



## Meetings of Interim Steering Committee

5<sup>th</sup> & 9<sup>th</sup> February 2011

### Premier Inn Brentford and Cattedown Social Club, Plymouth

#### Minutes

It was agreed to put the Minutes of these two meetings together, as they covered the same items, but in the two venues, to accommodate ISC members from the different locations. It was also agreed mainly to note agreements/action points, rather than a complete note of discussions etc.

- Brentford attendees: Graham Clark (Chair), Celia Ellacott, Lee Jameson, Peter Ryan (Secretary), Chris Webb.
- Plymouth attendees: Richard Blight, Warren Bowden, Graham Clark (Chair), John Petrie, Peter Ryan (Secretary), Ed Shillabeer, Chris Webb.

No	Item	Agreements	Action
1	Welcome and Introductions	Pictures taken and each member asked to do brief bio so these can be put onto the website. Also it is a requirement of the Industrial and Provident Society Rules that the Secretary holds the name, address, phone, email addresses for each member. All ISC members to send these to PR – who will circulate these as a Table to all ISC members. These details are not for public arenas.	--  All members
2	Apologies –	None required	--
3	Minutes of last meeting	Not applicable as this is the first formal gathering of the ISC since the adoption of the Model Rules at the Trust meeting of 15 <sup>th</sup> January.	--
4	Internal ISC issues: - Conduct of ISC members – see below	It has been agreed that each ISC member will: <ol style="list-style-type: none"> <li>adhere to the PASS agreed rules - these are the “Model Rules” on the Trust website.</li> <li>adhere completely to decisions made by the ISC – Cabinet rules apply.</li> <li>not brief against any member to any external party.</li> </ol>	All members
	- Division of roles–	Agreed during the course of the two meetings as shown in the Table overleaf – although teamwork to achieve objectives will of course be necessary.	As relevant
5	Chair’s report - General – inc current issues	GC confirmed that he sees the current priorities of the Trust being to encourage its continued and strengthened growth through a) getting its name in lights b) the work of ISC members to increase membership levels, and c) making/strengthening linkages with main parties inside and outside the club – especially the City Council. In both meetings, GC gave his analysis of the status of developments in the club and detailed the meeting he and PR had held with Mrs Pengelly, the Leader of PCC (the Press Release arising from the meeting is on the Trust website).	Note
	- Media	At the moment GC fields most media enquiries, with CE dealing with London based media, and PR picking up the pieces. With CW on the ISC now, we can use his comms/media expertise and reduce load on GC. See also	Note



		<p>Item 9.</p> <p>CW was asked to circulate a list of local media outlets to ISC RB, excluding the Evening Herald and WMN, which GC has got “covered”.</p> <p>PR received a “Media Protocol” from Supporters Direct (for Portsmouth FC) – he is to send to CW who will develop an equivalent for the AFT ISC</p>	<p>CW</p> <p>PR/CW</p>
	Celeb supporters	<p>It as felt we should try and locate celeb supporters to help publicise the Trust’ JP and WB had some ideas about how to track them down and will send a list of these to CW to follow up.</p>	<p>JP, WB, CW</p>
6	Treasurer’s report - Current Finances	<p>The Trust does not yet have a Treasurer. It was agreed that PR would approach an acquaintance to see if he would be interested. If that does not work out, then PR will place an “Ad” on the website and on PASOTI. Note, for good practice etc, a Treasurer’s report should be circulated or tabled at each subsequent meeting. The difficulty in setting up a Bank Account and a Pay Pal account was noted. This is partly due to external factors...</p> <p>It was noted that the Co-Operative bank account should be partly operational (i.e. to pay IN) this week and fully operational by the end of next week. PR is – in the absence of a Treasurer, looking after this.</p> <p>Also a PayPal account has been set up but really should be changed from being our Hotmail based email to our domain account. PR is to work to make this happen (it says here!).</p>	<p>PR</p>
	- Expenses	<p>It was confirmed that expenses are claimable for items paid for unless the payment was to have been made anyway.</p> <p>All expenditure items over £50 need to be agreed in Advance by the Secretary; any queries would be referred by the Secretary to the Treasurer (the Chair in the interim period).</p> <p>PR is to provide an AFT Expenses Claim form, CW said he would provide the Royal Mail form as a proforma.</p>	<p>As relevant</p> <p>Note</p> <p>PR, CW</p>
7	Membership Update a) Processing	<p>Membership forms are currently paper only and are posted to LJ in South London. About 350-400 had been processed to date. They are coming in and a recruitment drive should see this increase rapidly over the weeks to come (see Growth below; see also comment made in Election item overleaf). It was agreed that we need to bring this processing to the Plymouth area and to form a small team to</p> <ol style="list-style-type: none"> <li>a) make sure it is done effectively</li> <li>b) to ensure that the processing is done to provide the necessary info for the Treasurer and for communication with members using the “InTouch” database provided through Supporters Direct (Note – this is managed by a private company: Customers Really Matter, through an agreement with SD).</li> </ol>	



		<p>RB volunteered to be Membership Secretary; he, JP and PR are to get together soon – RB to set up session.</p> <p>LJ is asked to bring all outstanding documents etc to Plymouth for handover to PR on Saturday 14<sup>th</sup> Feb.</p> <p>All members should be sent a membership card in the post with an accompanying letter welcoming them, from the Chair.</p> <p>CE has drafted the welcome letter.</p> <p>All members should (this is an SD rule) receive a £1 non transferable, non sellable Share certificate. SD has sent samples to PR, who will get a mock up done (and check Rule Book for share issue protocol).</p> <p>It was agreed that we should ask Peter Reid, Romain Larrieu and Carl Fletcher for a photo shoot to receive appropriately numbered Share Certificates, when this is ready.</p>	<p>RB</p> <p>LJ</p> <p>RB</p> <p>PR</p> <p>GC/CW</p>
	c) Growth	<p>Note – RB is responsible (with JP, PR) for membership <u>processing</u> as set out above.</p> <p><b>All</b> ISC members are responsible for increasing membership <u>numbers</u>. Some particular areas of seeking membership growth were agreed regarding the older members of society, workers/students at the university, military personnel etc. See the Table overleaf for details (and implied actions!)</p> <p>Also, WB Agreed to see if the Japanese petition signatories could be added to the Trust numbers.</p> <p>Also, also, CW has some help from colleagues re adverts and numbers to follow up.</p>	<p>All</p> <p>WB</p> <p>CW</p>
8	Campaigns - Groundswell	<p>It was agreed that his had made a promising start and should continue, be supported. CE is leading this.</p> <p>It was noted that CW had ensured distribution of some 2,000 leaflets to key employment establishments in the city and will talk further with CE about Groundswell related activities.</p> <p>CE was to talk with Rick Cowdery re agreement for doing Groundswell activities in and around the ground.</p> <p>CE is also taking forward specific match related activities.</p> <p>CE is to contact club “legends” to see if they can become involved in Groundswell and the Trust more generally.</p>	<p>CW/CE</p> <p>CE</p> <p>CE</p> <p>CE</p>
9	Communications - General/Protocol	<p>It was agreed that CW would be our Communications Officer and would work up the media protocol referred to in the “Media” item above.</p> <p>He would also think through a comms. “strategy” working with GC, centring on the website (see below), which CW will oversee.</p> <p>The new forum on PASOTI was gratefully acknowledged.</p> <p>It was agreed that all Trust ISC members should post on PASOTI in their own names. All comments on the Trust forum will be taken as “official”, posts on other Forums will be seen as personal/unofficial . Argyle Talk is to provide a Trust related Forum. Argyle Insider (Andy Todd) has not responded. Note – PR has been posting on these boards, so they <u>have</u> been included in comms to date.</p> <p>GC asked Rick Cowdery for space in future match day programmes. Could have two pages in the Colchester</p>	<p>Note/CW</p> <p>CW/GC</p> <p>All</p>
	PASOTI etc		
	Matchday programmes		



	Photographic study	programmes plus either Swindon (a night game) or Rochdale. GC to follow up. ISC had been approached by Caroline Coleman, a Plymouth University student, who is doing a photographic study of Argyle in this turbulent time. The ISC agreed to help her to do so, and (post meeting Note) she has agreed to donate her photographs to make an Argyle supporters (etc) photo gallery on the Trust website. PR /JP liaising with her.	GC  PR/JP
	Website - update	CE is to forward the font, colours etc to PR for use in website (and ALL printed comms)design etc. Getting an effective website has been problematic despite the generosity and efforts of those who have helped, particularly Adam Wheeler and, more recently, Matt Neil, Steve Dean and Steve Oliver. However, as our “shop window” it is fundamental to get this right, as soon as poss.	CE  CW
	- Twitter  - Facebook	There appears to be two Twitter locations. L J to see what can be done to amalgamate or... It was noted that we have featured in Twitters by Amir Khan, and other celebs who I forgot to write down – can L J trawl through and send a list to CW who can put something on our website as appropriate. ISC didn’t have a clue what was happening re the Facebook account. JP “volunteered” - in a loo break ;- ) - to be our FB person!	L J  L J, CW  JP
10	Policy Issues - Discussion and confirmation of our current priorities	It is noted that we have clear Objectives in our Model Rules but there are still some queries (e.g. recently on PASOTI) about what the aims of the Trust are. It was agreed tat people should be gently pointed at the Mission statement on the website, also that the new Splash page will help in this regard. We also need to be clear that, while we do have Objectives, we need to be clear about how we are achieving them or how we aim to do so... Our success or otherwise is dependent on these outcomes and we need to focus on these in our internal (ISC) and Trust meetings...	All
11	Elections to Society Board	It is agreed by all ISC members, by SD and by Trust members views as stated in the Guildhall meeting on 15/1/11, on PASOTI etc, that elections to the Society Board (as it will be known after the election) should be held as soon as is practicable. While a vote to give the ISC the remit to continue until those elections was unanimous (at the Guildhall meeting on 15 <sup>th</sup> Jan), there is no doubt that a step up in legitimacy will be conferred by elections. Initially (and it was agreed at the Brentford meeting) the view was that this should be such that the results of the election should be announced at a Trust meeting to be held on the last home match day of the season ( <i>our</i> season, being 7 <sup>th</sup> May). The Rules require a 56 day election period, this would bring the opening day back to Friday 11 <sup>th</sup> March. However, PR received from Jacqui at SD the link to the wiki of the protocol for holding elections (on 9 <sup>th</sup> Feb) – NOTE the	



		<p>link to the wiki is at the end of these Minutes.</p> <p>It is vital to conduct elections “to the letter” and there is some doubt as to whether or not this can be achieved given the pressure that the ISC is under at the moment. There is also the issue of the size of the electorate. With membership numbers growing quickly, we want to make sure that as many are able to vote as possible.</p> <p>The problem is that postponing the elections means that they can’t start until after the summer/close season period (a vote during the holiday period will not get the volume and will not be seen as conveying a mandate, likewise conducting <i>hustings</i> (which the Evening Herald has agreed to host) during the summer will not be seen as fair).</p> <p>The Plymouth based meeting was minded to defer the election until the new season. This means a start to hustings on around 8<sup>th</sup> August to give results and the New Society Board, at the end of Sept, first week of Oct. A later election would give an electorate size of – it was felt, 500+ members. Given that the London meeting had not agreed this and given also the sensitivity of the issue with Trust members, it was agreed that PR would consult the procedures in detail, and write a paper to the next SD meeting with a recommendation as to how to proceed. volunteered to oversee elections – can’t name him here as no [Note the Secretary is an appointed not elected position, so PR has no vested interest in the outcome].</p> <p>This would also have been the subject of consultation with SD and with the Trust Member who has volunteered to oversee the process (who PR needs to contact!).</p> <p>This paper and the decision would – of course – be put onto the Trust website.</p>	
12	Any other Business	<p>Please note our Registered Office should be got right in all relevant communications. The correct one is as show on this document. The membership form needs alteration.</p> <p>Secretary needs to check issues relating to the Registered Office etc</p> <p>Mark Holt will undertake our audit to – see items 113, 119 and 121 in the Society Rules.</p> <p>PR is to follow up chance meeting with Andy Budge (PAFC Commercial Manager) to see what additional inducements / benefits might be given by the club to Trust members.</p>	<p>RB/ L J</p> <p>PR</p> <p>PR/Treasurer</p> <p>PR</p>
13	Date/venue of next meeting	<p>26<sup>th</sup> February 2011 10:00 to 12:00 (early due to Armed Forces Day at HP and sponsors event in HP).</p> <p>Venue Royal Mail sorting office – CW to advise exact venue and access arrangements</p> <p>Next Trust meeting is at the Guildhall on 19<sup>th</sup> March – needs to be an Agenda item at next ISC meeting</p>	<p>All</p> <p>CW</p> <p>PR</p>



### Division of Roles of Interim Steering Committee and Trust Secretary

Name	Role	Responsibilities
<b>Graham Clark</b>	Chair	Overall leadership, PR lead
<b>Peter Ryan</b>	Secretary	Trust and ISC operation. Not an ISC member – appointed by ISC, Society Board. See
<b>Richard Blight</b>	Member	Membership, inc <i>InTouch</i> database management (with PR)
<b>Warren Bowden</b>	Member	Fundraising, recruitment from military establishments
<b>Celia Ellacott</b>	Member	Campaigns – currently Groundswell
<b>Lee Jameson</b>	Member	Coordination / Liaison with Argyle Supporters Clubs
<b>John Petrie</b>	Member	Recruitment at University
<b>Ed Shillabeer</b>	Member	Senior membership recruitment and communications
<b>Chris Webb</b>	Member	Communications

### Guidance and Protocols for ISC Officers, Secretary and for Elections (Source: Supporters Direct)

1 - General Job Descriptions / Profiles for the Chair and other Board members (remember - the ISC is the unofficial Society Board - the official one will be formed after the election)

[http://www.supporters-direct.coop/wiki/index.php?title=Job\\_descriptions](http://www.supporters-direct.coop/wiki/index.php?title=Job_descriptions)

2 - the JD/Profile for the Secretary (who is not an elected Board member)

<http://www.supporters-direct.coop/wiki/index.php?title=Category:Secretaries>

[http://www.supporters-direct.coop/wiki/index.php?title=Role\\_profile\\_for\\_secretary](http://www.supporters-direct.coop/wiki/index.php?title=Role_profile_for_secretary)

3 - A guide to election processes

[http://www.supporters-direct.coop/wiki/index.php?title=Election\\_process](http://www.supporters-direct.coop/wiki/index.php?title=Election_process)