

MINUTES OF MEETING HELD FOR THE BLUES TRUST BOARD
4TH DECEMBER 2012
HELD AT THE ROYAL GEORGE HOTEL AND BAR

ATTENDING:

Steve McCarthy (Chairman)
Andy Munro (Vice Chairman)
Phil Brown (Treasurer)
Margaret Decker (Secretary)
Ben Shave (Supporter's Direct)
Lee Bradshaw
Dave Farrell
John Farmer

APOLOGIES:

Rob Hughes

2 MINUTES OF THE LAST MEETING AND MATTERS ARISING

MD As the minutes of the AGM should be approved at the next AGM and the informal meeting immediately after the AGM did not require minutes, therefore no minutes were approved or required to be approved at the last meeting.

SM Stated that on this occasion protocol was not followed.

PB Proposed that the minutes of the last meeting be amended - "That no minutes were approved"

PB Seconded. All in favour

3 REVIEW OF ACTION REGISTER

This item to be not discussed.

4 REPORTS AND CORRESPONDENCE TO BE NOTED

4a Secretary's Report

The Secretary's Report was accepted.

4b Treasurer's Report

MD Informed the meeting that the Trust has received a letter from FSF in relation to the payment of the fees to the Football Supporters Federation (FSF) and stated that we decide to re-apply.

- SM Asked the Secretary if the Trust received any tangible benefits as Members of FSF.
- MD In reply stated that the Web Site of the FSF could be utilised.
- BS Added that FSF can and will help Trusts by lobbying on ground issues, such as stewarding, turnstiles etc., for example Amanda Jaques, FSF Security Officer, would take up any issues with such problems, whilst remaining impartial. BS felt that Membership of FSF would be beneficial to the Trust.
- DF Stated that in his communications with fellow Supporters Trusts that the majority have an Affiliation with FSF.
- PB Voiced concerns over the annual subscription and felt that the Trust could review the situation in the New Year.
- MD Pointed out that the Trust had already received extra time to renew.
- SM **Action to be taken** that the Secretary fill in the necessary form for membership of FSF.
- MD Informed the Committee that the Five Side Policies recommended by the Supporters Direct need to be adhered to (in their current form or amended to our specific needs).
- MD Pointed out the Trust had adopted the Side Policies in their entirety prior to the AGM 2012 to save time.
- AM Suggested that we should review and amend Side Policies if required.
- SM Asked the Secretary if it would be feasible to amend one side Policy each month.
- AM Stated that it would be preferable to amend the Policies in one session.
- SM Suggested this could be undertaken at the January Trust Board meeting.
- MD Voiced her concerns regarding membership enrolment and felt that little is being done to recruit active volunteer members who may be able to assist the Board.
- PB Felt at this present time it is difficult to identify and recruit active volunteer members.
- MD Reminded the Board that she will be standing down on 31st December 2012 and is concerned that a new Secretary has yet to be found.
- SM Informed the Board that he was pursuing every possible candidate over the last few weeks and is actively searching.
- AM Asked if it would be of benefit to produce a list of Secretarial duties.

- MD In reply stated that there is a list that can be found on our own Web Site document link.
- BS Added that the Secretary duties were more of a routine nature rather than complicated and technical.
- BS Said that if the Trust continue to have difficulties appointing a new Secretary, that an approach to the Co-op may provide the services of a Secretary if only on a short term basis.
- MD Felt that Helen or Ray would be ideal - SM agreed that Helen would be ideal.
- SM Proposed that the Trust should informally ask Helen Lees if she would be interested in the post of Secretary. In the eventuality of Helen not wishing to take the post that we approach the Co-op.
- JF Volunteered to ask Helen within the next 3 days and would report back to SM.
- SM Asked MD to provide any possible candidate with a summary of the duties required (A Job Description).
- LB Felt that the Secretary position would require a daily input.
- BS Stated from his close relationship with Trust Secretaries that the work load should take up no more than 4 to 5 hours per week, commitment, however, was essential and preferably the Trust Secretary should be local, have the required skills and ideally be a Member or at least a Blues Supporter, he also pointed out that the Trust must appoint an Interim Secretary to take up secretaries duties from 1st January 2013.
- SM Proposed that the Board will have to ask for a volunteer from amongst Board Members to act as Interim Secretary if no suitable candidate can be found.
- SM Thanked MD for all her invaluable work from the first Steering Committee Meeting onwards.
- SM Stated that whilst the Board respected MD's decision to stand down as Secretary, the Board would not wish to lose such a valuable and diligent member and hoped that she would continue to be involved.
- MD In reply MD gave her reason for standing down and confirmed that she will remain involved when she has fulfilled current commitments.
- LB Felt that all bulleting should be posted and emailed where possible.
- PB Agreed, stating that it is not known if members receive emails or delete them, preferable to post quarterly bulletins to all members.

- BS Recommended a three monthly bulletin/newsletter.
- SM Suggested a half yearly newsletter and volunteered to compile a draft when necessary, possibly January and July.
- BS Recommended that the Trust fall in line with the Football Season with an “end of Season review”.
- LB Recommended that the Board should enquire into the cost of printing newsletters, stationery and postage.

No matters arising on Secretary’s report.

4c Treasurer’s Report/Membership Secretary

The Treasurer’s Report was accepted by the Board.

- PB Confirmed that Ray and Margaret had provided up to date Financial details, and noted there is a shortfall regarding Membership numbers and fees paid.
- PB Gave a breakdown of membership, stating that 6 juniors had passed to adult status.
- PB Will undertake a 12 month forecast of Membership.
- PB Is still awaiting access to bank account.
- PB Informed the Board that in answer to questions raised concerning ‘fit and proper’ Football Club Directors, that Clubs are merely required to fill in Self Assessment Forms every year, every Shareholder whose holding exceeds 30% have to be listed.
- BS Confirmed PB statement, adding that Football League Clubs by their Membership, Self Assesses as it is in their best interest, however the funding to Police fit and proper Directors is not in place. However, in the case of a Club takeover the Football League have the power to look into any matters of transparency ie, recently at Northwich Victoria - Paul Barrington, was found to be not ‘fit and proper’.
- SM Suggested PB tidy up ‘fit and proper’ criteria with a view to informing our Members.

No matters arising from the Treasurer’s Report.

PR, SOCIAL AND MEDIA REPORT

- LB Stated that the Trust needs clarification of the role of PR management.
- SM Asked the Board Members responsible if they are happy with their roles.

- LB Reported that in November the Trust had over 1,000 Twitter followers.
- LB Currently time and commitment is limited due to university commitments, however, after the 16th December he will be free to further develop the Web Site.
- LB Informed Board Members of the email and response re Mr Paladini (potential buyer) and felt that the exchange was very open and positive.
- LB Asked if the Board Members had received emails re the Paladini correspondence and the final draft of the proposed communication with Peter Pannu.
- SM Proposed that the Board should decide on the final format - all in favour in its present content.
- AM Asked if a deadline for reply had been set.
- BS Suggested that should any sale of BCFC fail does Mr Pannu have a contingency plan, can the Club survive this Season?
- LB To add item re Contingency Plan and deadline for reply set at 31st December 2012.
- LB Inform Board that postage to BIHL Office Hong Kong will cost approximately £60.00.
- SM Action to be taken - LB to undertake posting, and pass Post Office receipt to PB. Also that the letter be send by the 6th December, allowing for delivery will give Mr Pannu two weeks to reply, if no reply is forth coming Trust Members can be informed after the deadline of 31st December 2012.
- PB Stated that any sale of BCFC is now very unlikely before the January Transfer window.
- JF Important that we inform Members of our efforts to address these issues with current owners and potential buyers, should we inform members of our current correspondence to put pressure on Pannu to reply.
- PB Felt strongly that elements of confidentiality would be broken and create an adverse situation.

It was agreed that Trust correspondence and possible replies would not be made public until 1st January 2013, or after the next Board meeting in Jan

- BS Suggested that we make Mr Pannu aware that a statement will be made by the Trust after 31st December 2012.
- DF Stated that local media have done very little to seriously pursue the situation of BCFC.

- LB Continued his report, stating that Daniel (often Partisan) has offered to set up a Q and A to feature on O.P in the near future, possibly within 7 days, with OP to be a “critical friend” of the Trust.
- SM Requested a final proof read of the Q and A before it appears on OP.
- LB Recommends that PR/media social networking should be separate from marketing.
- SM Suggested that LB and DF need to dovetail their duties and their respective strengths.
- AM Stated that the Trust should ideally have one spokesperson.
- BS Felt that a strategy was required for media response possibly one for verbal response, one for Internet, both singing from the same hymn book.
- SM Suggested PR and media for LB and marketing for DF.
- PB Felt that Trust needs P/R, media and marketing bullet points and detailing, preferably for next meeting.
- SM LB to draught strategy and bullet points P/R media.
DF to draught strategy and bullet points marketing.
- LB Informed Board of on-line survey results up to last week 74 responses of which 96% were Members, he plans to utilise a Google function to produce a pie chart based on % of response.
- SM Asked if this could be achieved by the 11th December and made available for the Supporters Meeting on the 18th December.
- SM Asked Board Members to try to adhere to a 48 hour response to publish items on our Web Site.

6 TOPICS TO BE DISCUSSED

6a Made in Brum Event - Royal George - 15th December 2012 (Langans Day)

- DF Informed the Board of his work on this Project in conjunction with Paul Collins and others. After some discussion it was decided that whilst the Trust whole heartedly support the Event, it is now no longer a ‘Trust Event’ and as such have declined to officially or financially be directly involved.
- PB Suggested that the Board Members should still be in attendance on the day to promote the Trust if the opportunity arose.

6b Supporters Group Meeting on 18th December 2012

The forthcoming Supporters Event at BCFC will be attended by DF and LB as the Trust's Representatives who will liaise prior to the Event and report back to the Board and Members.

7 ANY OTHER BUSINESS

7.1 The design of a new banner to be discussed at the next meeting. Minutes to continue on a 'Round Robin' basis.

Board Meetings to continue on a rotation of evening and daytime meetings.

8 DATE, TIME AND VENUE OF NEXT MEETING

The date and time of the next meeting will be held on Saturday 5th January 2013 at 1.00pm at the Royal George Hotel and Bar.