



Argyle Fans' Trust
 Board Meeting – MINUTES
 Saturday 7th March 2015; 10.30am Sally's House

No	Item	Discussion/Summary	Action
1	Members Present / Apologies for Absence	Members Present: Bob Foale (BF), Tim Chown (TC), Sam Down (SD), Sally Snow (SS), Josh Pope (JP), Celia Ellacott (CE), Paul Bartolini (PB), Virginia Pike (VP) Apologies: Ed Shillabeer (ES), Bob Wright (BW)	
2	Election of chair and vice chair	TC nominated BF to be Chair of the AFT, seconded by CE. This was agreed unanimously. TC nominated SD to be Vice-Chair, seconded by BF. This was agreed unanimously. BF suggested that TC be Acting Secretary on an interim basis while a new Secretary is sought, retaining full voting rights on the board. This was agreed unanimously. It was proposed that VP be co-opted to the board to help drive fundraising and coordination of events. This was agreed unanimously. The board also thanked PB for continuing in his role of AFT Treasurer.	
2	Minutes of last meeting	The minutes of the last meeting were approved.	
3	Matters arising	Having had recent meetings with Martyn Starnes and Tudor Evans (PCC), and heard comments at the Fans' Forum, it was agreed we should seek a meeting with James Brent, as offered by Martyn. BF to arrange meeting via Anne Smith. BF, PB, SS had met with the with GTs at HP. There will be a bigger meeting later in March. BF/CE will seek to have the AFT represented at this meeting with a view to pushing forward on a replacement for the Far Post Club.	BF BF/CE
4	Financial Report	The current financial position of the Trust is as follows: Barclays £11,163.31 PayPal £922.59 Total £12,086.11 The RBL sponsorship shirt pot has £1,978.45 in the bank towards the (underwritten) second payment. Outstanding invoices / donations are £275, giving a total of £2253.45. Some discussion was had on further fundraising this season. It was noted that no AFT funds are being used for the shirt fund / back of shirt sponsorship. PB to return AR30 for 2014 accounts, by recorded delivery.	PB



5	Membership Report	<p>The current membership position is as follows: 841 full members 147 junior members Total: 988</p> <p>Some discussion was had regarding raising membership. It was agreed that we would send a letter/email to lapsed members encouraging them to re-join, and also determine the details of a 'recruit a friend' scheme.</p> <p>It was noted that we should highlight the increasing number of member discounts that we have, and seek further discounts from local businesses. This might be coupled with advertisements in the fanzine.</p>	BW/TC
6	Future of the Fanzine	<p>SD reported a conversation with a writer friend, who gave some views on how the fanzine could be developed further. So far we have had lots of positive comments.</p> <p>Issue 3 had sold 800 of 1,000 copies at the time of writing, having cost around £750 to produce. The advertisements brought the overall cost to a small loss. There is also some cost to posting copies out to 'offline' members (those for whom we have no email addresses).</p> <p>It was agreed that a small loss was acceptable given the very good PR the fanzine generates. However, we should seek longer term to make money from it. It was agreed that we would step up the search for more advertisers.</p> <p>CE/PB/SD agreed to work towards Issue 4 as soon as possible.</p>	CE/PB/SD
7	Rota for the gazebo	<p>A rota has been drawn up for the remainder of the season. BF encouraged all board members to fill in to ensure a good presence at every weekend match.</p>	ALL
8	Merchandising	<p>CE raised the topic of merchandising, e.g. T-shirts, mugs, etc. A short discussion was had, with PB giving comments on suppliers from the positive RBL mug/shirt experience. CE to report at a future meeting.</p> <p>SS mentioned the 2016 calendar, or the possibility of a season calendar. SS to progress.</p>	CE SS
9	Social Media	<p>JP provided an update, which was well received and discussed. It was agreed that JP would progress the suggested ideas, e.g. driving membership from Twitter and FB followers, making more use of other FB groups, etc.</p>	JP



10	ACV	It was agreed that we should proceed. TC to run current draft application by Supporters Direct, and to forward relevant material to the rest of the board esp. the new members.	TC
11	Events	<p>The AFT will endeavour to supply a team for the upcoming Pedal Power event from Wembley to HP, and at the very least to take part in the 'standing' version. ES/PB/BF have volunteered for the latter. The 'real' event needs a team of at least 3 for 20-25 April. Action on JP/SD to find volunteers.</p> <p>St Patrick's Night flyers are being put in programmes today with the Club's kind agreement. We need to push tickets. It was agreed we would give 50% off entry on production of AFT membership card, and the same to Argyle Ladies and the RBL.</p> <p>The Argyle Ladies match is tomorrow. A gazebo, sail flag etc. presence is arranged.</p> <p>All other ideas are welcome. A Subbuteo night was suggested. PB circulated the RBL event list.</p>	<p>JP/SD</p> <p>ALL</p>
14	Far Post Club successor	<p>BF emphasised that we should get around the table to discuss with Martyn and the GTs.</p> <p>The AFT could potentially fundraise to make a financial contribution to a new FPC on the HHP footprint. It was suggested that Supporters Direct could be consulted on this. TC to ask.</p> <p>It was agreed that we should attempt to discuss with relevant parties to develop an FPC2 business plan. VP suggested looking, if possible, at the old FPC books to better understand its operation. CE/BF to drive and determine AFT role in the project.</p> <p>The GTs are proposing replacement portakabins in the HHP car park near cottage field.</p> <p>It was agreed that the FPC2 could in principle make a very good contribution financially to Club-related projects/groups, e.g. the Milk Cup fund, PADSA, or Argyle Ladies.</p>	<p>TC</p> <p>CE/BF</p>
15	Roles and Responsibilities	The following sub-groups were briefly discussed with contributors agreed:	



		<p>FPC2 committee: CE, VP, RB, PB, BF, to start up.</p> <p>Pedal 4 Pounds committee: SD, JP, ES</p> <p>Events/Fundraising: PB, VP, SS, BW</p> <p>External press/communications: BF, SD</p> <p>Web site/Social Media: TC, SD, JP</p> <p>PAFC/PCC/JB liaison: BF, SD, VP</p> <p>Fanzine: CE, SD, PB</p> <p>Membership: BW, SS</p> <p>The proposed revised Grandstand committee is currently on hold.</p>	
16	Statement	<p>The board discussed a draft statement after BF's meetings with PCC and Martyn.</p> <p>Statement to be finalised and published.</p>	BF/CE
17	AOB	<p>Our SD membership was confirmed as active until 1st August 2015. At £100 pa. we will continue to renew annually.</p> <p>Supporters Direct suggested exploring EasyFundraising. This would give some money to AFT, and a discount to members/fans, when they shopped using its services/links. TC to investigate.</p> <p>TC suggested we seek a Herald column. VP agreed to speak to the Herald.</p> <p>We needed to sign more share certificates. Action on SD/BF.</p> <p>TC noted that the back of shirt sponsorship for RBL will have other benefits which we might tap to raise money for the shirt fund. PB to check.</p>	<p>TC</p> <p>VP</p> <p>SD/BF</p> <p>PB</p>
18	Next Meeting	<p>Next full board meeting on 11th April.</p> <p>Also agreed to hold the original date of 25th April for another potential meeting, tbc on 11th April.</p>	