



BLUES TRUST BOARD MEETING **MEETING MINUTES**

Meeting Date: 09/03/2013

Meeting Location: The Royal George Hotel Bar

Approval: 06/04/2013

Recorded By: Emma Hodgson

1 ATTENDANCE

Name	Title	Organization	Present
Steve McCarthy	Chairman	Blues Trust	Y
Andy Munro	Vice Chairman	Blues Trust	Y
David Farrell	Marketing Officer	Blues Trust	Y
Lee Bradshaw	PR and Media Manager	Blues Trust	Y
Robert Hughes	---	Blues Trust	Y
Emma Hodgson	Secretary	Blues Trust	Y
Phil Brown	Treasurer	Blues Trust	N
John Farmer	---	Blues Trust	N

2 MEETING LOCATION

The Royal George Hotel Bar,
Garrison Lane,
Birmingham,
B9 4PN

3 MEETING START

Meeting Schedule Start: 11:00

Meeting Actual Start: 11:05

Meeting Scribe: Emma Hodgson

4 AGENDA

- **Actions arising from previous minutes**

- Meeting to be arranged with Phil Brown regarding the role of Membership Secretary.

- **Treasurer's report**

- All transactions were discussed and verified.
- Issues rose regarding open access of bank account details on Blues Trust website. Unity Trust bank suggested these bank details should be removed to eliminate any further bad transactions. Phil Brown to monitor this situation and provide an update at the next Board meeting.
- Accounts are healthy, with a surplus of £1,500.
- Trust has surpassed 400 members and closing on 500.

- **Secretary's report**

- Discussions took place surrounding the distribution of meeting minutes prior to future meetings. It was agreed that all future minutes will be distributed at least three days before any future Board meeting.
- Communications have improved, both internally and between the Trust and members.
- A certificate from the Football Supporters' Federation (FSF) was received following the last Board meeting.
- In her role as newly appointed Secretary of Blues Trust, Emma Hodgson will continue to pay close attention to the Supporters Direct (SD) website for details of any future training events. This is to be work commitments permitting.

- **PR & Media report**

- Followings on both Facebook and Twitter rose by 3%.
- Discussions took place surrounding the proposed use of social media network Vine. It was agreed that this is to be trialled as part of the Trust's expanding social media strategy.
- Attendees were informed of a meeting between Steve McCarthy and Joanne Allsopp of BCFC.
- Letters to Hong Kong based BIHL shareholders are still being prepared. There are approximately 25 ready for distribution.
- Discussions took place surrounding the website, its lack of updates and issues experienced.
- Membership renewal arrangements are now being prepared. It was advised that members should be offered the opportunity to renew for longer periods, finances permitting. A 1, 2 and 5 year financing plan was discussed and agreed.
- Discussions took place regarding email marketing and the added benefits of moving to a third party package. InTouch will continue to be used as a database, however Mad Mimi is now to be the Trust's preferred email marketing platform.

- **Hong Kong update**

- Discussions took place surrounding recent developments in Hong Kong with reference to the Blues Trust action plan agreed at the fans' forum meeting on 2 February 2013.

- **Marketing report**

- Nothing to report.

- **Website match reports**

- Andy Munro to continue to write up website match reports and to be set up as an author on the Blues Trust website.

- **Co-op networking lunch**

- Robert Hughes and Andy Munro to attend.

- **A.O.B**

- Langan's Day – David Farrell loaned Blues Trust the sum of £100. Instead of re-paying this loan, it was agreed that this loan is to be converted into a 20 year Blues Trust membership for the individual concerned.
- A Championships Trust meeting is to be held in the Midlands on 23 March 2013. The focus of this meeting is on Supporter Liaison Officers (SLO).

- **Next meeting**

- The date of the next meeting was agreed as Saturday 6 April 2013, to commence at 11:00 prompt.

5 MEETING END

Meeting Schedule End: 13:00

Meeting Actual End: 12:54

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
Clarify the current position of the InTouch database	Phil Brown	Next meeting
Discuss and prepare a draft terminology guide	Phil Brown, Andy Munro	Next meeting
Letters to be distributed to shareholders in Hong Kong	Lee Bradshaw	---
Revenue building meeting	Lee Bradshaw, David Farrell	Next meeting
Andy Munro to be added as author on website for match reports	Lee Bradshaw	---
Co-op networking report to be drafted	Robert Hughes	---
Business cards to be sourced	David Farrell	Next meeting
Clarification to be sought on the maximum number of attendees for SD and FSF event at St. George's Park	Steve McCarthy	---
David Farrell's membership to be increased to 20 years	Lee Bradshaw	---

Submitted by:



Emma Hodgson
Secretary

Approved by:



Steve McCarthy
Chairman