

## Minutes of Blues Trust Board meeting

held at 3 pm on Monday, 12<sup>th</sup> March 2018

Present: Peter Bull (PB), Margaret Decker (MD), Cliff Horrocks (CH), Richard Stanley (RS)

Consulted via email: Karim Adab (KA)

Apology: Phil Beardmore

### 1. Minutes

The minutes of the 12/2/2018 meeting were approved.

### 2. Reports

#### a. Chair's report

CH reported that the profile of the trust had gone up since we had gone public with the questions we were asking the club. He had done an interview for Central News.

#### b. Treasurer's report

PB reported that the increase in membership had helped our financial position and we had 330 voting members plus 35 e-members. He had not been able to make progress on gift memberships because of software issues. It was agreed that if members failed to renew after reminders had been sent then their membership should be converted to e-memberships.

#### c. Website report

The design of the splash page was discussed. It was agreed that the wording should be something like: "Fans are important and should be heard. Join us and make our voice louder." PB will work with Greg on this.

#### d. Secretary's report

Blues Trust had been notified of the EFL Fan Forum on March 19<sup>th</sup> and SD members day on May 20<sup>th</sup>. It was agreed that MD and RS would attend this and MD would make the online application.

MD had sent thank you messages to 37 members who joined or re-joined the trust and filled in skills part on form

### 3. Organisational responsibilities

CH said that all board members had been involved in interaction with fans but the recent increase in membership and offers to help meant there was a need to discuss roles and responsibilities. The control at board level is important for the trust to operate within the rules but involving more people will require moving away from agreeing all output at board level.

He proposed that any board member could take responsibility for a function or project, with reference back to the board only for items specified by the board. Directors will be able to delegate project or tasks to project leaders but will retain the responsibility for managing and reporting back to the board. This management structure has a project management approach for many of its activities.

KA has the responsibility for the survey. Board members can give him feedback on it but he has control over it.

### 4. Media policy proposal

It was agreed that the following media guidelines be adopted:

"Articles/posts written for the website should not include swear words or insults directed at people or groups of people. Authors should keep in mind the objective of Blues Trust expressed in Rule 4.5, which is to benefit the community by "being a positive, inclusive and representative organisation, open and accessible to all supporters of the Club regardless of their age, income, ethnicity, gender, disability, sexuality or religious or moral belief." The author's name shall be included in all articles/posts except official statements.

Wherever possible, authors should spellcheck their own writing and check the spelling of any names of people mentioned. If convenient, someone who is capable of proofreading should check written material for errors, but publication of time sensitive material should not be delayed too long.

Any member of the Board can answer questions, give interviews, make comments on social media or write articles/posts providing that the member's comments are in accordance with the Blues Trust mission statement and/or agreed messages. Any Board member wishing to publish a dissenting view must notify the other Board

members and discuss this with them before publication.

Official statements on policy that are issued by Blues Trust need the approval of the majority of Board members. They should be circulated to all Board members ahead of publication but it is not necessary for all Board members to comment on them. In circumstances when some Board members are unable to respond, an official statement may be published if three Board members agree on it. Routine statements of condolence, congratulation and recognition can be published by one Board member or media person.”

It was noted that the last two paragraphs, relating to Board members, can be omitted from the information given to others volunteering to write for the website.

It was also agreed that, once we were ready to publish posts by new writers, MD should publish a post explaining that we would be publishing articles by members expressing different opinions and that only those where the author was “Blues Trust” would be ones that board members have agreed on.

5. Meeting for members with skills

It was agreed that we invite members who have listed skills to meet with some Board members before the Hull game on March 17 and that MD be authorised to send out a message asking any that could come to rsvp to make it easier to decide where to meet. She would also compile a list of possible projects/activities that board members were willing to supervise and ask people to consider whether they would be willing to allow their email to be given to others working on same project/similar projects.

6. Mass email suggestion by member

A member has suggested that we compose an email with questions to be sent to the club by a lot of fans on a certain day. It was agreed that this was a good idea. We might need to wait for situation to be a bit more settled before we decide on message.

7. Newsletter

MD is due to write April newsletter and it was agreed that RS will write the March newsletter after the meeting with members with skills on March 17<sup>th</sup>. CH will write the May newsletter.

8. Any other business

CH agreed to try to find someone who could advise on implications of the new General Data Protection Regulation.

9. Date and time of next meeting

The next board meeting will be at 3 pm on Monday, April 9<sup>th</sup> at Anthony Collins.

The meeting finished at 5:35 pm.