



## North East Q Guild -

### AGM Minutes

15<sup>th</sup> January 2019,

7.20pm start at The Golden Fleece Hotel, Thirsk.

**Present:** David Lishman (Lishman's of Ilkley)  
Emma Lishman (Lishman's of Ilkley)  
Brindon Addy (Addy's Butchers)  
Kathryn Meadows (Nicholson's Butchers)  
David Higginson (William Peat)  
Bryce Lawson (McMurchie's Meats)  
John McMurchie (McMurchie's meats)  
Dan Turnbull (Turnbulls)  
Mark Turnbull (Turnbulls)  
Peter McEwan (Turnbulls)  
Jo Celerier (Blagdon Farm Shop)  
Ed Garthwaite (Blackerhall Farm Shop)  
Stuart Beaton (Ainsty Farm Shop)

1. **Apologies:** Andrew and John Green (Wilsons), Ellison's Butchers, Brian Fields, Anna Blackwell, Sue Woodall.
2. **Minutes and Matters Arising:** None
3. **Election of Officers for 2019:** Elected for Chairman was Kathryn Meadows, proposer BA and seconded by DL. Elected for Vice Chair, Brindon Addy, proposer KM and seconded by DL. Elected for Secretary, Sue Woodall, proposer BA seconded by DL.
4. **Correspondence:** There was a short discussion and clarification of the email correspondence- 'hot off the block' and of the 'Guildsman' magazine.
5. **Presentation by EL:** Emma gave a very interesting presentation on the execution of the Christmas process and the results it had created by changing the system. This created much food for discussion.
6. **Overview of Christmas:** A round the table discussion and overview was given by each
  - a. business, topics of conversation included: itemised prices, emailing confirmation of customer orders 3 days prior to collection, taster days / Christmas experience, on line ordering / click and collect, timeslots for collections at Christmas.
  - b. It was noted that most businesses traded up on the previous year over the Christmas period. £10 off vouchers and Facebook selling were also discussed.
7. **Easter 2019:** On the back of the success of many businesses' Christmas product lists, some were going to produce lists in a similar vain for Easter. Valentines promotions were also

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discussed as was Turnbolls charity week where £5 from every £15 spent would be donated to the local hospice. Bacon week was also a topic of conversation.

8. **Executive report:** None.
9. **Calendar of events for 2019:** BA went through the suggestions given by Claire Holland and Sue Woodall, for forthcoming events during the year and a brief calendar of events was put together.
10. **Any other business:** EG felt that in the future we would be partnering with other producers rather than trying to do all production in house. MT mentioned how money off vouchers were working well, commenting it's not just about Christmas it's about January and February too.
11. **Date of next meeting** is 20<sup>th</sup> February in York. This will be the first open meeting where all members from any region can attend. Speakers and venue to be set.
12. **Close-** The Chairman Kathryn Meadows thanked all attendees for their input and closed the meeting at 9.30pm.

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