JG proposes and outlines the benefits of moving to the GoCardless payment system as it has lower fees and automates renewals. The Committee approved proceeding with QuickBooks and GoCardless.
- **Currency error on web shop**
  JG noted that a technical error on the BFVEA web shop resulted in a loss of sales of £71. The issue has been fixed and the loss is noted.
- **Budget 2026–2027**

JG will produce a budget for 2026–2027 with inputs from the rest of the Committee.

Action

1. Follow up with access to a bank account. JG
2. Proceed to automate accounts using QuickBooks. JG
3. Proceed to transfer to GoCardless payment system. JG
4. Close last year's accounts. JG
5. Develop the 2026–2027 budget. JG & Committee members

4. Membership

- **Updates**
  AD informed that no one has come forward to take on the function of Membership Officer. Chair to cover admin and Treasure to handle finance queries, pending a solution to address the gap.
- **New membership year**
  AD reminds that the new membership year starts on 1st May. The website will be updated and a reminder email will be sent out to members. JG requests an existing membership list.

Action

6. Share membership list with the Treasurer. AD
7. Request Webmaster to update website for new membership cycle. AD
8. Draft and send renewal email to membership. AD

5. Education

- **Updates**
  JS informs that the Findhorn essence course has started and the Chalice Well essence course is due to start. Ongoing support being provided to accredit the overseas course of Arona Lam. Cheryl Fryers is planning a course and Susan Lupetti is interested in developing a course next year. The accreditation fee is currently £100. SL currently onboarding and reading background material on Education.
- **Practitioner Talk Pack**
  SL presented the Talk Pack at the Gathering where it was well received, and will also present at a forthcoming Pro-Exchange.

Action

9. Present the Talk Pack to the Pro-Exchange. SL

6. Marketing

- **Gaps in Committee**

AD informs that no one has come forward to take on the function of Marketing Officer. Chair to temporarily cover pending a solution to address the gap. Committee gaps also exist for the related functions of ESSENCE magazine editor and newsletter editor.

- **Web shop**

AD informs that the BFVEA web shop is now functioning and the first offering is the series of four e-books *The Secret Life of Edward Bach* by Jan Stewart. Communication needs to be sent out to encourage members to make use of the web shop to sell their essence related products.

- **Practitioner Talk Pack**

AD informs that the Practitioner talk pack is now online, and further communication needs to be shared with membership on its availability. An email will be circulated to the membership sharing the Talk Pack resource material.

- **Marketing Action Plan update**

AD following the marketing WG held on 14th April informs that priorities are to strengthen social media posting, upgrade website, strengthen branding, make available new BFVEA leaflets. The WG also proposes a solution for the ESSENCE magazine.

Action

10. Send out email to membership on the Practitioner Talk Pack. AD
11. Send out email to membership on the use of the web shop. AD

7. Practitioner Update

- **Pro-Exchange**

FT informs that the Pro-Exchange has resumed following a gap around the Gathering, future sessions include Amy Murphy, Jan Stewart and Susan Lupetti. FT proposes a Practitioner support roundtable event for candid practice discussion, and support for members.

Action

12. Draft concept a Practitioner support roundtable event. FT

8. Gathering 2026

- **Debrief**

  FT informs that the Gathering has received positive feedback which is currently being collated. It was attended by 39 full residential and 2 day-only participants. 23 were existing members and 2 were Friends. 14 people joined

the Gathering for the first time. At least 4 people expressed interest in joining the BFVEA. As in previous years, the event ran at a loss. CPD certificates are being sent to participants, it was agreed to increase full weekend participation from 10 to 12 points.

- **Gathering 2027**
  20% deposit is due to Ammerdown. The existing Gathering team (Jan, Flor and Koko) will continue with support from new volunteers being sought. Long-term plan is to find larger venues that also allow for a reduction in financial exposure.

Action

13. Pay Ammerdown 20% deposit for Gathering 2027. JG
14. Collate Gathering feedback. FT
15. Send out a CPD certificate to Gathering participants. FT
16. Seek new volunteers to support the existing Gathering team. FT

9. Strategy

- **Priorities**

AD in capacity as Chair presents a strategic focus as the longevity of the BFVEA, through increasing membership and strengthening professional identity. Current membership is at 71, with a net loss of 7 people last year, at such a rate the BFVEA faces demise within 5–10 years. Immediate challenges that need to be addressed by the Committee are lack of volunteers for the functions of ESSENCE Editor, Newsletter Editor, Membership Secretary and Marketing Officer. As it stands there is no capacity to produce the ESSENCE magazine and very limited capacity for basic administration. JS raises the idea of strengthening the international positioning of the Association and noted that the gathering attracts several international participants. FT raises the idea of strengthening mentoring support to membership. JG notes the role of income generation in future activities and clarity on what the Association wants to offer to membership. In light of this the following is proposed:

- **Membership Categories.**
  - Implement AGM-approved Student Member category.
  - Broaden inclusivity: rename Friend to Member. (general/non-professional) while maintaining professional integrity.
  - Streamline Practitioner entry by recognizing valid professional insurance; provide pathways to Advanced Practitioner and Tutor.
  - Voting rights: all members vote on general matters; professional matters restricted to professional tiers.
  - Ensure clear differentiation and motivation to upskill; define category benefits.
  - Launch a targeted campaign encouraging non-practitioners to join as Members and clarifying the entry routes for aspiring practitioners.

- **ESSENCE Magazine.**
    - Revitalize the magazine so that it serves as a draw for people interested in essences, new members and a credible resource for the global vibrational and flower essence community.
    - Contract out the production of the ESSENCE magazine.
    - Offer primary format as digital with a print-on-demand option to rationalise printing and postage costs.
    - Offer multilingual editions.
    - Make available on general retail platforms.
    - Fully digitalise archives as an exclusive perk for members.
    - Strengthen advertising in the magazine.
- **Day-to-day administration.**
    - **o** Contract part-time administrative support for 5 hours/week on a 6-month trial basis. Scope to cover key functions such as onboarding of new members, oversight of social media posting, and sending out of newsletters.

All proposals would need to be approved through an EGM.

Action

17. Develop a consolidated proposal on membership structure for committee review. AD
18. Coordinate with training providers on Student Member implementation. JS/SL
19. Develop a proposal on admin support for committee review. AD
20. Draft a proposal for ensuring the continuity of the ESSENCE magazine. AD
21. Draft and send out a membership survey. AD

10. AOB

- **Committee meeting scheduling**
  Until agreed otherwise, there will be a monthly Committee meeting on every third Tuesday of the month at 12pm.
    - Tuesday 19th May at 12pm
    - Tuesday 16th June at 12pm
    - Tuesday 21th July at 12pm
    - Tuesday 18th August at 12pm
    - Tuesday 22st September at 12pm
    - Tuesday 20th October at 12pm
- **File Management**
  AD informs that files are currently held in 3 different Dropbox folder accounts according to different committee functions. Minutes are shared in the website

membership area. Ideally, file management for the committee would need to be better integrated. Proposes to explore file management options.

Action

22. Explore file management options. AD/HB

11. Closing

AD thanked all attendees and confirmed the meeting was closed.

BFVEA

Action Log

Action #	Action Detail	Due Date	Assigned To	Current Status
	Actions 26-27/001			
26–27/001/1	Follow up with access to a bank account.	19/05/26	JG	In progress
26–27/001/2	Proceed to automate accounts using QuickBooks.	19/05/26	JG	Complete
26–27/001/3	Proceed to transfer to GoCardless payment system.	19/05/26	JG	Complete
26–27/001/4	Close last year’s accounts.	19/05/26	JG	
26–27/001/5	Develop the 2026–2027 budget.	19/05/26	JG	
26–27/001/6	Share membership list with the Treasurer.	30/04/26	AD	Complete
26–27/001/7	Request Webmaster to update website for new membership cycle.	19/05/26	AD	Complete
26–27/001/8	Draft and send renewal email to membership.	30/04/26	AD	Complete
26–27/001/9	Present the Talk Pack to the Pro-Exchange.	19/05/26	SL	
26–27/001/10	Send out email to membership on the Practitioner Talk Pack.	30/04/26	AD	Complete

BFVEA

Action #	Action Detail	Due Date	Assigned To	Current Status
26–27/001/11	Send out email to membership on the use of the web shop.	30/04/26	AD	Pending
26–27/001/12	Draft concept a Practitioner support roundtable event.	19/05/26	FT	
26–27/001/13	Action: Pay Ammerdown 20% deposit for Gathering 2027.	24/04/26	JG	Complete
26–27/001/14	Collate Gathering feedback.	19/05/26	FT	
26–27/001/15	Send out a CPD certificate to Gathering participants.	19/05/26	FT	Complete
26–27/001/16	Seek new volunteers to support the existing Gathering team.	19/05/26	FT	
26–27/001/17	Develop a consolidated proposal on membership structure for committee review.	19/05/26	AD	Complete
26–27/001/18	Coordinate with training providers on Student Member implementation.	19/05/26	JS/SL	
26–27/001/19	Develop a proposal on admin support for committee review.	19/05/26	AD	Complete
26–27/001/20	Draft a proposal for ensuring the continuity of the ESSENCE magazine.	19/05/26	AD	Complete
26–27/001/21	Draft and send out a membership survey.	19/05/26	AD	In progress

BFVEA

Action #	Action Detail	Due Date	Assigned To	Current Status
26–27/001/21	Explore file management options. AD/HB	19/05/26	AD/HB	Pending