BFVEA Committee Meeting Minutes

Meeting Details

Committee Meeting: 26-27/002
Date: Wednesday 19th May 2026
Time: 12.00hrs - 1400hrs
Online - Zoom
Attendees: Abigail David (BFVEA Chair) AD; Jen Gerrard (BFVEA Treasurer) JG; Helen Burke (BFVEA Secretary) HB; Jan Stewart (COREP Chair) JS; FT Taboada (Practitioner Officer) FT;
Apologies: Susan Lupetti (Education Officer) SL.

1. Welcome by Chair

AD welcomes everyone to the meeting.

2. Meeting Admin

- **Agenda and minutes confirmation**
  HB asks for additional AOB items - AD Newsletter
- HB comments on the circulated minutes; no objections raised.
- **Action items review (general)**
  HB runs through the prior action log.

3. Finance

- JG provided a comprehensive finance update on membership renewals.
- JG noted that despite three new members, there is currently a net increase of one member for the next financial year due to some members not renewing. JG sought clarification on the process for following up with non-renewing members.
- JG presented a new QuickBooks Online system for managing membership details and renewals, which tracks member information and payment status. She reported that most membership invoices have been sent and payments processed, with only a few outstanding payments including an unpaid instalment from Gabrielle Aston for the annual gathering. The discussion clarified that while members receive confirmation emails when submitting renewal forms, they only need formal renewal confirmation emails after

payment is received, and JG will review her process to ensure proper communication.

- JG endeavours to circulate finance updates in advance of future meetings.

Action

- Circulate year-end accounts and finance update paper one week before next meeting
- Send another gentle reminder to Gabrielle Aston regarding unpaid gathering instalment
- Review and update membership renewal email process to combine form receipt and payment confirmation into one email
- Update membership renewal process to offer Friends option to retiring members
- Process refund for members who overpaid by £5
- Process refund for member who paid twice
- Allocate Nature Spirits Limited payment against correct invoice
- Close last year's accounts before next meeting
- Start work on 2026 budget

4. Membership

- The group discussed updates on membership renewals, including Friends membership.

Action

- Send email template to FT regarding Friends membership renewal process
- Reach out to BAFEP regarding strengthening relationships
- Add social media promotion benefit to practitioner/advanced practitioner membership benefits section
- Take down last year's CPD points web page once new page is ready

5. Education

- JS mentioned a new course proposal from Shelley Sishton about farming and flower essences.

- JS and SL coordination with training providers on student member implementation remains in progress

Action

- JS to contact Chalice Well regarding student member implementation

6. Marketing

- The team discussed marketing strategy and content planning for social media posts. AD reported securing admin rights to Facebook pages and groups but is still working on gaining access to the Instagram account to coordinate social media posting.
- AD proposed regular themed posts twice weekly, with FT offering to handle member events and JS continuing gathering-related posts. They agreed to schedule a separate meeting between AD and JS to coordinate posting schedules and themes.
- AD also proposed planning a one-day open event later in the year to attract new members, though this was put on hold pending further discussion

Action

- AD/FT/JS: Schedule separate meeting to agree on social media posting schedule

7. Practitioner Update

- FT announced plans to launch a practitioner circle as part of the Pro-Exchange, with webinars scheduled for the first and second Thursdays of each month, and the new practitioner circle meetings on the fourth Thursday
- FT completed drafting a practitioner support roundtable event concept

Action

- Send email to Valeria and Rosanna Soto regarding Friends membership renewal
- Send email to practitioners about new practitioner circle

8. Gathering

FT is collating feedback

Action

- Send summary of 2023 gathering feedback to committee members

9. Strategy

- **Proposal for Membership Categories**

  AD discussed a proposed revised membership structure that would simplify entry requirements by focusing on insurance verification rather than detailed qualification checks, with plans to transition members to advanced practitioner status later. They agreed to move forward with presenting this proposal to the membership at an extraordinary general meeting, though they will create a simpler one-page summary rather than sharing the detailed technical document.

Action

- Prepare EGM Information Pack

- **Proposal for ESSENCE Magazine.**

  The committee discussed a proposal to outsource the production of their Essence magazine to Beaver Press, presenting financial scenarios showing potential sustainability within two years. FT expressed concerns about the workload and costs involved, suggesting they first gauge member importance of the magazine through an upcoming survey before proceeding with the EGM decision.

Action

- Discuss proposal for Essence Magazine at the EGM

- **Proposal for Day-to-Day admin**
- The committee also reviewed a proposal for hiring a part-time admin for 5 hours per week at £20/hour to support membership onboarding and social media, with a planned review period of 3 and 6 months
- The committee discussed adjusting the hourly rate for a financial role, with JG suggesting £25-30 per hour based on her experience and recommendation of

a virtual assistant with relevant experience. They reviewed the job description requirements including 5 hours per week commitment and independent work capabilities. The group agreed to move forward with seeking member approval for the financial support decision and discussed a proposal for the Essence magazine, though detailed review of the financial scenarios was cut short due to technical issues.

Action

- Draft a summary/one-pager of the admin support proposal for the EGM
- **Membership Survey**
- Abi shared a draft membership survey with the team for review before sending it out in the coming weeks

- **Action**
- Draft and send out the membership survey to members within the next week

10. Closing

AD thanked all attendees and confirmed the meeting was closed.

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Action Log

Action #	Action Detail	Due Date	Assigned To	Current Status
	Actions 26-27/002			
26–27/001/1	Follow up with access to a bank account.	19/05/26	JG	Full access
~~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	In progress
26–27/001/5	Develop the 2026–2027 budget.	19/05/26	JG	In progress
~~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~~	~~Complete~~
~~26–27/001/10~~	~~Send out email to membership on the Practitioner Talk Pack.~~	~~30/04/26~~	~~AD~~	~~Complete~~

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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~~	~~Complete~~
~~26–27/001/12~~	~~Draft concept a Practitioner support roundtable event.~~	~~19/05/26~~	~~FT~~	~~Complete~~
~~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~~	~~Complete~~
~~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	In progress
~~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	In progress
~~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~~	~~Complete~~

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Action #	Action Detail	Due Date	Assigned To	Current Status
~~26–27/001/21~~	~~Explore file management options. AD/HB~~	~~19/05/26~~	~~AD/HB~~	~~Complete~~
26–27/002/1	Circulate year-end accounts and finance update paper one week before next meeting		JG	Complete
26–27/002/2	Send another reminder to Gabrielle Aston regarding unpaid gathering instalment		JG	Complete
26–27/002/3	Review and update membership renewal email process to combine form receipt and payment confirmation into one email		JG	Complete
26–27/002/4	Update membership renewal process to offer Friends option to retiring members		JG	Complete
26–27/002/5	Process refund for members who overpaid by £5		JG	Complete
26–27/002/6	Process refund for member who paid twice		JG	Complete
26–27/002/7	Allocate Nature Spirits Limited payment against correct invoice		JG	Complete
26–27/002/8	Send email template to FT regarding Friends membership renewal process		AD	Complete

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Action #	Action Detail	Due Date	Assigned To	Current Status
26–27/002/9	Reach out to BAFEP regarding strengthening relationships		AD	Underway
26–27/002/10	Add social media promotion benefit to practitioner/advanced practitioner membership benefits section		AD	Complete
26–27/002/11	Take down last year's CPD points web page once new page is ready		AD	Pending
26–27/002/12	Contact Chalice Well regarding student member implementation		SL	In Progress
26–27/002/13	Schedule separate meeting to agree on social media posting schedule		AD	Pending
26–27/002/14	Send email to Valeria and Rosanna Soto regarding Friends membership renewal		FT	Complete
26–27/002/15	Send email to practitioners about new practitioner circle		FT	Complete
26–27/002/16	Send summary of 2023 gathering feedback to committee members		FT	Complete
26–27/002/17	Prepare EGM Information Pack with background papers on the three resolutions		AD	Pending

Action #	Action Detail	Due Date	Assigned To	Current Status
26–27/002/18	Send out the membership survey to members within the next week		AD	Complete