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## ***BLUES TRUST BOARD MEETING***

### **MEETING MINUTES**

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**Meeting Date:** 11/05/2013

**Meeting Location:** The Royal George Hotel Bar

**Approval:** 23/06/2013

**Recorded By:** Emma Hodgson

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## 1 ATTENDANCE

| Name                 | Title                 | Organization | Present |
|----------------------|-----------------------|--------------|---------|
| Steve McCarthy (SMc) | Chairman              | Blues Trust  | Y       |
| Phil Brown (PB)      | Treasurer             | Blues Trust  | N       |
| David Farrell (DF)   | Board member          | Blues Trust  | Y       |
| Andy Munro (AM)      | Board member          | Blues Trust  | Y       |
| Lee Bradshaw (LB)    | Co-opted Board member | Blues Trust  | Y       |
| Robert Hughes (RH)   | Co-opted Board member | Blues Trust  | Y       |
| Emma Hodgson (EH)    | Secretary             | Blues Trust  | Y       |

## 2 MEETING LOCATION

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

## 3 MEETING START

**Meeting Schedule Start:** 13:00

**Meeting Actual Start:** 13:10

**Meeting Scribe:** Emma Hodgson

## 4 AGENDA

- **Actions arising from previous minutes**

- Minutes of the previous meeting for 06 April 2013 were ratified and signed off.
- Action agenda for the meeting was not received.

- **Secretary's report**

- All communications for the period 06 April 2013 to 10 May 2013 were reported in the secretary's report.
- Thanks were given to Jewellery Quarter firm Crescent Silver for the fantastic Player of the Season trophy and thanks were also given to AM for securing a reasonable deal.

- **Treasurer's report**

- There have been no further incorrect transactions since the Trust's bank account details were removed from the website.
- PB clarified the position regarding Unity Trust bank. Unity Trust is now 25% owned by Co-op Bank. This needs to be kept an eye on, as it could affect future rates.
- Accounts show the Trust is in a healthy financial position, with a current surplus of £1,500.
- LB, SMC, DF and EH are all booked to attend the Supporters Direct weekend on Saturday 22<sup>nd</sup> / 23<sup>rd</sup> June. Expenses for this event are budgeted at £240.
- The Trust now has 16 junior memberships.

- **PR & Media report**

- Monthly targets have been hit.
- Website issues remain unresolved, with LB attempting to bring the issues to adequate conclusion in the due course.
- Member emails have been circulated and resulted in an engagement percentage of 39.9%.
- The membership renewals process began in March. There have been 26 individuals who have decided against renewing their membership.
- BCLFC sponsorship update: 82% of members have voted in favour of sponsoring two BCLFC players.
- An organizational tool called Trello was discussed having been researched by LB. The app and website tool was considered as a potential replacement for the action register. It was agreed that the Board would trial the usage of Trello.
- Discussions took place surrounding Board members' presence on social media platforms following a number of complications with supporters. A recommendation was made to ensure people were aware that views represented by individuals on social media are their own personal ones and do not necessarily reflect the views of Blues Trust.

- **Safe standing report**

- RH delivered a report on safe standing having been assigned the task at the last Board meeting.
- It was advised that the issue of safe standing should be put to the members for discussion.

- **John Farmer's resignation**

- A successor will be appointed by the Trust Board.

- **Draft marketing report**

- The report stated that the Trust's website was vital for the future marketing of the Trust.
- Arrangements have been made with a local company to build a brand new website, tailored to the Trust's needs, free of charge. The deal was discussed and unanimously agreed by the Board.
- The report recommended that the Trust pursues the avenue of contacting former players and public figures/celebrities and offer them honorary Trust membership in return for their support.
- Blackburn Rovers Trust's (Rovers Trust) outsourcing model was discussed by the Board.
- Tim Andrews of Hollywood Monster is keen to get involved with the Trust.
- The report recommended that merchandising opportunities should be explored.

- **A.O.B**

- Board members discussed PB's participation in a charity bike ride and agreed to personally sponsor his activities.
- Discussions took place regarding the Localism Act.
- Documents were presented by LB reference the Trust's forthcoming open meeting. It was agreed that the open meeting should offer two sessions to accommodate for as many members and supporters wishing to attend as possible.
- Information received from contacts in Hong Kong was subject of some discussion.
- A wider press strategy/campaign was briefly discussed.

- **Next meeting**

- The date of the next meeting is Sunday 23<sup>rd</sup> June (open meeting).

## 5 MEETING END

**Meeting Schedule End: 15:00**

**Meeting Actual End: 15:21**

## 6 POST MEETING ACTION ITEMS

| Action  | Assigned To  | Deadline     |
|---|--|--------------|
| Establish a new action register   | ---  | Next meeting |
| Start auditing process  | Phil Brown   | ---          |
| Lift PayPal account restriction   | Phil Brown   | ---          |
| Discuss member renewal discount incentive at the next meeting – add agenda item | Steve McCarthy   | Next meeting |
| Board members to sign up for Trello   | Lee Bradshaw, Steve McCarthy, Phil Brown, David Farrell, Robert Hughes, Andy Munro, Emma Hodgson | ---          |
| Poll members on safe standing   | Lee Bradshaw   | ---          |
| Discuss and appoint co-opted Board member to replace John Farmer                | Steve McCarthy   | ---          |
| Establish meeting with Ambinet reference website                                | David Farrell, Lee Bradshaw  | ---          |
| Explore merchandising opportunities   | David Farrell  | Next meeting |
| Arrange meeting with Joanne Allsopp   | Steve McCarthy   | ---          |
| Revenue building meeting  | Lee Bradshaw, David Farrell  | Next meeting |
| Reports   | Lee Bradshaw, David Farrell, Emma Hodgson, Phil Brown  | Next meeting |
| Approach Council House for ACV documents  | Lee Bradshaw, David Farrell  | ---          |
| Contact local venues ahead of open meeting                                      | David Farrell  | Next meeting |
| Go through all Hong Kong related information                                    | Robert Hughes  | Next meeting |
| Media strategy to be finalised  | Lee Bradshaw   | Next meeting |

Submitted by:



**Emma Hodgson**  
Secretary

Approved by:



**Steve McCarthy**  
Chairman