

Special Projects Group – Action points from Wed 7th Feb Meeting

ACTIONS BASED ON AGENDA

1. **Minutes of the last meeting:** agreed and progress noted
2. **Actions & feedback:** All recommendations from Jan 9th Minutes successfully actioned
3. **Other matters arising:** Discussion about growing membership continued throughout the session
4. **For discussion**
DG: Presented paper on digital media developments. Agreed that **DG** should:
 - Contact digital team ref emails going to spam.
 - Consider two WhatsApp pages, one for officers and one for members.
 - Continue analysis of trends in order to refine campaign planning.
 - Continue expansion of links similar to recent meeting with Wolves PSC.
 - Continue to segment membership lists in order to target specific groups.
5. **Growing membership:** Due to the low level of digital interaction and poor attendance at meetings, the following are urgent priorities:
 - **PD** action more engaging meetings with speakers, discussions, videos etc.
 - **ALL** action improved fundraising. Use of bank card machine.
 - **DG** continue to improve digital links. See No4.
6. **Election planning. Local elections. 2 May 2024**
 - **NM** to take a lead on digital advertising. **DG** add him as Facebook admin.
 - Further discussion at main meeting required ref PLCs and target wards. (Andrea, Paul, Kwaku and Naseem have agreed to stand). **SP & PD** take lead.
 - **SP** to identify and order campaign resources.
7. **AOB**
 - Agreed that Bantock Café is unsuitable. **NM** to book St Andrews for future meetings.
 - Agreed to a new format for main meetings with allcomers welcome and business left until the end. **PD**
 - Recommendation that meetings are shortened to max 1.5 hours. **IG**

Next meetings: 6th March

DG 10.2.24