



Argyle Fans' Trust
Board Meeting – MINUTES
Saturday 25th July 2020, 11am, by Zoom (online)

No	Item	Discussion/Summary	Action
1	Welcome and Apologies for Absence	<p>Members present: Sue Clark, Chris Dean (CD), John Lloyd (JL), Virginia Pike (VP), Emma Sellick (ES)</p> <p>Tim Chown (TCh, Secretary)</p> <p>The meeting was declared quorate (5 of 9 Board members present). Tony Cannan (TCa) joined at item 6.</p> <p>Apologies received: Keith Brown (KB), Celia Ellacott (CE), Roger Willis (RW)</p>	
2	Approval of Minutes and Matters Arising from previous meeting	<p>The minutes of the meeting on 5th July 2020 were agreed and accepted, and have been uploaded to https://www.argylefanstrust.com/wp-content/uploads/2020/07/AFT-Board-Minutes-05Jul2020.pdf</p> <p>The board discussed the lack of minutes from the meeting on 7th March 2020, which were not produced in TCh's absence. It was agreed that the meeting would be considered informal, given no significant decisions were made and that there has been a board meeting since (5th July, as above).</p> <p>There was a discussion on AFT strategy for the year ahead, and the associated budget.</p> <p>Strategy:</p> <p>VP said she felt we were being more interactive with the club and fan base, resulting in a gradual rebuild of membership. We should continue in the same way and we should be (more) active with the FSA on national issues.</p> <p>ES felt we should get more involved, promote more, and be positive, especially in the current covid-19 situation.</p> <p>VP added that we need to determine how we can best use the kiosk made available to us at HP.</p> <p>TC suggested greater clarity with campaigns we are leading or supporting via web site updates.</p> <p>CD said the situation is tricky with lockdown, but we are getting more media coverage, and that the Jack Leslie piece in the press is evidence of the benefit of working with other trusts.</p> <p>VP suggested we look at promotions for new members who join on PayPal/BACS, e.g., giving the opportunity to win something.</p>	

		<p>VP added that we might look to co-opt someone who could look for discounts or other benefits for members.</p> <p>JL said we should test potential actions for their benefit – do they improve the image / perception of the AFT or give income?</p> <p>Budgeting:</p> <p>VP said that it is more complicated to budget at the moment when many items we would normally spend on have been deferred due to the late season start.</p> <p>We should have more clarity on our cost categories and what falls under each; we have reused previous categories but should review these.</p> <p>Action: VP/KB to review cost categories and how costs are attributed to these.</p> <p>The board agreed that the AFT must retain £5,000 as a base balance (in the bank and PayPal), and cannot spend to take us below that level without board approval.</p>	VP/KB
3	Membership Secretary's Report (RW)	In RW's absence, TCh reported that we have 365 members as of 25 th July, plus around 10 additional new members that have come in recently who are yet to be processed.	
4	Treasurer's Report (VP/KB)	<p>KB was absent but reported his work on the 2019/20 accounts in advance of the meeting. The current draft shows we had a deficit of £3722.85 for the year, reducing our reserves from around £11,200 to around £7,400. The deficit includes the £2,500 donation to the Argyle Crowdfunder and the £300 to the Argyle Archive, but not the £800 for the Jack Leslie campaign which falls in the 2020/21 financial year.</p> <p>TCh suggested that as per previous years we check the year start and end bank + PayPal balances against the deficit figure in the draft accounts.</p> <p>Action: TCh, VP, KB to check</p> <p>It was agreed we would seek to approve the 2019/20 accounts at next board meeting, ideally from all figures being included in the template that we would return to the FCA with the AR30 form later in the year (i.e., adding in board member details).</p> <p>The 2020/21 budget was then discussed. It was noted that the draft budget KB circulated before the meeting showed an approximate £2,000 deficit, including the £800 donation to the Jack Leslie campaign and £1,550 for player sponsorships. TCh reminded the board that this deficit would take us close to the ~£5,000 "floor" above which we had just agreed to keep our balance.</p>	<p>TCh, VP, KB</p> <p>KB, TCh</p>

	<p>VP said that we should be able to get some income from using the platinum sponsorship package which comes from our Crowdfunder donation. It was agreed that we should determine a realistic figure for this before committing to any player sponsorships for the season ahead.</p> <p>Action: VP to produce a firm proposal for income from the platinum package.</p>	VP
	<p>Regarding potential player sponsorships, VP has contacted Paulo Bartolini to enquire about the Ladies, and Jamie at the club regarding both player sponsorships and potential sponsorship of the U-17 or U-18 teams.</p> <p>VP said that, from memory, the U-18's were £250 per player, and first team players £1,500(+VAT).</p> <p>It was suggested we might do joint sponsorship(s) with other organisations given the number of players available to sponsor is currently low.</p> <p>Action: VP to determine latest status of available sponsorships at the club</p> <p>Action: VP to explore potential joint sponsorships</p>	VP VP
	<p>The missing cash box situation was then discussed, along with deposits into the Trust's bank account which had not been found. VP had contacted Andy Symons about this twice, but the situation remains unresolved. The amount is approximately £80. The board agreed to write the loss off.</p> <p>Action: KB to note the loss in the 2019/20 accounts.</p>	KB
	<p>The financial transaction guidelines proposed by KB were discussed. The board agreed that we should agree guidelines but noted that hard and fast rules cannot always be followed 100% of the time. It was agreed that the AFT should not pay money to anyone in advance for costs; expenses should be after the fact with receipts. Further discussion was deferred until KB is present at the next meeting.</p>	
	<p>The AFT has donated £300 to the Argyle Archive towards the purchase of display cabinets in the GT building. VP reported that Russell Moore was very pleased to receive this. It was agreed that while the AFT may donate more in the future, a decision would only be made once the season restarts and the AFT's budget is clearer. At present there is no room for the Archive to install additional display cases anyway.</p>	
	<p>VP reported she is continuing to investigate contactless card payment systems for the AFT to use, especially on match days. A solution is required that would allow all payments to be categorised (membership, merchandise, donations, etc). Ideally,</p>	

		<p>we would not require a cash box. It was noted that the club is heading towards cashless operation on match days.</p> <p>Finally, VP noted that in the past she has used the invoice date on accounts while KB has used the date of payment in the 2019/20 accounts. Future procedure needs to be agreed.</p> <p>Action: KB/VP to discuss.</p>	VP, KB
5	Secretary's Report (TC)	<p>TCa joined the meeting.</p> <p>TCh is preparing to submit the new AFT Rules to the FCA with the accompanying form. The FSA has advised that a notary signature is currently not required due to the covid-19 situation.</p> <p>Action: TCh to submit the Rules and form</p> <p>TCh reported that he has updated the PayPal join/renew and donate pages and buttons on the web site; these are now working as expected again. If people wish to donate to the AFT by PayPal, they should be directed to https://www.argylefanstrust.com/donate/.</p> <p>The ACV on HP/HHP expires in February 2021. It has already been agreed that we will renew this, for the same land. VP will mention it in her meeting with Simon Hallett on Thursday 30th July. Some of the HHP land has been brought back into the ownership of the club, some we believe still sits with James Brent's companies.</p> <p>Action: VP to raise with Simon Hallett</p> <p>Action: TCh and TCa to determine the process and timeline with the Council.</p>	<p>TCh</p> <p>VP TCh, TCa</p>
6	Events planning (ES)	<p>It was agreed that this season's Player of the Year trophy award would not go ahead. The next award will be for the 2020/21 season.</p> <p>The GT building has a re-opening event on 31st July / 1st August. As an investor, the AFT has been invited. VP will attend with ES and (if possible through TCh and JL's memberships) RW and CD will join them, on Saturday 1st August.</p> <p>TCh and VP will attend the EFL online meeting on the evening of the 4th August.</p> <p>ES commented that it is currently hard to plan anything for the AFT's 10th birthday in November.</p>	
7	Social Media Update (ES)	<p>ES plans to start ramping up our social media coverage. Recent activity around the joint Jack Leslie campaign donation with the Exeter and Torquay trusts has been positive.</p>	

		<p>Once the season is underway we will need to advertise our platinum sponsorship benefits.</p> <p>The first matches may only be available to fans on iFollow, so this will limit what we can do on match days.</p> <p>ES will determine a schedule of events through the year to be promoted on social media, e.g. around Christmas, Valentine's Day, etc.</p> <p>Action: ES to build a schedule of social media campaigns</p>	ES
8	Communications and Marketing	<p>VP asked for comments on CE's email in which she presented some thoughts on comms and marketing. It was agreed to defer this to the next meeting where CE will hopefully be able to attend.</p> <p>CE has previously reported that the fanzine will not continue.</p> <p>The meeting then discussed how we might use the platinum sponsorship benefits. It was agreed that JL will check shirt availability with Jamie at the club and seek three male and three female shirts each of sizes M, L and XL. He will also ask about allowing our six season tickets to be taken in the form of individual tickets for each match, allowing us to better share the benefits with fans and (new) AFT members. JL will check what other benefits are included.</p> <p>Action: JL to contact Jamie about the sponsorship benefits</p> <p>It was agreed that if iFollow passes are offered, we would donate these to an appropriate charity.</p>	JL
9	Governance	Deferred until next meeting given KB is away.	
10	AOB	<p>The action on the skills audit and issuing a call for volunteers to be co-opted to the board is with KB. Progress is being made, with some additional skills suggested by SC.</p> <p>Action: KB to finalise the call text with JL.</p> <p>VP/JL will informally approach someone who may be able to assist with business contacts / relationships.</p> <p>TC reminded the board that volunteers or those helping the Trust do not need to be co-opted to the board.</p> <p>JL reported that the annual close season survey will launch on Friday 31st July, and that there has been good collaboration with the club in adding extra covid-19 and iFollow-related questions. The club will have access to responses, only for this survey, and without a view on IP addresses.</p> <p>Action: JL to issue survey on 31st July</p>	<p>KB</p> <p>VP/JL</p> <p>JL</p>

	<p>TCa suggested we explore fundraising through raffles and sweepstakes. JL suggested a potential partnering with Josh on FreeChat on Facebook who is already running raffles to raise money for the club. SC advised checking what's allowed with the Council.</p> <p>Action: JL to explore potential partnership through Josh on FreeChat</p> <p>Action: SC to check raffle rules on PCC web site</p>	JL
	<p>The AFT has agreed use of the PCC kiosk at HP, near the bus stops outside the Devonport End. We will use this next season instead of the table. It has three windows which open once the shutters are up. VP has permission to put up signage and has a quote for £350 to cover all four sides.</p> <p>Members would be able to pick up new cards at the kiosk, saving us postage costs.</p> <p>We would also look to put a weatherproof noticeboard outside the kiosk for non-match day viewing.</p> <p>We would look to have some form of opening event for the kiosk. TCh added that with enough volunteers we could have a "roving" table on match days, using a sail flag to get attention.</p> <p>Action: VP to finalise quote and propose to board by email.</p>	SC
	<p>TCh suggested we update the "Join the Trust!" folding flyer to hand out.</p> <p>Action: TCh to progress new flyer</p>	VP
	<p>It was suggested that in place of the fanzine we have a monthly short newsletter to hand out at matches. The meeting agreed this was a good idea.</p> <p>Action: VP/CD to progress.</p>	TCh
	<p>VP agreed to seek more coverage in the Herald and other press channels. JL suggested this would likely be welcomed.</p> <p>Action: VP to contact Chris at the Herald.</p>	VP/CD
	<p>VP is to meet with Simon Hallett on Thursday 30th July, at his request. The board discussed topics to raise. It was felt that the ACV submission should be included.</p> <p>Action: VP to meet with Simon on Thursday</p>	VP
	<p>It was agreed that when the covid-19 situation has improved, and club operations are on a more normal footing, we would raise the issues of a MoU with the club (as per the FSA web site) and a possible "token" holding in the club.</p>	
	<p>TCa reported that the PO Box move to Plymstock may happen without us needing to do anything as a result of potential PO restructuring.</p>	

		<p>SC had raised a variety of disability issues by email prior to the meeting. It was agreed that SC will work with JL to compose a letter to send to the club's disability liaison officer. Action: SC and JL to draft letter</p> <p>TCh explained the recent introduction of Trello as a means to track the AFT board's tasks and gave a quick demo. Board members do not need to use Trello but may receive email reminders from it.</p> <p>JL reminded the board that to put web site articles out he needs the board to agree the key points for posts, from which he can then draft articles.</p> <p>JL reported that Tony Hooper's wife was very pleased to hear the suggestion of a Player of the Year memorial trophy in Tony's memory. This will be a trophy commissioned each year for the player to keep, of a suitable quality. JL will speak to Leigh Rapson about prices. Ideally the trophy will be presented in person at a future event, covid-19 permitting. Action: JL to approach Leigh about trophies.</p> <p>It was also agreed that JL will approach Leigh about engraving a plaque for an Argyle Archive cabinet to recognise our donation. The Michael Foot scarf will be added to a cabinet at a future date (not on 1st August). Action: JL to approach Leigh about plaque and engraving.</p> <p>TCh pointed out that these costs, and the kiosk costs, are not yet in KB's budget for 2020/21. Action: TCh to ask KB to include the costs</p> <p>JL then paid tribute to Bob Berriman of PASALB who sadly passed away recently. VP has sent condolences to his family.</p>	<p>SC, JL</p> <p>JL</p> <p>JL</p> <p>TCh</p>
11	Date of next meeting	TCh will issue a doodle for the next meeting date and time, to be held online within the next 3-4 weeks.	
12	Close of Meeting	The meeting closed at 1.15 pm	

TCh
26 July 2020