



# Meeting Minutes

*21<sup>st</sup> March 2012*

**Venue:** Royal George Hotel & Bar

## Meeting Minutes: 21<sup>st</sup> March 2012

**Venue:** The Royal George Hotel & Bar

**Present:** Rob Hughes [RH] (Chair), Margaret Decker [MD] (Secretary), Steve McCarthy [SM], Dave Farrell [DF], Paul Collins [PC], Lee Bradshaw [LB], Andy Webb [AW], John Farmer [JF], James Brown [JB] In Attendance: Ben Shave [BS] (Supporters Direct)

**Apologies:** Chris Sanderson [CS], Ray Tomkinson [RT]

---

### 1. Minutes of the meeting on March 7th, 2012 and matters arising

It was noted that the minutes had been circulated to attendees and approved. Following the meeting, RT agreed to take over the treasurer's job and Blues Trust opened an account with Unity Trust Bank.

### 2. Membership form

AW reported that he and DF had completed the membership form with input from PC. It was agreed that AW would send it to printer for 150 copies to be printed. He will arrange to give copies to other members of the steering group at the game on March 25th.

### 3. Publicity/Communications

It was agreed that, despite concerns over lack of time to publicise it, we should hold the launch meeting on April 7th as planned and a list was made of who would be responsible for different ways of advertising it:

Twitter – LB; Facebook – JB; YouTube video – JB; Radio WM – PC; RH said that he would be available to do an interview if needed; Midlands Today – PC; Birmingham Mail - LB

Everyone agreed to tell their friends and try to sign up members before the meeting.

### 4. Website

The message board will be closed and JB will revamp the site. AW will put an online membership form on the site with links to PayPal. MD will update the FAQ and write other material for the site.

### 5. InTouch CRM

MD reported that she is working on the InTouch membership database system, which can be used for keeping track of contacts and members and sending messages to them. She will try to get hold of the list of people who attended the Open meeting in October last year.

## **6. Launch Meeting venue**

SM reported that he had not been to the venue yet but will go and he agreed to get information on the location, room, and PA system.

## **7. Launch Meeting agenda**

The following agenda was agreed:

Introduction and greetings – RH

Our aims, history and plans – MD

Who we are – one/two sentences from three or more members of group

Supporters Direct – JM

Questions and answers – different members of the steering group will answer questions on areas that they know about; for example LB will respond to questions on Twitter, MD to questions on aims and constitution, and RH will answer questions nobody else wants to answer.

Ask for show of hands to give mandate for steering group to continue until elections of Board and invitation to meeting on May 1st – RH

## **8. Arrangements for day of meeting**

SM will arrive at 9 a.m. and oversee set-up of room, others will arrive by 10 a.m.

LB will be responsible for PA

JF and DF will collect membership applications and money; they will need table.

AW will prepare plain form for use at meeting with membership form and FAQ. MD will send updated FAQ to him.

## **9. Future meetings**

7 pm on Tuesday, April 3rd at the Royal George

SM will chair an informal meeting to check that arrangements for launch are on track. (RH will not be at meeting)

7 pm on Tuesday, May 1st at the Royal George

The next regular meeting of the steering group, to which new members will be invited.