

Blues Trust Board Meeting.
Saturday 8th March 2014

Present: SMc, PBU, EH, MD, DF, LB, DT

Apologies to the chair: PS PBr (Joining us later)

Minutes

No matters arising. These will be signed off.

Reports

Secretary's Report.

No matters were arising and this was signed off.

Treasurer's Report

Board members commented on the factual presentation of the report and a query was raised regarding renewals. The renewal information was available in the printed version, however had not been sent as an electronic version.

PR and Media report.

There were 3 recommendations made.

- 1) To no longer include email statistics on the report and this was approved.
- 2) To explore fundraising opportunities separate to Community Shares was made. It was suggested a working group needed to be established, who could brainstorm potential fundraising ideas. Two areas need to be explored – merchandise and business sponsorship. This recommendation was approved and it was suggested that this is discussed at future board meetings.
- 3) That there be no further work done on the website. There was a suggestion that D.T assists with areas of it.

The issue of publication of articles was brought up for discussion. It was agreed that these should not be altered after publication.

Fresh Ideas

This item was moved to the end of the agenda.

Shared Ownership Document Brochure.

The final draft document is now complete. DF and SMc were to meet with Tim Andrews during the following week. The survey leaflets are printed and ready for distribution. It was suggested to use 2,500 for now. "Word of mouth" was spreading and it was encouraging to have had 148 responses. There was a discussion regarding future collaborative working with other trusts. The board recognises that this has not been a strong feature and will endeavour to do more in the future. The leaflets would all need to be collected from The Royal George if completed by post. It was agreed that people would do this as and when they pass. The information needs to be inputted manually – as if you were completing the survey online. Updates on responses need to be issued onto the website fortnightly, with the accumulative total.

Website

The website was discussed in reports, but PBU discussed Intouch. He requested whether it would be possible to explore something where members can input themselves without it having to be approved by LB. The pros and cons of such a system were debated, and Madmimi was also discussed. There was an enquiry about Wordpress members, as this system would attach to the same database. The main element that needs further exploration is functionality.

Delay No More

The leaflets are to be distributed following the Board Meeting. SMc and PBU were to be stationed at the Kop. DF, EH and member Bryan Harries were to be located at the Tilton. MD and Pbr were to be located on the corner of the Tilton and Coventry Roads.

The board formally acknowledge the work of David Turner and thank him for his hard work with the production of the leaflets.

Side Policy Review.

EH, DF and LB to read through and feedback to MD.

Fresh ideas.

This is to be parked at the present time

AOB

- Diversity amongst the Board Members was discussed and it was acknowledged that the Board need to attract more diverse backgrounds.
- The fans flag is to be unveiled at today's game. This will need to be acknowledged with a statement.
- Co-Operative Lunch.

MD and DF to report back on this.

- Collective Legends Event.

EH to attend. The members will be offered the opportunity to attend also. EH to report back at the next meeting.

- Championship Trust Meeting.

This is to be held in Birmingham on Wednesday 2nd April. SMc and DF to attend.

- Trust Badges.

More of these are required.

All those distributing leaflets were requested to meet at The Sportsman at 1:45pm

Meeting closed at 12:34pm

Signed _____ Chairman Date _____