



# Meeting Minutes

*05/02/2013*

**Venue:** Royal George Hotel & Bar

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# Meeting Minutes: 5<sup>th</sup> February 2013

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

**Present:** Steve McCarthy (SMc – Chair), Andy Munro (AM), Phil Brown (PB), Lee Bradshaw (LB) and Emma Hodgson (EH).

**Apologies:** Robert Hughes, John Farmer and David Farrell.

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## 1. Minutes of the previous meeting

Minutes of the previous meeting were signed off in December. All matters arising have now been addressed.

## 2. Appointment of new Secretary

The Trust's new Secretary, Emma Hodgson, was introduced and welcomed.

## 3. Separate membership Secretary

Discussions took place regarding a separate membership secretary.

**ACTION:** Vacancy notice for Membership Secretary to be written. LB will update the website vacancy page. The workload will be renewals.

At the beginning of the month, a list is needed of those whose membership is due for renewal – sending out a group email pro-forma may be best way of doing this. This isn't necessary for new membership, but for when it spikes. October, November and December were noted as busy months.

## 4. Secretary's Report (EH to resume responsibility of producing report as of the conclusion of meeting).

- The bank is keeping an eye on the amount of fraudulent transactions occurring and the account is regularly checked. SMc to approve future payment(s).
- Bank signatories are still to be approved. Expenditure all covered, and the number of members clarified.
- PB to look into junior member renewals. No further issues were raised.

## 5. PR & Media Report

Now at 1530 followers on Twitter – the reach is stretching; increase of 439 since December.

Facebook is improving, with a total of nearly 3000 people. Instagram and Foursquare also proving popular.

Club communications were clarified during the forum meeting; Trust to explore the Andy Walker relationship.

HCHO Bracelet making – Daniel Ivery was at this event which went very well. With regard to the website, the search is still on for a web designer. The match reports are going up on there, and the conclusion was that this was a good aspect and one for the Trust to continue.

There was a query regarding adverts in the Hong Kong press. Daniel Ivery is looking into this. LB will chase up. A recommendation was made that due to the good job that Sports Radio did on Saturday 2nd Feb, at the Forum meeting. Is there a possibility of giving them exclusive access to public meetings over the next 6 months?

**ACTION:** Email to Sports Radio offering 6-month probationary period of coverage for all Trust events.

## **6. Open meeting feedback**

All Board members were provided with a copy of the meeting minutes by EH.

**ACTION:** EH to forward electronic copy to SMC. SMC will then review the ideas.

LB suggested the first stage should be a statement from the Chair, then next stage should be going through the ideas.

**ACTION:** SMC to put statement together and go through the ideas, and produce an excel spreadsheet of ideas to action.

## **7. Any other business**

- Chris Sanderson to be made a Trust advisor.
- Letters for Hong Kong – when are they being personalised and sent? Need to establish a date, printing costs, and addresses.
- Renewal of members. Also the “share number” issue will need to be addressed, this should be the same as the membership number. When inputting data, note down the membership number as a share. The option of shares will need exploring at a later date.
- Blues Trust is now an official member of the Football Supporter’s Federation. Need to ensure certificate is kept safe and be sure of renewal date. EH has placed it in Blues Trust folder.
- Existing shareholders should be invited to join the Trust. If they do not wish to do so, there should be a query as to whether they would be interested in selling their shares to Blues Trust.
- In future, perhaps a section in the Treasurer’s Report saying Number of Shareholders and the Number of Shares held and in what.

## **8. Next meeting**

Saturday 9<sup>th</sup> March, commencing at 11am at The Royal George Hotel Bar.