



Argyle Fans' Trust

Board Meeting – MINUTES

Saturday 23rd February 2019; 11.15am, Goals, Outland Road, Plymouth

No	Item	Discussion/Summary	Action
1	Welcome and Apologies for Absence	<p>Members present: Keith Brown (KB), Chris Dean (CD), Celia Ellacott (CE), Tony Hooper (TH), Virginia Pike (VP), Andy Symons (AS), Roger Willis (RW), in person. Emma Sellick (ES), by Skype from 12.15pm. Tim Chown (TC, Secretary).</p> <p>Apologies received: Sue Clark (SC), Sam Down (SD), John Lloyd (JL).</p>	
2	Approval of and Matters Arising from previous meeting	<p>AS opened the meeting at 11.20am. The minutes of 19th January 2019 were approved.</p> <p>Some matters arising were discussed.</p> <p>AS is to source a new cash box.</p> <p>AS circulated merchandise suggestions, from Reloaded T-Shirts in Tiverton. This is a local start-up, run by a Trust member, who would offer 10% discount. People can order designs from the web site and Reloaded then package and produce. After a short discussion of specific merch items, and getting samples for the match day table, all agreed to proceed. Action on AS and the Comms & Marketing group.</p>	<p>AS</p> <p>AS C&M</p>
3	Membership	<p>RW reported the current status: adults 400, U-16 26, total 426.</p> <p>Many people in are in the InTouch 'suppression' list, so cannot be emailed from InTouch (they opted out of emails, or their address bounced), which presents a challenge. Currently, letters are not being sent. TC expressed concern at this.</p> <p>After discussion, it was agreed that we would formalise the renewal process to include initial emails and a follow-up letter. TC offered to help send the letters. At current membership levels, it would be a maximum of 30-40 letters a month.</p> <p>There are 900 members on file, 500 lapsed. It was agreed to explore the cost of a one-off letter to lapsed members to offer renewal.</p> <p>JL's proposal on Associate Membership was deferred to the meeting of 23rd March. This could be linked to the above postal campaign. JL to present at next meeting.</p>	<p>RW, TC</p> <p>RW, JL</p> <p>JL</p>

		<p>AS suggested that we could start with posting to the 100 most recently lapsed members.</p> <p>It was agreed that having members easily able to auto-renew would be desirable. VP to explore options including direct debit. What payment method? DD.</p> <p>It would be good to be able to take card payments at the matchday table. VP to look at CC reader systems, which are likely to be free, but the supplier takes a percentage (similar to PayPal).</p>	<p>VP, RW</p> <p>VP</p>
4	Treasurer's Report	<p>VP reported that she is still having issues with Barclays and is looking at other options. She was optimistic of resolving the issues this coming week through a contact of RW.</p> <p>Current bank balance at the end of January 2019: £ 11,286.45, with 44p still in the interest account. PayPal held £ 487.36 as of Tue 19 February 2019.</p> <p>Once the Barclays issue is resolved, some money can be moved into the interest account yet</p> <p>VP reported that she would complete the £1,000 GT payment for the supporters' bar project once the account issues have been resolved.</p>	<p>VP</p> <p>VP</p> <p>VP</p>
5	Social event planning	<p>ES was not yet on the call when this item came up.</p> <p>RW has friends in bands who play covers and will speak to them about playing at an AFT event.</p> <p>It would be good to talk to the GTs about an event when the new supporters' bar is open. Other venues for now might include the Fortescue.</p> <p>VP reported that the GTs can't accept bookings after March as they may be out of the current suite in April, so there would likely be no quiz this season; RW suggested hosting the quiz at the Fortescue. VP and RW will discuss with ES.</p>	<p>RW</p> <p>VP, RW, ES</p>
6	PAFA meeting report	<p>The Plymouth Argyle Fans' Assembly held its first meeting on Saturday Feb 9th. AS represented the AFT.</p> <p>AS gave an overview of the meeting, which mainly focused on administrative matters, the terms of reference, etc. It seems to be a different type of gathering to the PASB, being more about</p>	

		<p>match day concerns, and day to day issues, with invited groups being interested in their niche areas, rather than being more focused the running of the club.</p> <p>Unfortunately, the minutes have not been put out in the agreed timescale. AS has chased MD.</p> <p>After some discussion, the board agreed that we should focus on our priorities, but it is important that we participate in the PAFA, while also maintaining our own channels of communication with the club via the owners and CEO.</p> <p>AS suggested that we add a form on our web site for members to raise questions, which we could then relay directly or raise where appropriate at a PAFA meeting.</p> <p>VP commented (as the PASALB rep at the meeting) that many questions that had been asked at the PAFA meeting had already been answered online. TC suggested that we create some themed 'FAQs' on our web site to make current information available (and which the club can contact us to correct if it is not up to date).</p> <p>The next PAFA meeting is 6th April.</p> <p>A discussion then followed on encouraging our members to raise items for discussion at our own board meetings. Calls for topics would be posted to our web site ahead of meetings, and distributed to various online channels (Freechat, Pasoti, etc). TC suggested putting the call out 2 weeks ahead of our meeting, so the agenda can be finalised 1 week before. It was also agreed that after the meetings, outcomes of discussions and actions should be publicised via our web site. The AFT would seek to turn around minutes within the same deadline as PAFA (i.e., 9 days).</p>	<p>TC, RW</p> <p>TC, RW</p>
7	Building an AFT three-year plan	<p>KB presented his document.</p> <p>The high-level Trust objectives as passed down from Supporters Direct are on our web site, and should be objectives that steer our endeavours.</p> <p>A key question is how we become more powerful and influential? What are the first steps? What do we need to do, and who can we draw on to do it?</p> <p>Governance is important. KB will lead this subgroup, with TC (as Secretary) and TH (who has relevant experience). The group will</p>	

	<p>make sure our rules are fit for purpose, and work on the required formal Rules update to be presented at the 2019 AGM.</p> <p>The group will also look at how the club operates and its rules; TH will lead that activity.</p> <p>All agreed it was important we have more frequent contact with members, and that we find volunteers to increase member participation – we need more of our 400 to do things to help the AFT. One option is to run a skills audit via email.</p> <p>The survey discussed at the previous meeting, asking members for their ideas for AFT priorities, needs to be drawn up (on SurveyMonkey)..</p> <p>We need a distribution system, for our campaigns, merch and other activities, for which again volunteers are needed, e.g. on coaches to away games, coaches, etc. AS volunteered to be the volunteer coordinator. TC to set up a mail forwarder.</p> <p>VP said we should have a regular newsletter. TC said that we used to, as he sent it roughly fortnightly (linking to web site items) until he left the board in late 2015. We need more content on the web site to build an email newsletter from.</p> <p>KB emphasised that all actions need to be tested against increasing membership, and that we should be inclusive in everything we do.</p> <p>We should identify groups or business sectors for which we might provide a voice. A list of targets would be needed. KB offered to start this process.</p> <p>AS reported he had contacted John Petrie about being a community liaison rep for the AFT, but had not yet had a reply. AS to follow up.</p> <p>KB noted that press contacts are important. TC to send updated contact details fro the AFT to local media.</p> <p>It was suggested we could explore working with the DJM and build on our existing Plymouth Foodbank link (so it is not just a Christmas campaign).</p> <p>ES and CE both emphasised we should keep our immediate plans realistic. AS commented that we can agree any action we want, but it all needs to be followed through. While life can get in the way, it is better to under-promise and over-deliver than vice versa.</p>	<p>KB, TC, TH</p> <p>TH</p> <p>JL</p> <p>AS, TC</p> <p>KB</p> <p>AS</p> <p>TC</p>
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8	Communications and marketing sub-group report	<p>Ideas around merchandise had already been discussed.</p> <p>CE said the fanzine is now a project for next season, and that it needs sponsors and advertising.</p> <p>TC pointed out that we agreed an action last time, to produce a 20-game fanzine for the 6th April, and we should stick to that given it would help raise profile and increase membership.</p> <p>The meeting agreed we would proceed with a fanzine this season, but CE reminded the room that we need help, esp. from John and Sam who were not present today. AS, TC, CD all agreed to write a page of content.</p> <p>We already have some likely advertisers (the merch company, the Fortescue, ...).</p>	CE C&M
9	Governance sub-group report	This had been discussed already.	
10	Finance and membership sub-group report	<p>No report has been produced yet.</p> <p>TC proposed the group be re-purposed to a “membership building” sub group. All agreed. The group is to be formed and to produce an initial brief proposal by the next meeting. Volunteers required!</p>	ALL
12	AOB	<p>SC had raised a number of topics by email but was unfortunately not able to be present to discuss them. These were deferred to the next meeting:</p> <ul style="list-style-type: none"> • Segregation cones between HP and Life Centre • Accessibility issues for new club shop • POP+ • 125 Founder membership • Finding the disabled policy on club web site <p>TC suggested we get a web site story up about the successful Fans’ Fare petition which the AFT supported.</p>	SC JL, CE



		<p>AS would check options for the next meeting with the club CEO.</p> <p>ES reported that our Instagram account had gone from 0 to 58 followers in a couple of weeks, and it would continue to be promoted, esp. with match day photos. ES is working with tony Cannan on match day coverage.</p> <p>ES also reported that the AFT account had a reach of 6,700 on FB and last week showed 2,100 people engaging.</p>	<p>AS</p> <p>ES</p>
13	Date of next meeting	<p>The next meeting will be on 23rd March before the Bristol Rovers match at 11am at Goals, running to 1pm at the latest.</p> <p>Sub-groups should submit any relevant reports at least 7 days in advance of the meetings.</p> <p>It was agreed we would also hold a meeting on 5th May from 12-2pm before the final match of the season home to Scunthorpe (5.30pm kick-off).</p>	
14	Close of Meeting	<p>The meeting closed at 1.03pm.</p>	

TC
2 Mar 2019