

Blues Trust Board Meeting Minutes

Tues 10th Sept 7.00pm – 9.00pm

Apologies: RH, CS, PB

Confirmed Attendees: SMc, AM, DF, LB, EH, PS

Venue: The George

- 1. Review & agree previous minutes** The previous minutes were agreed.
- 2. Matters arising** There were no matters arising
- 3. Reports**
 - 1.** Secretary's report – No recommendations from the Secretary's report.
 - 2.** Treasurer's report – There were no recommendations from the Treasurers report. There was a query regarding the cheque from Hollywood Monster. There was a query regarding membership renewals. LB clarified this.
 - 3.** PR & Media report – There was a recommendation for an "Ask the Board" feature. Whilst we have improved, we are still getting criticised for not being approachable. "Ask the Board" would be a hash tag on Twitter and people can put forward questions for LB to answer through the Twitter and FB accounts. There was discussion around the whole area of making ourselves available to Trust members. Suggestions included that we could be in a venue where people can approach us. (Surgeries) Venues could be various but it needs to be on certain days and well executed. AM suggested we could hold surgeries at home matches at different venues around the ground. Put a poster up the week before on the Monday. It was agreed that we would do this on Saturday 21st (Sheffield Wednesday game) at 1.30-2.00 in the Royal George and at 2.10-2.40 Sportsman. Whilst this is going on, we could have volunteers giving out Trust leaflets. With the social networking q and a, there was a suggestion about basing it around SHA. LB said there would be a strand on SHA, Twitter and FB, based on a chat feed from our website. A webpage gets set up and a chatbox embedded. Anyone who wants to get on it can. The link is then circulated on FB, Twitter, SHA. It was suggested that it is done every board meeting, but that we do a "launch". The date was set for Thursday 26th Sept at Urban Coffee Co. 6pm. LB has also requested that we need to all get involved in the distribution of materials.
 - 4.** Marketing report – On hold.

4. Strategy Output updates:

- a.** Board Expansion - SMc This has been taken over by the upcoming AGM.
- b.** Business Links – AM is continuing to persue lines of enquiry.
- c.** Community Links - EH Use of the ground in the community needs to be looked into, in particular with reference to the ACV. However EH requested that a report and update in other areas of community links is to be parked until December so that she can focus on the AGM
- d.** BCFC Ownership – RH nothing new to report, but we are still in the process of following up any leads and rumours.
- e.** Fan Engagement - PS discussed the opportunity to gauge more Trust members through the away coach travel that he is providing. There will be another event similar to Kingshurst next year (The P Festival).

5. AGM Update - EH AM, DF for re-election. LB and PB to stand. There will be a board meeting in October, but a separate one is also needed for planning AGM. The Independent chair was suggested to be Lord Hunt.

6. A. O. B.

- BCLFC – Sponsorship Update – SMc ensured that we are all aware of the situation. There has been an apology and explanation from Jo Alsopp, and 2 options to remedy this have been given to us. We have decided to go for option 2. However, we will be looking for a formal apology from Steve Shipway.
- Dave Langan update - LB No further update and we have tried engaging with him.
- ACV Update – AM Thursday will be a fortnight since Albert Bore wrote about this.
- Peaceful Protest Update - SMc Discussion around our next steps for a peaceful protest. Options and ideas were put forward.
- Directly after board meeting send out draft minutes to Lee and list of actions to LB and SMc. LB upload to Trello. SMc to issue a "board briefing".

7. Next meeting

Saturday 12th October 11am

Meeting closed 21.25

Emma Hodgson – Secretary.

Signed _____ SMC Chair.