



BLUES TRUST BOARD MEETING

MEETING MINUTES

Meeting Date: 09/07/2013

Meeting Location: The Royal George Hotel Bar

Approval: 03/08/2013

Recorded By: Emma Hodgson

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	N
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	N
Chris Sanderson	Co-opted Board member	Blues Trust	Y
Paul Smith (PS)	Supporter Engagement Officer	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: 19:00

Meeting Actual Start: 19:02

Meeting Scribe: Emma Hodgson

4 AGENDA

- **Actions arising from previous minutes**

- Minutes were not circulated on time. EH issued her apologies for failing to submit minutes on time. Minutes of the previous meeting now to be signed off at next meeting, along with any other outstanding minutes.

- **Secretary's report**

- Queries were raised regarding the state of the Asset of Community Value application. All documentation has now been submitted. The Trust is expecting a response from Lorna King at Birmingham City Council within the time frame of eight weeks.

- **Treasurer's report**

- Auditing process has now been formally started.
- Discussions were held surrounding cash flow and how decisions will be made in future on how Trust money is spent should cash flow remain the way it is presently. Ways to increase revenue are currently being explored as per the Trust's recent strategy plans.
- Discussions surrounding the cost of the BCLFC player sponsorship took place. The cost of the total sponsorship package including VAT is 480GBP.

- **PR & Media report**

- Numerous attempts have been made to contact Joanne Allsopp, but to no avail. PS informed the Board that he had a meeting with Joanne scheduled for later the same week.
- Website feedback was provided to all Board members following a meeting with Ambinet contacts. Any outstanding issues were covered finalised plans were draw up, ready to take back to the Trust's point of contact at the company. Ambinet are currently producing a site specification document and the action of transferring the Trust's domain is also underway.
- Further discussions took place regarding a marketing strategy. Actions issued to DF and PS.

- **Strategy proposals outcomes**

- Feedback was given on Board expansion. PS presented a small fan engagement plan/policy.
- The process of filling available associate Board member positions has begun. PS is the first addition. Margaret Decker has agreed to provide some article writing assistance for the website.
- Match day premises for members and supporters were discussed. DF and PS are assigned to working with the club in working on a plan to take to the club.

- **Fan engagement**

- PS presented a fan engagement document and discussed the Blues Collective.
- All Board members in attendance agreed with the principles of the Collective, as long as it correctly chaired and structured.

- **Website**

- A request was made for all Board members to provide a short biography to feature on the new Trust website.
- E-Commerce is currently being looked into by our point of contact at Ambinet, Amreet.
- Personalised email accounts will be set up once the transfer of the Trust domain has been completed.

- **A.O.B**

- Address is needed for John Haynes. He won the signed player shirt raffle at the open meeting.
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- **Next meeting**

- The date of the next meeting is Saturday 3rd August, commencing at 11:00 prompt.

5 MEETING END

Meeting Schedule End: 21:00

Meeting Actual End: 21:20

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
Contact Oxford United Supporters Trust reference ACV	Andy Munro	Next meeting
Issue membership renewal letters	Emma Hodgson	---
Formulate marketing strategy	David Farrell, Paul Smith	---
Produce sample membership pack	Paul Smith	---
Contact Drayton Manor and The Lottery Fund as part of business strategy	Andy Munro	Next meeting

Submitted by:



Emma Hodgson
Secretary

Approved by:



Steve McCarthy
Chairman