



BLUES TRUST BOARD MEETING

OFFICIAL MINUTES

Meeting Date: 03/08/2013

Meeting Location: The Royal George Hotel Bar

Approval: 10/09/2013

Recorded By: Emma Hodgson

1 ATTENDANCE

Name	Title	Organisation	Present
Steve McCarthy (SMc)	Chairman	Blues Trust	Y
Andy Munro (AM)	Vice chairman	Blues Trust	N
Phil Brown (PB)	Treasurer	Blues Trust	Y
David Farrell (DF)	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
Chris Sanderson	Co-opted Board member	Blues Trust	Y
Paul Smith (PS)	Supporter Engagement Officer	Blues Trust	N
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: 10:30

Meeting Actual Start: 10:35

Meeting Scribe: Emma Hodgson

4 AGENDA

- **Meeting minutes review and matters arising**
 - No actions or matters arising from previous minutes. Minutes agreed, approved and cleared for publication.

- **Secretary's report**
 - Previous minutes incorrectly documented the North West Supporters Club as the North East Supporters Club. An apology was offered and the error corrected.
 - Further developments are expected reference the ACV application, however to date there has been no update received. A period of four weeks had been outlined for any objections to be lodged.

- **Treasurer's report**
 - There were no issues raised from the Treasurer's report.

- **PR & Media report**
 - There were no issues raised from the PR and Media report.

- **Marketing report**
 - Discussions took place on the ability to market the Trust given the current lack of resource.
 - There was unanimous agreement that the Trust should be marketed in future as an independent organisation that is not a part of any wider group.
 - A marketing campaign proposal was presented by LB, however some concerns were raised. LB agreed to work on the proposal and present a modified report at the next Board meeting.

- **Strategy output updates**
 - **Board expansion** – marketing officer position has been discussed and an action to fill this role has been issued. Discussions on potentially splitting the PR and Social Media roles also took place to open new positions for more experienced individuals.
 - **Business links** – no updates.
 - **Community links** – a skeleton timeframe plan will be drawn up for September's meeting. A potential conflict of interest for EH reference liaising with schools due to her current employment position was noted. DF suggested working with the BCFC Community Trust to counteract this.
 - **BCFC ownership** – see actions list.
 - **Fan engagement** – a proposal to join the Blues Collective on a trial basis was put forward.

- **AGM planning**

- A provisional date has been agreed. EH to chase up the proposed venue for confirmation of booking.

- **Membership benefits and discounts**

- Ideas parked for the time being. See actions list.

- **A.O.B**

- BCFC Ladies sponsorship – payment details now received. Board members owe 30GBP each.
- SMC and LB to attend North West Supporters Club meeting in Bury on 07/08/2013.
- Trust to have a stall at Blues Collective Kingshurst Event on 25/08/2013. See actions list.

- **Next meeting**

- Date to be circulated in the coming days.

5 MEETING END

Meeting Schedule End: 12:30

Meeting Actual End: 12:37

6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
Issue invoices to PTL Limited and Hollywood Monster	Phil Brown	Next meeting
Present updated campaign proposal plans	Lee Bradshaw	Next meeting
Source an independent marketing officer to help assist with marketing activities	David Farrell, Paul Smith	Next meeting
Arrange meeting with BCFC Community Trust	Emma Hodgson	ASAP
Produce sample membership pack	Paul Smith	Next meeting
Contact Drayton Manor and The Lottery Fund as part of business strategy	Andy Munro	Next meeting
BCFC ownership – draft letter to prospective buyers regarding Trust campaigns	Phil Brown	Next meeting
Draft letter addressed to Blues Collective	Steve McCarthy	Next meeting
Approach Charlton Trust chairman regarding chairing Blues Trust AGM	David Farrell	ASAP
Clarify position on Board roles ahead of AGM with SD	Emma Hodgson	ASAP
Explore membership renewals and discount initiatives	Phil Brown	Next meeting
Provide details on Kingshurst Event	Steve McCarthy	ASAP

Submitted by:



Emma Hodgson
Secretary

Approved by:



Steve McCarthy
Chairman