



Argyle Fans' Trust
Board Meeting - MINUTES
Saturday 25th July 2015; 12 noon
Sally's house.

No	Item	Discussion/Summary	Action
1	Members present / Apologies for absence	Members Present: Bob Foale (BF) Chair Tony Cannan (TCa) Paul Bartolini (PB) Ed Shillabeer (ES) Sally Snow (SS) Apologies: Tim Chown (TCh) Bob Wright (BW) Celia Ellacott (CE)	
2	Minutes of last meeting	Minutes of last meeting agreed, but noted that there were still some issues outstanding.	All
3	Membership Report	Since last month, there have been 46 memberships expired and not renewed. Reasons were unknown. Options to install PayPal as a payment process were discussed because this is automatic unless cancelled and it was thought that perhaps these memberships had expired unbeknownst to the members. ES pointed out that with our current membership, based on average core match attendances of 7000, we have 1/7 of the fan base as Trust members (around 900 with the expired memberships). Compared with a club like Arsenal whose fraction of their membership is 1/20, this is rather good although we'd like to have more.	BW, PB



4	Financial Report	<p>The financial position is as follows:</p> <p>Barclays: £11,437.92 PayPal: £1258.90 Co-op: £0.21 Total: £12,735.32</p> <p>That's as things stand at the moment but PB pointed out that with current upcoming expenditure, we would be looking in August to have a pot of around £9,800.</p> <p>Other ingoings/outgoings include:</p> <p>Sam Down owes £38.</p> <p>AFT Poppy Pot Account Cash in bank: £54.48</p> <p>£2000 owed to Bob and Tim.</p> <p>PB suggested that we musts seek to address our outgoings as quickly as possible as they are 'hanging over us'.</p> <p><i>BF suggested that we should seek to maintain a float surplus of £10,000. This would be our target. All agreed.</i></p> <p>AFT Shirt Pot outstanding balance:</p> <p>At present, the AFT owe the underwriters £9000. Since the last meeting when the Board decided to pay back the largest debtor £2500.00, of the £5000.00, a new offer to write off £1700.00 of the £5000.00 has been tabled, leaving a balance of £3300.00, minus the</p>	All to address



		<p>£2987.83 in the bank leaves £312.17 left to find for this individual.</p> <p>£500.00 of the £1700.00 is donated to the Argyle Ladies and written off the debt to assist with paying for their training facilities.</p> <p>The remaining £1200.00 debt write-off comes with a caveat and is to be used to improve membership numbers. The AFT Board Members can only run down the money owed by using £50 per home game as a prize draw to increase membership. It's entirely up to the Board to how they organise themselves to achieve this, but five new members per home game must be registered before the next £50 is released. It is suggested five new members per home game equates to one Board member finding one new member every 14 days which is more than achievable.</p> <p>The Membership and Treasurer are to be completely independent of this scheme so as to monitor and report back to the underwriter...so in a nutshell, PB will adjudicate this process and pointed out that we must make efforts to achieve this and hopes that the Board appreciate the generosity of this individual in assisting with finding a way to help draw down the debt.</p> <p>It is clear that we still cannot decide what the best approach to achieve this is. It was suggested that renewals should cost £5 but there was the issue of other members or indeed new members becoming disgruntled with this.</p>	
--	--	---	--



		<p>The only thing agreed was that PB would 'referee' this and remain independent so as to report back to the benefactor.</p> <p>This issue is ongoing but all agreed that this is a priority that must be rectified as soon as possible.</p>	
5	ACV progress	<p>It was agreed that the current situation surrounding this issue is embarrassing. Suggestions made that the AFT need to challenge the Club on what is going on here. BF stated that this needs to be handled delicately so as not to ruin our reputation with the Club which is currently in a good state. BF does not want the AFT to appear confrontational but did agree that the issue needs to be broached and that he would do so with Martyn Starnes when he meets with him. The whole thing appears dead in the water and it is felt the Club do not like discussing this.</p> <p>Going slightly off this topic, SS pointed out that working well with the club is obviously a good thing but that it has to work both ways. Currently there is an issue with communication at the Club shop in that they are not displaying the AFT calendars in the club shop as agreed. Martyn Starnes thought they were, but the club shop manager says no and they are currently held under the counter where no-one can see them. Again, BF will raise this with Martyn.</p>	BF
6	Future of a column in the Herald and Club Programme	CE to liaise with Rick Cowdery on length and content. TCa to produce, with CA to verify before sending to both Herald and Club for inclusion.	CE, TCa



7	Martyn Starnes meeting & future questions	<p>BF to raise the following points with Martyn on Aug 7th:</p> <ul style="list-style-type: none"> ● As above, questions about the ACV ● Recognition for fan Lewis Ridge (not missed a game for 30 years) from the Club. Also, AFT should perhaps include a piece in the fanzine. ● Who decides/decided on away shirt colours? What are the sales figures for away shirts? ● What is happening with the Far Post Club/new Bar facilities at the ground? ● Stewarding: some appear very over-zealous, whereas others are more worried about how their make-up looks... ● What is the Club's relationship like with Tudor Evans/Plymouth City Council? ● What is the Club doing in terms of supporting a charity? <p>(List of further questions was given to BF to take)</p>	BF
8	5th Anniversary in November, AGM, Penalty Shoot-Out, Romain Larrieu	<p>Due to recent problems, it was agreed that we should not try to arrange too many social events and that we should minimise these as much as possible, at least until we get someone with more expertise in, however, with the 5th anniversary of the Trust looming, it was agreed that an event should be held to mark this and link it into the Annual General Meeting. This has been pencilled in on the date of the Morecambe home game (October 31st) but is likely this will change.</p>	ES, CE



		We would like to get Romain Larrieu to attend and include a penalty contest.	
9	Charity and fundraising	Next April is a Pedal for Pounds ride from Wembley Stadium to Plymouth and it was felt that the AFT board should have a presence. ES and TCa agreed to lead on this and will liaise together. Feedback will be given to the Board in due course. TCa said that Royal Mail operate a match funding policy for charity events so would look to utilise this to increase revenue for the charities.	ES, TCa
11	Disabled sponsorship	The calendars issues has been discussed as above, but it was felt we should be raising money for and supporting a charity so the PADSA (Plymouth Argyle Disabled Supporters Association) was raised as a potential candidate. All agreed this was a good idea.	All
12	New members of the Board e.g. Matt, Ken, Richard, Frazer	BF suggested that in the past, we have been quick to appoint people without knowing too much about them which, as has been seen recently, has caused major problems and can lead to the AFT looking unprofessional. Therefore, BF will now meet any potential candidates face-to-face with the intention of holding a short interview to learn a little more about the person before they are appointed. BF to speak to all listed candidates who have shown interest.	BF
13	Any other business	ES praised BF for his handling of recent events with regards to the relationship of the AFT with PAFC and also recommended that BF end the meeting with Martyn Starnes on a high note by congratulating them on appointing what seems like a good new team manager and indeed the process they followed (11 criteria) in doing so.	All



		<p>The AFT website is sometimes out of date. Suggested TCh make regular updates and perhaps TCa could assist.</p> <p>Argyle Angels. Why are the club still persisting with this – another question to put to Martyn perhaps?</p> <p>TCa has almost completed breakdown pareto analysis of the survey comments to be presented at the next meeting.</p> <p>We must have an itemised bill for the work carried out on the façade!</p>	
18	Next meeting	<p>Next meeting to be held at Sally's house on Saturday 19th September (Bristol Rovers H) at 12 noon OR 10:30 as it is likely the game may be moved to an earlier KO.</p>	