



MINUTES for EBC AGM - Thursday 15th April 2021, 6pm via Zoom

1. Welcome, Introduction of Committee and their Roles – Kate Bell

A huge thank you to the committee for keeping things going during the COVID pandemic and moving from face to face to online during the last year. All members have been very appreciative of having a space to meet and network during this time. Wishing all our committee members the best for those stepping down. Amy also stepping down and Gail taking over membership secretary. We are looking for new members to assist with marketing, social media and events.

2. **Attendees:** Kate Bell, Diane Roe, Leanne Lindsay, Amy Reilly, Gail Rickets, Rebecca Brown, Sandra Benn, Dorothy McKinney, Heather Warner, Lyndsey H Greer.

3. **Apologies for absence:** None

4. **Membership Report** – Amy Reilly
Full details of the membership report are attached.

As for our full members, here are the current stats:

| | April 2017 | April 2019 | April 2020 | April 2021 |
|--------------------|------------|------------|-----------------|-----------------|
| Individual Members | 21 | 17 | 42 (+25) | 39 (-3) |
| Corporate Members | 14 | 12 | 11 (-1) | 1 (-10) |
| Honorary Members | 8 | 8 | 10 (+2) | 8 (-2) |
| Totals | 43 | 37 | 63 (+26) | 48 (-15) |

Overall, given the pandemic we have done well to hold our numbers and engagement during the last year.

5. **Events Report** – Kate Bell

EBC virtual events between April 2020 – March 2021

First Fridays:

12

1 each Month and there was 1 extra (Third Friday) in the month of May 2020.

Events:

1

11.12 - Festive Gin Tasting and Quiz - (Donation to Women's Aid)

Workshops:

13

28.4.2020 - Nutrition and Lifestyle - Federica Cinosi
30.4 - Creating your own bespoke SelfCare plan - Claire McGuckin
19.5 - Using challenges to your advantage - Mel McIntyre
26.5 - How do you know it is the right to do list - Rebecca Brown
2.6 - All things Interiors - Gita and Lynn McMurray
9.6 - Getting to grips with Digital Marketing - Fiona Melvin-Farr
15.6 - How to Empty your Stress Bucket - Gin Lall
7.7 - Changing Difficult conversations to Transforming Conversations - Dorothy McKinney
11.8 - Financial Planning for Peace of Mind - Rachel Stewart
10.11 - How to look good on Zoom - Clare Wade - Fife Women in Business Member

26.1.2021- Laughter Yoga - Linda Birnie - Highland Business Women Member
23.2 - Optimising Habits - Diane Roe
30.3 - Planning for your Lifestyle in Retirement - Leanne Lindsay

Business Buddies Brainstorm - 5 sessions

A total of 31 Virtual Sessions in the last year!

6. **Communication Platforms** – Kate Bell

We have used Social Media to include Facebook and LinkedIn, the EBC Forum of Facebook, communications via our monthly newsletters

1063 followers on FB, 226 LinkedIn Followers and 48 members on the EBC FB forum.

7. **Finance update** -Diane Roe - figures up to 31 December 2020 compared with 31 December 2019

Diane shared her screen and ran through the finance report. We need to carry 3x a quarters expenditure at any one time. We are not set up for profit, we are set up only as a club.

(one member to approve the finance report and one to second it. Both members must have attended the last AGM). - Rebecca Brown approved the report and Sandra Benn second it.

8. **Business Buddies Brainstorm** moving forward – Diane Roe

Diane explained the concept of BBB and how this works. Each participant comes with a question and then once they have asked their question, they go on mute and the others attending put their ideas to them for brainstorming. Diane asked for feedback from the members.

The following feedback was received:

You need to have a problem to answer.

Members asked if they could request a BBB through the forum and then this could be scheduled. FF Friday questions have helped solve challenges and perhaps BBB is answered through this format. Perhaps once a quarter would be helpful.

It was suggested that it should be marketed it as a bespoke help/problem session and publicised and discussed in First Friday in breakout rooms.

9. **ASB Awards 2021** – Leanne Lindsay & Lyndsey H Greer

<https://www.asb-scotland.org/awards>

Awards will launch 27th April after the ASB AGM, closing date Friday 25th June.
13 award categories which includes 9 new award categories so that there is something for everyone.

Awards will be presented on Sunday 26th September at an Afternoon tea event. The plan is to be face to face however, if this is not possible it will be virtual awards.

Please have a look at the awards to see what you could nominate yourself for, if you require any help please let us know and we will be happy to help you with your nomination. Awards judging is only on paper this year, through nominations. Judging will be done virtually just with the judges. You will need to make sure your profile is on the ASB website so that you can enter the awards for free otherwise it will cost £50 to enter.

10. **Future Events and EBC Showcase** – Kate Bell

Kate explained the concept of a member spotlight at First Friday and feedback was welcomed.

Would like to do an EBC showcase face to face event to let people see what and how EBC is along with an opportunity for members to showcase their products and services. EBC's 30th Anniversary in 2022.

Busy business women's book club – in association with Perth Business women's club to read business books. More information will be shared on the EBC forum.

11. **Over to our Members**

- Rebecca Brown – Simply Performance

'My journey with EBC, joined 2 years ago. Sat next to Kate at an event in Glasgow. Kate invited me to come along as a guest to FF in the Dome. Kate was very friendly and welcoming. I was considering setting up a business, I hated networking and dreaded it. My worst nightmare was walking into a room full of people I didn't know. Networking in a women only environment was an attractive. No one was trying to sell anything and there was a good mix of businesses.

EBC gives me a sense of belonging in Edinburgh. I was only living in Edinburgh part time when I joined.

EBC is a supportive group of likeminded women. Lots of women embarking on second careers. I feel that I can practice in a supportive environment (presentations and ask questions). I now have a walking and shopping buddy!

Why network?

You are part of a community, it widens your world, understanding what is involved in setting up a business. You get used to talking about your business and you never know where it might lead. It's the connections that you make through the people that you meet. Met first client through networking.

Personally – met lots of connections to help me, it doesn't have to always be about business.

Business in lockdown – plan was to work quarterly with people face to face and then virtually. Meeting people face to face first has worked well and then moving to a virtual connection.

Sessions need to be shorter when held virtually. Geography is not a barrier. We all need to be careful don't burn out. It has certainly made us think differently about our business. People that can collaborate with.

EBC

Loved that welcome call from Sandra as part of the committee at the start of lockdown. EBC is a really thoughtful caring organisation and feel that it is a nurturing place to be.

The future – perhaps a mixture of online and face to face networking and workshops, people have become more human during lockdown, we should celebrate those businesses that have thrived and others who have managed to stay in business during lockdown.'

- Leanne Lindsay – Edinburgh Wealth Management

Being part of EBC and the committee has enabled me to meet other professional like-minded women, not only have I made connections for business I have met others who have become my friends. As I work in a small firm, I feel that my EBC contacts has become an extension of my colleagues, people that I can reach out to for help when I need it. Being a member has helped connect with others and has helped at a time where we may feel more isolated.

Being on the committee has helped me get to know members the members of EBC and the committee both personally and professionally. It has helped me to broaden my skills – hosting, tech hosting, presenting. It has helped build confidence in speaking in larger groups an feels like a safe environment.

Comments and requests from Members. Feel free to add to our chat box as we go.

'It's really impressive to have retained members as you have and attract new members too during a very difficult year. And with so much more online "competition" too. Well done.' Sandra Benn

'You are a very welcoming and supportive group. So inspirational.' Lyndsey H Greer

'Thank you so much for the warm welcome at the AGM last night. I really enjoyed hearing about all the amazing work you have all been doing lockdown and the collaboration between members. For me, last night provided a great insight into the Club and I can honestly say it was definitely the best AGM I have ever attended, very inspirational and forward thinking. Definitely exciting times ahead and I am really looking forward to making the most of my membership. It's a great pleasure to be part of EBC and I am really looking forward to getting to know everyone and meeting you at a First Friday event very soon.' Heather Warner

Overall feedback EBC is a safe & secure, welcoming, inspirational and supporting group.

12. **AOB** – April 2020 minutes, all actions completed.

Quote from Kate – Thoughts from the shore, published by Lyndsey.

Enclosures: Finance Report, Membership Report.

Agreed Actions

| No. | Action | Owner | To be completed by |
|-----|--|-----------------------|--------------------|
| 1 | BBB – committee to discuss at next meeting | All committee members | 31/05/2021 |