

Argyle Fans' Trust Meeting

MINUTES

30TH MARCH 13 4.00PM

ED SHILLABEER'S

MEETING CALLED BY	Argyle Fans' Trust Board
TYPE OF MEETING	Board Meeting
CHAIRPERSON	Andy Symons
NOTE TAKER	Linda Fleming
ATTENDEES	Ed Shillabeer, Tim Chown, Andy Symons, Jon Sparkes, Bob Wright
APOLOGIES	Paul Bartolini, Sally Snow

Financial Report

CURRENT STATUS	Cash at bank £8,665.57 See agenda item below regarding change of banking etc.
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Membership Report

CURRENT STATUS	1126 Members 151 Juniors 429 Lapsed See agenda item below regarding membership campaign
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Matters Arising

Meeting minutes from 03/03/2013 signed off with no revisions.

Main Agenda Topics

CO-OPTING BOARD MEMBERS

DISCUSSION	Raised by AS and agreed by all present that there is a need to co-opt Board members to cope with the current tasks and workload. One individual has been approached and is considering the offer. The Board is very grateful to SS and BW for their efficient and professional handling of membership administration.	
CONCLUSIONS	All Board members will identify potential candidates and revert with suggestions before approaching these people. When the full complement of co-optees is reached, it may still be necessary to use other voluntary resources.	
ACTION ITEMS	RESPONSIBLE	DEADLINE
Identify likely co-optees and share with Board	All	16 April 2013

RELATIONSHIP WITH
PASB

DISCUSSION	The AFT Board is keen to have open lines of communication with the PASB and there is a need to clarify how this will happen moving forward. AS confirmed his conversation with James Brent at the open meeting on 30 th March where it was made clear that the Club again wishes to engage with the AFT. This is contrary to the recent message from the Vice Chairman of the PASB which stated that it is not possible to work with the AFT while relations with the Club have broken down.	
LJ confirmed that she no longer wishes to represent the AFT on the PASB and has written to AS and the Chairperson & Vice-Chairperson of the PASB with the reasons behind this decision.		
CONCLUSIONS	It is important for supporter groups to work together and especially given the proposed development and various working groups being set up. ES will contact the Vice Chairman of the PASB to clarify the position, AFT re-engagement with the Club and how the PASB will work with AFT going forwards.	
ACTION ITEMS	RESPONSIBLE	DEADLINE
Clarify AFT engagement with the Club and moving forwards with PASB	Ed Shillabeer	05/04/2013
Find a replacement AFT rep for PASB	Andy Symons	?

BANK AND REGISTERED
ADDRESS CHANGE

DISCUSSION	A report prepared by the Treasurer on the transfer of banking from the Co-operative Bank to Barclays was presented by JS.	
	Closure of the account held with the Co-operative Bank is still in progress. Prior to the meeting JS completed a further form to give authority for PB to be able to close the account with the Co-operative Bank. This should be the final action required for this to happen.	
	The final paperwork to set up account with Barclays was completed at this meeting and the bank has confirmed that the account can be live as soon as the monies are transferred from the Co-operative Bank.	
The status of change of registered office to Bishop Fleming was discussed and the form to request this has not yet been completed. The process is simple and is done quickly		
CONCLUSIONS	The Board members agree that as the financial year end looms it is prudent to commence the new year using Barclays as the Trust's bank	
Change of registered office forms will be completed by JS by 5 th April		
ACTION ITEMS	RESPONSIBLE	DEADLINE
Hand over completed forms to Treasurer PB	Jon Sparkes	07/04/2013
Complete change of registered office forms	Jon Sparkes	05/04/2013

SCHEDULE OF EVENTS

1960S NIGHT

DISCUSSION	AS gave update on number of tickets sold and estimated to be in the region of 80-100 which is lower than desired. Board discussed ways to improve the level of sales and the usual channels will be used – AFT site, Facebook, Pasoti, ATD etc. Sales of tickets need to exceed 100 for any profit to be made.	
The auction was discussed by the Board and in addition to the signed book from our promotion year donated by a fan, TC has donated a match worn Capaldi shirt which we will also auction on the night. Proceeds from the auction go to the nominated charity. A pair of match tickets is being provided by the Club. Raffle prizes include chocolates, DVDs etc. and the proceeds of this will go to the Trust.		
CONCLUSIONS	Last push on promoting the event will happen this week. Need to aim to sell in excess of 100 tickets. LJ and SS volunteer to sell raffle tickets on the night. TC publicise the auction items on the AFT website Events page and via Facebook etc. AS will buy raffle tickets.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Publicise the auction	Tim Chown	3 rd April
Buy raffle tickets	Andy Symons	5 th April

GTS FAMILY FUNDAY

DISCUSSION	AS confirmed that the GTs have approached AFT with help they require for the Family Funday which will be held on 21 st April after the last home match. AS has confirmed that the AFT will sponsor the match trophy at a cost of £45. The AFT will put the Gazebo up at the event and in addition to the Board will need volunteers to man this during the day. Discussed giveaways etc. for the day and a 'guess the number of sweets in the jar' prize draw and giving away AFT button badges were suggested. The prize for the draw was suggested as the jar of sweets and match day tickets for the first home match of the new season.	
AS suggested that this event is a great way of signing up younger members and their parents and suggested that we launch the first Family Memberships at the Funday – where the cost to join is £15 per household. We will also promote the 'My Argyle' photographic competition at the event. AS confirmed also that there is a party in the evening to which the AFT Gazebo volunteers will be invited.		
CONCLUSIONS	AFT has a great opportunity to help the GTs and promote the event in the coming weeks as well as actively participating in the day itself.	
AS will buy jar of sweets and put together a special membership form for the Family membership if the leaflet is not ready by that time. AS will also contact Leigh Rapson to find out the cost and timescale to produce button badges		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Gazebo rota – compile a rota of who will cover the Gazebo	Linda Jenking	16 th April

Procure jar of sweets and match ticket	Andy Symons	20 th April
Investigate cost of producing button badges and revert to Board	Andy Symons	8 th April

MY ARGYLE
PHOTOGRAPHY COMP

DISCUSSION	<p>BW updated the Board on the competition status from SS as follows:</p> <ul style="list-style-type: none"> - A letter is drafted that can be used to send to potential sponsors - The competition will be announced in the Rotherham programme on 20th April and SS is liaising with James Greenacre. - SS has contacted the Herald who will run a feature on the competition 	
<p>BW presented the draft calendar to the Board and all agreed the format. BW also suggested that we have a dedicated email address to manage the electronic competition submissions.</p>		
<p>LJ updated the Board on the first confirmed sponsor – Sass and Belle, a large retailer and supplier of gifts and homewares who have paid their sponsorship fee and in addition have sent 12 photograph frames (retailing at £17.45). Richard Stone, the owner of this company, is originally from Plymouth and has been a huge Argyle fan for all his life. Richard has requested that he has April as his page.</p>		
CONCLUSIONS	<p>Need final confirmation that the competition will be included in the programme. TC will set up a new email address `myargyle@argylefanstrust.com`.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Update meeting with James Greenacre	Sally Snow	5 th April
Set up email address	Tim Chown	20 th April
Reserve April for Sass and Belle	Sally Snow	N/A

AOB

MEMBERSHIP MATTERS

DISCUSSION	<p>Membership numbers: BW discussed the numbers of lapsed members with the Board. The current process for renewal is that we send 3 reminders starting with an email and followed by an initial and then a final letter. It is possible to contact lapsed members to see if they want to reinstate their membership</p>
<p>Re-vamp membership offering Further discussion as per previous meetings on firming up a new membership discount structure:</p> <ul style="list-style-type: none"> - Family or household membership at a cost of £15 - OAP reduced rate of £5 <p>Introducing the OAP rate will necessitate changing the data capture using the application form and the website. A way of extending the offering to existing members needs to be considered.</p>	
<p>Membership Leaflet: TC suggested changes to the current leaflet – coinciding with the change of registered address, new membership offerings and the setting up of the post office box. All Board agrees that new images are required to update the leaflet – Foodbank and Safe Standing events are suggested. Also the explanation of ‘what does the Trust do?’ needs to be focused on the events and achievements of</p>	

more recent times. The application form needs to be amended to reflect the change in offering – including a date of birth, family membership option, PO Box and change to registered address.

CONCLUSIONS **Membership numbers:** Board in agreement regarding the campaign to reinstate lapsed members. AS will draft a letter to try to encourage members to re-join.

Re-vamp membership offering – finalise what the offering will be and assess changes to online application form.

Membership leaflet – PB has the editable version of the leaflet and TC will liaise with him on the changes needed before a first draft is circulated to the Board.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Draft marketing letter to send to lapsed members	Andy Symons	12 th April
Finalise membership offering	Andy Symons	12 th April
Amend online form when new membership offering is launched	Tim Chown	
Produce first draft of new membership leaflet	Tim Chown / Paul Bartolini	20 th April

POST OFFICE BOX	This is now set up at an annual cost of £276. The invoice will be sent to the Treasurer for payment. The PO Box is Argyle Fans' Trust, PO Box 290, Plymouth PL5 9BW
PRE-PAID ENVELOPES	Supplies of pre-paid envelopes are very, very low and more are needed. SS has arranged printing of these in the past and BW will liaise with her to see what is required to put in an order and get further supplies asap.
END OF SEASON FANS' SURVEY	TC proposed using Survey Monkey for the annual survey, backed up by printed copies to be kept at the Gazebo for completion on match day. The survey will run from the home match on 20 th April until early next season and will be promoted during the close season. Need to review the questions posed last year and then consider what needs to be asked for the last season
CRICKET DAY	JS confirmed that Sunday 25 th August is free in the Ivybridge Cricket Club's calendar and this event is penciled in. JS and PB have approached Nick Marker to book the Argyle Legends. AS will put together an AFT team to play the Argyle Legends in a 20/20 match. There will be a barbecue and other entertainment and there is an England shirt signed by Robin Smith which will be up for auction.