



MEETING MINUTES

5th January 2013

VENUE: Royal George Hotel & Bar

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PRESENT: Steve McCarthy [SMc], Andy Munro [AM], Phil Brown [PB], Robert Hughes [RH], David Farrell [DF] and Lee Bradshaw [LB].

APOLOGIES: John Farmer.

1. MINUTES OF LAST MEETING

A draft of the minutes held on 4th December 2012 had been circulated and the suggested amendments were agreed.

ACTION: In the absence of a physical copy of the minutes, it was proposed to formally sign them off at the next Board meeting.

2. TREASURER'S REPORT

PB reported that there had been two fraudulent transactions relating to the Blues Trust bank account. Under the bank's direct debit guarantee, the amounts that were subject to fraudulent transactions were reimbursed.

ACTION: The new bank mandate was in need of updating. The proposal agreed that PB, LB and SMc should be account signatories. PB is to be named as the key company contact.

3. SECRETARY'S REPORT

The number of Trust numbers now stands at 267, including juniors, and is reported to be steadily increasing.

ACTION: PB is to prepare a membership spreadsheet for the next Board meeting. The appointment of a new Secretary was discussed. It was felt that if no suitable candidate came forward, secretarial duties could be split up amongst current Board members, with one individual formally nominated for the role.

ACTION: SMc to seek to progress/clarify the situation for the next Board meeting.

3. BOARD REPRESENTATION AT MEETINGS

It was agreed that SMc and DF would continue to be the first line representatives at future Championship Trust meetings, with LB as reserve. RH and AM were nominated as first line representatives for future Co-Op networking meetings, with PB nominated as reserve.

ACTION: The arrangements of the above delegations to commence at next meeting(s) scheduled in March 2013.

4. FORMER BOARD MEMBERS

Agreed was a protocol that should be followed, with administrative access for former Board members being removed as soon as possible. It was noted that this acted as a safeguard for both Blues Trust and former Board members in the unlikely case of leaks.

ACTION: LB to undertake an audit on access generally, including Paypal.

5. PR AND MEDIA REPORT

LB reported that good progress was being made, with improving feedback on official and unofficial Club message boards. Facebook likes currently stand at a figure of 338, with Twitter followers standing at a figure of 1123. LB also reported on the potential benefits of other social media technologies including Instagram and Foursquare, for use particularly on match days and other social events.

LB reported that a hand delivered letter to Peter Pannu had, unfortunately, failed to elicit a response; despite an e-mail reminder sent to Mr Pannu direct. It was noted that contact with Joanne Allsopp was providing elusive although it was highlighted that she had been on leave.

LB reported that further relationships with Club officials including Andy Walker, the Club's PR and Communications Head, were also positively developing.

LB presented a PR and Social Media strategy reported. This report was unanimously endorsed. The Board offered its thanks to LB for the excellent progress being made, particularly in terms of social media.

ACTION: DF to produce marketing report for the next Board meeting.

6. PR AND SOCIAL MEDIA STRATEGY

The paper was discussed section by section with the following agreed:

6.1.0. (The ideal PR and Social Media strategy)

It was agreed that LB would be appointed as the PR and Social Media manager. DF would act as deputy to this role.

SMc would become the official Trust spokesman with RH elected as deputy.

ACTION: LB to produce a press notice formalising this for release to the relevant media outlets and any other appropriate contacts.

6.2.1. (Official Trust Statements and Press Releases)

It was agreed that these documents would first be drafted by LB in his role as PR and Social Media manager, accompanied by a template editor's notes section. These documents would only need clearance from SMC in his role as Chairman, or, if unavailable, AM as Vice Chairman.

ACTION: Andy M to send details of new work email address to LB when available in the next couple of weeks.

6.2.2. (Approaching the Club)

This section was agreed.

6.2.3. (Website)

LB highlighted that Andy Webb - owner of Small Heath Alliance - was hosting a new format at no cost to the Trust. It was felt that measuring the derivation of hits was important.

SMC highlighted that content was key, and that all Board directors needed to take responsibility in helping populate the website.

All recognised LB's efforts in revitalising the website and its format was wholly endorsed. The Board also offered its thanks to Andy Webb for agreeing to continue hosting the website at no cost.

ACTION: LB to investigate how the derivation of hits could be measured. DF and LB to explore the website's marketing potential.

6.2.4. (Engaging with Members and the Wider BCFC Fan Base)

All in attendance recognised that the Trust needed to be smarter in increasing fan involvement. Ideas discussed included competitions, open to the wider BCFC fan base as opposed to being member-only, match blogs, Q&A sessions and merchandise.

The proposal for membership cards, in line with LB's suggested design, was agreed at a cost of circa £120 plus VAT. It was also felt these cards could underpin a future loyalty scheme.

ACTION: LB to progress the membership cards and to liaise with DF on developing future marketing ideas.

A discussion on events centred on the proposed open meeting occurred, however the points made in the PR and Media strategy paper on events had already been endorsed.

6.3.0. (Social Media Strategy)

This section was endorsed. It was noted that all Board members who have access to the Trust's social media platforms needed extreme care and consideration in future.

7. OPEN MEETING

It was proposed to hold a meeting to which a wider group of interested parties would be invited. This would be under the general consensus of uniting supporters and the various interest groups with a single aim; to, in future, secure a stake in the Club. There were a

number of ways of effecting this including buying shares or encouraging existing shareholders to become members of the Trust.

The Royal George was agreed as the meeting's venue, although it was accepted that it had both pros and cons. The meeting date was provisionally set for 2nd February 2013, commencing at 11am.

ACTION: SMc to confirm venue and to consider the Chairmanship of the meeting. Daniel Ivery had said that he would be kindly willing, albeit reluctantly, to if it was felt that somebody independent was needed.

LB agreed to co-ordinate meeting invitations.

It was agreed that the Board would need to meet beforehand for a brainstorming session in terms of drafting a 'Plan of Action' for discussion at the open meeting.

8. ACTION REGISTER

ACTION: All Board members to check and action as necessary.

9. ANY OTHER BUSINESS

ACTIONS: The Board agreed to hold alternating Board meetings on Saturday's commencing 11am on match days.

SMc is to consider the most suitable venue to which to invite 'opposition' Trust Members. This action is to be discussed at the next Board meeting.

An expression of gratitude to be organised to recognise Margaret Decker's sterling efforts in helping set up the Trust. SMc and PB to liaise/organise.

All Board Members are to continue to use their contacts to drum up interest and support for the Trust. PB and LB to also consider how to tease out the interests and skills of existing members whether through the website/social media or just through the renewal process.

DF pointed out that, due to an impending new arrival in his family, he might become unavailable for a period of time.

It was agreed that LB should purchase a post box for use by the Royal George.

10. DATE OF NEXT MEETING

Tuesday 5th February, commencing at 7pm at the Royal George.

Note: Brainstorming meeting session still to be organised by SMc.