

Argyle Fans' Trust Meeting

MINUTES

16TH FEB 2013

11.30AM

CHERRY TREE

MEETING CALLED BY	Argyle Fans' Trust Board
TYPE OF MEETING	Board Meeting
CHAIRPERSON	Andy Symons
NOTE TAKER	Linda Fleming
ATTENDEES	Paul Bartolini, Ed Shillabeer, Tim Chown, Jon Sparkes, John Petrie, Andy Symons, Sally Snow
APOLOGIES	Late attendance notified prior to the meeting from Ed Shillabeer and Paul Bartolini

Financial Report

CURRENT STATUS	B/Fwd	£5,641.05
	Income	£5,564.19
	Expenditure	£2,999.75
		£2,564.44
	O/S Cheques	£1,051.59
	O/S Bankings	£1,276.64
	Balance	£7,980.44

Membership Report

CURRENT STATUS	1205 Adult members 150 Junior members 353 Lapsed members
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Matters Arising

Meeting minutes from 02/02/2013 signed off with no revisions.

Main Agenda Topics

AFT MEMBERSHIP
RECRUITMENT DRIVE

DISCUSSION	The lapse rate of existing members of the AFT is increasing and there needs to be a concerted effort to ensure that members renew and new members are recruited. The consistent manning of the Gazebo is very important and the physical presence of the Trust maintained. AS proposed that we may be able to have a 'cubicle' at the Fan Fest to try to recruit new members. TC confirmed that the recent use of Facebook and Twitter to report match day experiences (e.g. video from the Aldershot match) has resulted in more people being reached.
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AS discussed the possibility of offering Trust membership as part of the events that are run to raise funds – where buying a ticket to an event will mean eligibility to a reduced membership for the first year.

AS presented proposals to change the structure of membership via email and these were discussed – including household membership and reduced rates for the unemployed, pensioners and students. The actions arising from this change will be fully considered and those discussed in this meeting were – online and paper forms will need to change, how to deal with members renewing that pay via automatic Paypal.

CONCLUSIONS	<p>The Board is in unanimous agreement that the membership offering will change from 1st June 2013 to coincide with the new financial year and the following will come into effect:</p> <ul style="list-style-type: none"> - Family membership - £10 for the first adult and £5 for each subsequent adult provided all reside at the same address - Half price membership rates for unemployed, OAP and Students
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Physical presence of the Trust Board and campaigns / special offers will all be tried in the coming months.

The AFT will try to encourage people using Facebook and Twitter to 'Recommend a Friend' using our posts. The Fanzine, when launched will also have an advertisement for the Trust and application form.

ACTION ITEMS	RESPONSIBLE	DEADLINE
Put together communications that explain the change to membership structures	Tim Chown	1 st April 2013
Design new membership form	John Petrie	1 st April 2013
Ensure that online form and leaflets are ready for 1 st June 2013	Tim Chown / John Petrie	1 st June 2013
Ask GTs whether the Trust can have a 'kiosk' at the Fan Fest	Andy Symons	2 nd March 2013
Post 'recommend a friend' messages on Twitter and Facebook on Friday before a match	Tim Chown / John Petrie	Ongoing
Include Trust advertisement and application form in Fanzine	Andy Symons / John Petrie	1 st edition

SCHEDULE OF EVENTS

1960S NIGHT

DISCUSSION	AS confirmed for 5 th April – GTs suite, DJ and Beatles tribute band booked. Catering to be confirmed but all agreed that food is required. Fundraising via raffle or auction.
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AS presented a request that came to him via the Noahs Ark Childcare Centre to raise money for a child with a rare form of cancer. PB confirmed good progress with contacting local firms for donations for a raffle. Board discussed asking PAFC for prize donations and one of the club sponsors for a donation. Poster put together by AS discussed and approved with a few amendments. Tickets will be available from the Gazebo and can be bought online using a new Paypal button. As yet no response from James Brent as to whether he can donate a 'weekend break' at one of the Akkeron Hotels. SS proposed inviting players from the 1960s as guests of honour.

CONCLUSIONS	The scope of the evening is agreed by the Board and need to make progress or finalise outstanding actions by next Board meeting.
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Finalise catering, organize production of tickets via GTs	Andy Symons	2 nd March
Arrange printing of posters and request that these can be put up around the ground. Source remaining raffle prizes	Paul Bartolini	2 nd March
Publicise the event on AFT website and set up Paypal button	Tim Chown	2 nd March
Ask PAFC for prize donation	Linda Jenking	22 nd Feb

Contact ex-players from the 1960s to see if they can attend	Sally Snow	2 nd March
Ask sponsor for donation	John Petrie	22 nd Feb

KICK IT OUT

DISCUSSION	JP shared status of 'Kick it Out' event – date not yet finalized with the organisers. Board discussed likely dates and 20 th April is favoured. Board agreed that when the event is held Forza Verde should be invited to participate.	
The AFT is keen to support other groups and the Club in their events – and will be doing so at the anti-homophobic awareness event on 16 th March 2013 and JP is liaising with Chris Webb to determine what help is required.		
CONCLUSIONS	Kick it Out – if the roadshow is not available investigate holding the event ourselves – using their leaflets and inviting ex-Argyle players to support – e.g. Ronnie Mauget. JP will discuss with Chris Webb.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Check 20 th April as possible date and the viability of AFT organizing this event if the roadshow is not available	John Petrie	2 nd March

END OF SEASON SURVEY

DISCUSSION	End of Season Survey – timing discussed by the Board and agreed to target for end of March.	
CONCLUSIONS	Questions will be compiled and sent to Club for input – and for them to propose any topics that they may wish to include.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Compile questions	John Petrie	2 nd March

PHOTOGRAPHY COMPETITION

DISCUSSION	SS presented ideas for photography competition to the Board. GTs are supportive of this event and will assist where needed.	
The theme of the competition is 'My Argyle'. 12 photographs selected as winners and then incorporated into a calendar which will be sold to raise money. SS proposes that competition is open to all (Trust and non-Trust members), can be old photographs and new photographs but must be in the required format and quality, out of the 12 winners there will be an overall winner and there will be a Junior Greens category. Judges will be invited to participate (e.g. Evening Herald, Photography lecturer, local MP etc.).		
CONCLUSIONS	The Board is unanimous in its support of this competition as it will help to raise the profile of the Trust.	
A timetable needs to be put together and which will depend upon the length of time that a printer will require to prepare the photographs and print in time to start selling the calendars at the beginning of November. Cost of production needs to be determined.		
Donation of prize from club will be sought for the major prizewinner.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Get quotes from 2 printers (AFT printer and PAFC printer)	Sally Snow / Paul	2 nd March

	Bartolini	
Put together a presentation on the competition and meet with Club	Sally Snow / Linda Jenking	2 nd March

FAMILY AREA AWARENESS DAY

DISCUSSION	AS proposed an event which is to run an awareness day on the family area. He shared his view of the great facilities on offer for young Greens supporters.	
	Suggested that we use the Gazebo to promote the facilities and get some feedback from users. Suggest that we have a face painter at the Gazebo and JP suggested a candidate. Liaise with the club as to whether they have any publicity materials that we could use at the Gazebo – posters, fliers etc.	
CONCLUSIONS	Agreed that we should target this event for the home match on 16 th March 2013.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Liaise with PAFC media dept	Linda Jenking	20 th February 2013

CHANGE OF AFT REGISTERED ADDRESS

DISCUSSION	JS proposed that it would be beneficial to change the AFT registered address to that of Bishop Fleming Chartered Accountants.	
CONCLUSIONS	All agree that this is good idea and the relevant FSA forms will be completed and submitted. The AFT thanks Mark Holt for providing the registered address up to now. Stationery and website will need to be amended once the change is effective	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Contact Mark Holt, complete FSA forms	Jon Sparkes	2 nd March

BOARD MEETINGS

DISCUSSION	Schedule of board meetings to end of season discussed and agreed.	
	Membership officers Bob Wright and Sally Snow will be invited to all future Board meetings on an ex-officio basis and due to their very active involvement in membership matters and the Trust in general. Discussed inviting elected PASB reps who are Trust members to a designated slot in the AFT meeting.	
CONCLUSIONS	Meetings agreed 2 nd March – post match – 5.30m Cherry Tree 30 th March – post match – 4.00pm Cherry Tree 20 th April – post match – 5.30pm Cherry Tree	
	All agreed that elected PASB members who are active Trust members should be invited to attend a pre-determined portion of the AFT Board meetings.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Book Cherry Tree for remaining season meetings	Linda Jenking	20 th Feb 2013
Determine which of the elected PASB members are active Trust members	Tim Chown	2 nd March 2013

AOB

PO BOX	Form partly completed – LJ will liaise with ES to get his signature for the application as an officer of the Trust and then submit the application
MICHAEL FOOT BRONZE	Construct a piece of editorial for the AFT website and invite members to find out more / contribute via a link inserted to the Plymouth City Council website.
FANZINE	AS & JP gave an update on the fanzine after a recent meeting to scope this further. It will comprise 10-16 pages and will be funded by advertising. Contributions will be welcomed from young supporters and individuals are being approached to be regular contributors. Sections such as 'Meet the Board', 'Diary of Events', 'PAFC Lookalikes', a bulletin board where things such as shared transport to away and home games can be posted and opinion pieces are all proposed for inclusion in the fanzine. A draft of the first Fanzine will be circulated by the end of the month.
MIGRATION TO SAGE	Work in progress and all tasks still to be determined. PB and JP leading this and to be assisted by LJ if required.
MIGRATING WEBSITE	TC updated the Board that the first draft of the new website in Wordpress will be ready in the next 2-3 weeks.
STORAGE AT HP	The Club has kindly agreed our storage requirements at HP. A new table is needed and AS has one that is easily erected and dismantled and need to purchase a chest on wheels for leaflets etc.