

Minutes of ISC Meeting 26.2.2011 – Royal Mail Office, Plymouth

Present – Celia Ellacott, Warren Bowden, Lee Jameson, John Petrie, Margaret Carn, Graham Clark (Chair), Chris Webb, Richard Blight, Peter Ryan (Secretary); Natt Holmes (observer).

| No | Item | Notes | Action |
|----|--------------------|---|--|
| 1 | Welcomes / intros | Margaret Carn welcomed as the new Treasurer; Natt Holmes PhD Student from Exeter University welcomed. | -- |
| 2 | Apologies | Warren B needs to leave at 1140 Apology: Ed Shillabeer is working | -- |
| 3 | Minutes | Last Minutes agreed | -- |
| 4 | Chair's Report | GC gave a general update – excellent progress made since last meeting; next ten days critical to the Trust. | -- |
| 5 | Communications | Website – thanks to Matt Neil for his hard work... new version of site ready to go. Simplified site, splash page plus... once that is ready, CW to share with ISC to give OK to upload. Ours will be top notch, said CW. CW to pass formal vote of thanks to Adam Williams for his efforts on our behalf Matt is doing course and will submit our website as his course work. Electronic membership form now uploaded PR to send L J photo to CW for upload to site. <i>Like</i> button soon to be added so links to other sites can be made | Note CW CW Note Note PR Note |
| | | Twitter – 440 following – recent tweets inc from Jack Wilshire, Rio Ferdinand. Password for Twitter to be changed so that only ISC/Matt can access | -- CW |
| | | All media work to be relayed to CW to he can publicise it | All |
| | | Re PASOTI – links to be posted to our site Each ISC member to comment on their line of responsibility. General comments via GC or CW Reaction to criticism on PASOTI – within reasonable limits | Note All All Note |
| | | Branding – everything from now to be ArgyleFansTrust – from re-launch of website ...co.uk (old name to divert to new). Also buy alternative domains to stop “spoilers” | All CW |
| 6 | Treasurer's Report | PR reported in brief on finances – MC will report in future. Bank account and PayPal now fully operational. Need: 1 – Cheque book 2 – Internet banking 3 – PayPal interface (change to domain name) | MC/ PR |

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| | | <p>4 – Add MC as signatory (other four to stay as is – note two signatures needed)</p> <p>Weds - Statement to website - cash in bank</p> <p>Some ISC members to meet during coming week</p> <p>It as agreed that the Treasurer position would be an elected one.</p> | |
| 7 | Campaigns - Groundswell | <p>Groundswell – go big on 19th March – 70th anniversary of blitz / <i>Resurgam</i> graffiti in Plymouth - do Rally from Trust Meeting Guildhall to HP with civic people too – ask each of 92 clubs to send scarf.</p> <p>Ask if they want to send supporters – can we do anything for them to make them especially welcome?</p> <p>Flags – need AFT flag done for 19th – cost just under £300 – accepted unanimously – LJ to ask for sponsorship</p> <p>Five Small flags 5x3 agreed at c£20 each.</p> <p>Work together and contact etc for flag design and for rally and supporters from other club to CE from CW, LJ, JP</p> <p>Leaflets to be amended for <£200 – link to strengthen visual of Trust – distribution – CW, JP, RB to sort out ideas on how to get volunteers to do this</p> <p>Anyone who wishes to have an wording input with CE to do so – 9a.m. Monday 28th</p> <p>Groundswell to run for rest of season</p> <p>Agreed to have Argyle Fans’ Trust at the top, Groundswell underneath – larger to preserve brand image</p> | <p>CE</p> <p>L J</p> <p>See Left</p> <p>See Left</p> <p>Note</p> <p>Note</p> <p>Note</p> |
| | Merchandise | <p>Pin badge – do AFT not Groundswell?</p> <p>Can we get cheaper merchandise and concentrate on AFT</p> <p>Get limited amount of merchandise from 19/3 and then direct to website.</p> | <p>Note</p> <p>Agreed</p> <p>Note</p> |
| | Trust Hall of Fame | <p>CE CW suggested some nominations – names to be people who have helped The Trust not simply football club “legends” (some may be both of course). Lee to develop listing.</p> | L J |
| | Supporters Branches | <p>Email gone to every branch – some responses coming in. Aim: to get membership up – aim for 50% minimum – could get Trust membership payment at same time as Branch dues are payable</p> <p>GC has asked for form to go with S/T demand – high response rate would enable us to have rapid membership increase</p> <p>LJ to give CW contact details so main press stuff can be circulated to them</p> <p>At the moment – branches keen to be engaged.</p> <p>Agreed branch affiliation should be £100 – they get a link – we give them a framed certificate</p> | <p>L J</p> <p>GC</p> <p>L J</p> <p>Note</p> |

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| 8 | Membership | Press release re non internet users – not gone? Weds 5pm - Statement to website on current membership numbers (and also re money in Bank – see above) and a list of what is outstanding in order to process remaining applications – <u>top priority</u> | ? RB |
| | Election | Agreed unanimously to have election starting gun on first (home) day of next season – time to get system organised Sec (PR) to do brief note for CW to put on website PR (with John Simmons) separately do brief notes on key dates in election process for ISC | PR PR/JS |
| 9 | Fundraising | Lounge / green room – 6 th May (WB checking) – comedian – link with Green Taverner's – 250 people WB/PR to liaise re stand up (top name has agreed in principle) fundraising show in start of new season etc Quiz – all looking good | WB WB/PR L J |
| | Military establishments | Whole RN getting an email next week re AFT !!! 3 Commando – photo shoot on departure for Afghanistan being organised | WB WB |
| | Trust meeting of 19 th March | Note – we will have new owners – so this will be the focus of meeting... Agreed to be an open meeting – allows recruitment Agenda to be done in draft by PR, comments by ISC and out by 5 th March Logistics are with Lee | Note Note PR/ All L J |
| 10 | AOIB: Skype | Please all join Skype (internet phone and text system) so we can hold 121 or small group e-meetings from the comfort of our sofas and save the world from the impact of our overuse of carbon ☺ while saving on cost of phone calls! Queries re Skye, ask PR. See www.skype.com Current Skype users make sure to upgrade to v5.1 as it allows group video calls! | All |
| 11 | DONM | ISC – tbc | PR |