



Argyle Fans' Trust

Board Meeting – MINUTES

Saturday 23rd March 2019; 11.00am, Goals, Outland Road, Plymouth

No	Item	Discussion/Summary	Action
1	Welcome and Apologies for Absence	<p>Members present: Keith Brown (KB), Sue Clark (SC), Chris Dean (CD), Sam Down (SD), Celia Ellacott (CE), Tony Hooper (TH), John Lloyd (JL), Virginia Pike (VP), Emma Sellick (ES), Roger Willis (RW), in person. Tim Chown (TC, Secretary), by Skype.</p> <p>Apologies received: Sue Clark (SC), Andy Symons (AS)</p>	
2	Matters Arising from previous meeting	<p>KB acted as chair in the absence of AS and opened the meeting at 11.15am.</p> <p>The minutes of 23rd February 2019 had already been approved by email.</p> <p>RW and VP arrived at 11.17am.</p>	
3	Membership Secretary's Report (RW)	<p>RW reported that the AFT still has around 400 members, with junior numbers also still the same.</p> <p>TC raised the issue of the renewal process and that we should ensure all members are written to as a reminder for renewal, if they do not automatically renew. Action: RW, TC, JL to discuss and document the process and organise written letters of renewal. TC offered to help by printing and posting letters; at present this would only be 30-40 at most each month.</p> <p>It was agreed that everyone should review the renewal letters on the AFT shared drive.</p> <p>JL presented his Associate Membership proposal. The general idea is that it would be a free category of membership, but without any membership benefits; it would act as a means for the AFT to remain in touch with supporters, should a need arise.</p> <p>JL suggested we should allow all past (lapsed) members to take a free membership – by writing to them to offer a one-off yes / no / forget (from our database) option to become an Associate Member (AM).</p> <p>While we have a legitimate interest to communicate, GDPR states that an opt-in is the right thing to do.</p>	<p>TC, RW, JL</p> <p>ALL</p>

		<p>We need to check that InTouch can have different membership classes. Action: RW to ask InTouch.</p> <p>TH asked how we distinguish between associate and full members and pointed out that we might lose full members to free membership. The pros and cons are detailed in John's AM proposal document. Regardless, we need clearer benefits to full members of the Trust anyway.</p> <p>Need to be clear about different memberships, collecting data.</p> <p>The meeting agreed that we would progress with the AM scheme, but that we first need to clearly define full member benefits, and then the distinction to the AM level. TH pointed out that increasing fee-paying membership is our top priority.</p> <p>We might choose to offer affiliate company memberships at a later date.</p> <p>TC reminded the meeting that the online membership forms on the web site under the Join tab needs review. TC will make suggestions.</p> <p>TC asked about Membership payment methods. VP + JL will get new membership forms ready for pre-season, and lists of membership payment schemes.</p>	<p>RW</p> <p>ALL</p> <p>TC</p> <p>VP + JL</p>
4	Treasurer's Report (VP)	<p>VP reported that she now has full access to the AFT accounts.</p> <p>The bank balance is approximately £11,000, with £770.56 in PayPal.</p> <p>Two card companies have offered options for card payments. One example gives a mobile terminal package, no join fee, but £21 pcm, a 0.9% fee on each transaction, and a 12-month contract. VP to make a recommendation for next meeting.</p> <p>RW suggested a mutual society who may be able to help, like a credit union.</p> <p>VP will visit the GTs on Monday at 5.45pm to pay the £1,000 contribution to the new supporters' bar.</p>	<p>VP</p> <p>VP</p>
5	Events planning (ES)	<p>ES led a discussion on the quiz night. There is no obvious venue other than GTs, and with the GTs not likely to be open in May (closing down until the new build), it was agreed to defer the quiz until next season and hold it at the new GT facility.</p>	

		<p>It was suggested we might hold the quiz around a bigger pre-season friendly, to help people who travel to matches attend, and encourage supporter groups to enter teams.</p> <p>Next season's black-tie event was discussed. The GTs advised to hold it at a hotel not their new facility. Costs will need to be explored, but they would not be insignificant. SD to research.</p> <p>It was suggested we seek longer term to be involved with the send of season player awards with the club as the Luton Trust are. In the mean time we should run our PotS award again. We could add something different like a best goal award.</p> <p>TC mentioned the Greens on the Big Screen event at the cinema and wondered whether we might do something like that again. RW to explore.</p>	<p>SD</p> <p>RW</p>
6	Social Media Update (ES)	<p>ES reported that the AFT's Facebook user account now has 2,325 likes and 2,306 followers. The new presence on Snapchat has 90, and Instagram 101. Twitter has 3,154 followers.</p> <p>ES suggested we do an Easter giveaway; this was agreed. It might be tied to our new merchandise plans, and AS's idea of a competition to design the merchandise (cups, T-shirts). ES to progress.</p> <p>ES is looking to do fun ideas, with fun giveaways. It was suggested we do something with the Ryan Taylor sponsorship, such as the away shirt, or a photo with the player. ES to progress.</p> <p>TC suggested we inventory our stock of Argyle-related items; VP will arrange collecting stuff from Mike Perry's garage.</p>	<p>ES</p> <p>ES</p> <p>VP</p>
7	Communications and Marketing sub-group (CE, CD, SD, JL)	<p>CE reported that the April fanzine is done and will be with the printers on April 1st to be ready for the match after.</p> <p>RW pointed out there has been no communications / news stories on the web site for some time and asked why. RW or TC can upload stories – ideally 2-3 paragraphs and an image or photo – which in turn can then drive an email newsletter. Action on the comms team to ensure we have a stream of stories.</p>	<p>CE, CD, SD, JL</p>
8	Governance sub-group report (KB, TC, TH)	<p>KB led the governance discussion.</p> <p>We need to review standing orders and address email voting procedures. While the current rules support this, we need to be</p>	

		<p>clearer as to when a decision is made by email. KB will write a proposal.</p> <p>Suggestion: Chair to call and conclude any vote, and set timescale, at 24 or 48 hours.</p> <p>TC reminded we need to update the main AFT rules by the 2019 AGM. TC will re-forward the email from SD that describes what we need to do.</p> <p>TH has begun looking at governance aspects of PAFC, starting with the founding documents.</p> <p>TH to provide a skeleton Conflict of Interest policy.</p>	<p>KB</p> <p>TC</p> <p>TH</p>
9	Membership Building sub-group report (VP, ES, RW)	<p>VP, ES, RW will work on this, and look at ideas.</p> <p>No specific discussion at the meeting.</p>	VP, ES, RW
10	AOB	<p>Meetings with other Trusts - ES emailed the Trusts for every remaining home game to offer to meet; as a result we had a meeting with the Bristol Rovers Trust's vice chair.</p> <p>All board members had agreed to join one other Trust to see how they worked. KB reported he has joined Spurs trust.</p> <p>CE would like a match day table rota. TC will set up a Google doc for next season once the fixtures are out.</p> <p>VP and CE reported that they would staff the foodbank collection. We have permission from Michael Dunford; we just need people and to put info out. CD offered. have membership forms at the table.</p> <p>VP reported that on the morning of 19th March the club DLO cancelled the meeting with the AFT.</p> <p>SC has emailed VP and AS to say that she is finding it difficult to make Trust meetings due to personal commitments and feels she might need to resign. All agreed that SC is a very valuable member of the board, and that it is important we challenge the club to meet the highest standards for disabled supporters. VP to discuss further with SC.</p>	<p>ALL-KB</p> <p>TC</p> <p>VP</p>



		<p>RW said that the PO had issues changing the redirection of mails to him. We agreed that we would collect from the sorting office instead, which is also £70 cheaper.</p> <p>TC reported on the new Google drive and calendar which are now available, and that the updated share certificate is now ready. TC queried where the AFT seal might be; VP to check Mike's garage when collecting items there.</p> <p>TH noted that he had joined the Pilgrim 1886 membership, had got a newsletter in February but nothing since. TH will check with the club.</p>	JL, RW VP TH
11	Date of next meeting	The next meeting will be on 4 th May from 1-3pm before the final match of the season home to Scunthorpe (5.30pm kick-off). (We had asked for 2-4pm, but the room was not available.)	
12	Close of Meeting	The meeting closed at 13:00.	

TC
27 April 2019