



Argyle Fans' Trust
Board Meeting - MINUTES
Saturday 13th June 2015; 12 noon
Royal British Legion, Crownhill.

No	Item	Discussion/Summary	Action
1	Members present / Apologies for absence	Members Present: Bob Foale (BF) Chair Tim Chown (TCh) – via Skype Celia Ellacott (CE) Tony Cannan (TCa) Bob Wright (BW) Paul Bartolini (PB) Virginia Pike (VP) Ed Shillabeer (ES) Apologies: Sally Snow (SS)	
2	Minutes of last meeting	Not all had minutes from previous meeting, would be reviewed at next meeting.	All
3	Membership Report	Total membership: 993 members. BW informed that in the last month we have gained 3 new members and lost 6. Much discussion on how to increase membership. PB, tying in with the financial report – moreover with the Shirt Pot outstanding balance of £9000, informed the Board that £1200 of this of this is to be written off with the caveat that it is used to improve membership numbers. This is to be done by using £50 per home game as a prize draw for new members. 5 new members must be registered before the next £50 is released.	



4	Financial Report	<p>The financial position is as follows:</p> <p>Barclays: £12,515.42 PayPal: £598.10 Co-op: £0.21 Total: £13,113.73 AFT Poppy Pot Account Cash in bank: £54.48</p> <p>AFT Shirt Pot Account: Cash in bank £2,837.83 Outstanding payments due: NIL Total: £2,837.83 Oustanding: £9000.00 <i>Balance outstanding £6,301.55</i></p>	
5	Board Memberships - positions of Vice Chair and Secretary	<p>BF formally introduced TCa to the board, who was then co-opted to position of Secretary with immediate effect. TCa will be provided with relevant access to email accounts, letter templates etc in due course by relevant board members.</p> <p>BF asked for recommendations for position of Vice Chair. TCh ruled himself out. As no-one else stood, BF put forward that CE take the position. This was unanimously agreed and is effective immediately.</p> <p>The resignation of Sam Down was discussed and made official. It was advised that he would still like to maintain some involvement on the media side of things but would do so from the wings and under editorial control by CE.</p>	
6	ACV progress	<p>Discussion on what asset would be best protected first, the stadium, the car park, or both together. Clarification has been sought from Supporters Direct as to what the situation</p>	CE



		currently is but as yet no response has been received. CE has offered to go and see them face to face before next Friday as she has found them to be very helpful and responsive this way in the past. Nothing further will be known until some communication has taken place.	
7	Paul's online store management system	<p>PB put forward that the online store needs to have an alternative way for people to pay money in than just PayPal. For every £10 membership fee, the Trust loses 54p, whereas it would lose nothing were this done via bank transfer.</p> <p>Also looking at changing domain name from <i>.com</i> to <i>.co.uk</i>. Chris Webb currently owns the domain name and would need to sign a release to the AFT. PB to contact him to discuss getting this done so the domain name can be changed or keep it as is without fuss or cost.</p> <p>PB also distributed ideas with regards to the website front page as a work in progress. This is currently ongoing and PB would like input from all board members on what plug-ins to use and to look on other similar websites, particularly those of other Fans' Trust sites.</p>	All
8	Minutes from last meeting with Martyn Starnes & future questions	VP has recently had some IT issues so was unable to provide minutes from the last meeting. However, she stated that the meeting was very uneventful and there was nothing note-worthy or anything of real substance to report as there was not any response to questions about the ACV or the Far Post Club, both of which seemed to be a bone of contention but she said that she would get the minutes to the board at the earliest opportunity.	VP



9	Future of the Fanzine	<p>CE asked the initial question; do we carry on with it? All unanimously agreed 'yes'.</p> <p>Financial figures show that recent sales of issues 3, 4 and 5 have all resulted in concurrent losses totalling £748.65. All agreed this is not viable and if the Fanzine is to continue it MUST make money.</p> <p>Next followed discussion about content. As previously noted, Sam Down and Frazer would like to have some column input which was agreed but again reiterated that CE would have full editorial control of the Fanzine and what articles would or would not be accepted for publication. CE to speak to Rick Cowdery to ask about having a small column in the match day programme.</p> <p>Regarding production and printing. Timescales were called into question. Some board members were concerned about the abilities and longevity issues of the current printing arrangements and suggested looking for an alternative for both pricing and reliability reasons. We need to have a backup contingency plan at the very least, and someone that can print at very short notice due to any last minute content change. BW has a local business in mind and will make enquiries.</p> <p>Advertising. This is an absolute must. All board members to be aware of potential sponsors for the fanzine. It was suggested that a firm could sponsor it for £1000 a season which would in turn get them a four-page advert in every edition of the fanzine for that season as well as their logo on the AFT website. One-page adverts should still be sold at £250 each.</p>	All
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10	Column in the Herald	CE had recently penned a possible article to go into the Herald. This was something that the board would like to do – again with CE responsible for any articles we submit.	CE
11	Calendars and other merchandising	BW showed some photographs chosen for the calendar. All agreed there were excellent and would be used. These are to be printed after the fixtures are announced. Other suggested items were mugs with players on them, Christmas hats, AFT t-shirts.....anything we can sell easily and produce easily. TCh pointed out that we should look to exploit any gap in the market not covered by the official club shop.	All
12	Wotton letter and testimonial	ES suggested that Paul Wotton's retirement from his playing career has gone largely unnoticed and unreported, and that a player of his stature who's had such an excellent career with Argyle should have this recognised. He suggested some form of recognition from the AFT by way of letter or asking him about a testimonial match. BW pointed out that at present, Wotton's future with the club is as yet undecided – at least officially. It is only rumoured that he will be staying with us so the	ES



		<p>motion is that we will wait to see what Paul Wotton's contractual obligations are before any decision is made on this, however all agreed with ES's sentiments. On hold for the time being.</p>	
13	<p>Suggestions for more Plymouth-based community event participation.</p>	<p>PB suggested that we look to support other causes other than just the Royal British Legion. He produced some online research he'd done which resulted in a list of local charities and causes with whom we could associate ourselves with. No one stood out, but PB asked that all board members consider this as a matter of urgency as we would be looking to make new partnerships before the start of the new season.</p>	All
14	<p>Co-opting to the Board people with skills to move the AFT forward</p>	<p>BF suggested this has already started to happen with the introduction of TCa to the Secretary position and that this is something that we would be looking to always do if it will benefit the AFT.</p>	
15	<p>Working more closely with the Argyle Football in the Community Trust</p>	<p>In general it was felt that we work well with all other Argyle affiliations well. VP said that there were talks once to join all of Argyle's affiliated supporters groups to join into one big group, but alas this did not go down too well as every group felt they were unique and did not want to join together, for one thing of fear of having a clustered calendar and losing some of their own meetings and events.</p>	
16	<p>From R. Blight concerning asking questions to get update on the Argyle Village/Far Post Club</p>	<p>As stated in item 8, meeting with Martyn Starnes regarding these issues weren't very forthcoming with information, however, AFT will put together some questions to ask in the</p>	BF



		next meeting to get some conclusive answers to this issue.	
17	Preparations for 5th anniversary in November, fundraising for next season and relations with RBL	<p>The RBL have a calendar so full that's it's difficult to always get anything booked with them. However the Vera Lynn evening has been provisionally booked for 31/7/15. VP to check numbers. They would need a £50 refundable deposit to cover breakages. They also need an official letter from the AFT chair or secretary to book this. TCa and BF to action.</p> <p>Looking to hold party evening in November around the time of the anniversary but looking to do this on the day of a home game. Awaiting fixtures to come out. Venue also not yet decided.</p>	RF, TCa, VP
18	Next meeting	Next meeting to be held at Sally's house on Saturday 25 th July, 12 noon.	