



**Argyle Fans' Trust**  
**Board Meeting – MINUTES**  
**Saturday 22<sup>nd</sup> August 2020, 11am, by Zoom (online)**

No	Item	Discussion/Summary	Action
1	<b>Welcome and Apologies for Absence</b>	<p><b>Members present:</b>  Tony Cannan (TCa), Chris Dean (CD), Virginia Pike (VP), Emma Sellick (ES), Roger Willis (RW)</p> <p>Tim Chown (TC, Secretary)</p> <p>The meeting was declared quorate (5 of 9 Board members present). Sue Clark (SC) joined after the meeting began.</p> <p><b>Apologies received:</b>  Keith Brown (KB), Celia Ellacott (CE), John Lloyd (JL)</p>	
2	<b>Approval of Minutes and Matters Arising from previous meeting</b>	<p>The minutes of the previous meeting were approved (proposed CD, seconded TCa) and are now available at:  <a href="https://www.argylefanstrust.com/wp-content/uploads/2020/08/AFT-Board-Minutes-25Jul2020.pdf">https://www.argylefanstrust.com/wp-content/uploads/2020/08/AFT-Board-Minutes-25Jul2020.pdf</a></p> <p>Plans for maximising the benefits of the platinum sponsorship arising from the AFT's £2,500 PAFC Crowdfunder donation were discussed. It was agreed that the priority is increasing AFT membership, with a secondary benefit of being able to afford to do more to support the club, e.g., via player sponsorships.</p> <p>The sponsorship gives a package including six shirts and six season tickets. It is not yet clear what form the six season tickets will take given the uncertainty over the ability to attend matches, and alternative access to iFollow streaming in such cases. This needs to be better understood for the board to plan how to offer the benefits to existing AFT members or to attract new members.</p> <p>It was agreed that the handling of benefits should be kept in the main AFT bank account rather than setting up a separate account, and that income from sponsorship benefits is to be treated as per any other income.</p> <p>The sponsorship cost for first team squad players is £1,440 including VAT and £350 for a Ladies player; supporting both would therefore cost £1,790.</p> <p>TC pointed out that the current 2020/21 AFT budget from KB projects a £2,600 deficit *if* last season's £1,550 in player sponsorships is repeated, and that such a deficit is not sustainable. With the board having agreed previously not to take the AFT bank balance below £5,000, a figure of £1,790 in</p>	

		<p>sponsorship is therefore not affordable, though KB's draft budget does not yet include some level of income to come from the platinum benefits.</p> <p>TC pointed out that it was agreed in the previous board meeting that a clear proposal for income from the platinum sponsorship benefits is also required to gauge the available budget for player sponsorships.</p> <p>A recent club announcement stated that only two players remain available for sponsorship; it was therefore agreed the club is not currently short of player sponsors. It was also noted that the AFT has already donated £800 to the Jack Leslie campaign this financial year, on top of the £2,500 Crowdfunder donation made at the end of the last financial year.</p> <p>VP suggested sponsoring the U18 team, to show support for the youth setup and Argyle's future players, where each player is £300.</p> <p>It was also noted that the Ladies team is in need of financial support; the cost for Ladies player sponsorship is £350 a season.</p> <p>VP further suggested that as additional income comes from the platinum benefits, further U18 players could be sponsored, and that could be used as an incentive for supporters to take up the platinum sponsorship benefits that will be available from the AFT.</p> <p>It was therefore proposed by CD that the AFT sponsor one U18 player and one Ladies team player, seconded by TCa. The proposal passed by 4 votes to 1 but given a suggestion by ES that a first team home or away shirt sponsorship has value, and there may be additional input from board members not present, it was agreed to defer the final decision.</p> <p>The Plymouth based board members offered to make a proposal by Monday for the whole board to vote on by email next week.</p>	<p>VP/ RW/ CD / TCa / ES</p>
3	<p><b>Membership Secretary's Report</b> (RW)</p>	<p>Membership stands at approximately 360, with some renewals to be processed.</p> <p>TC briefly recapped the recent AFT membership committee meeting held between TC, VP and RW. Good progress is being made on various strands of work, with for example a plan drawn up to contact members for whom we have seen email bounces.</p>	

		Board members were encouraged to make proposals for what we should include in new member packs (which should be readily post-able).	ALL
4	<b>Treasurer's Report</b> (VP/KB)	<p>KB's draft accounts were discussed.</p> <p>CD proposed to accept the accounts, and RW seconded; this was passed unanimously. TC will finalise the accounts for signing.</p> <p>VP updated the board on plans for contactless / card payments. This is not urgent as we will not be at the kiosk for a while, but it was agreed that VP will purchase a card reader at a cost of under £30.</p> <p>TC reported on potential use of <i>easyfundraising.org.uk</i> as a means to get a little extra income from supporters making online purchases. Other Trusts have used this to generate a few hundred pounds of income each year. It was agreed that TC will set up an account for the AFT and the scheme will be tested by board members.</p>	<p>TC</p> <p>VP</p> <p>TC</p>
5	<b>Secretary's Report</b> (TC)	<p>The Asset of Community Value (ACV) on HP and HHP expires early in 2021. It has already been agreed that we will renew it, and VP's discussions with the club suggest that the club is comfortable with this.</p> <p>TCa will speak to previous contacts at the Council about the process. Any formal submission would need to be made by the Secretary (TC).</p>	TCa
6	<b>Events planning</b> (ES)	Nothing to report.	
7	<b>Social Media Update</b> (ES)	ES will ramp up social media activity as far as possible when the season begins. When the plans for the platinum benefits are agreed these will be put out to social media.	
8	<b>Communications and Marketing</b> (CE)	Deferred; CE absent.	
9	<b>Governance</b> (KB)	Deferred; KB absent.	
10	<b>AOB</b>	<p>Discussion on the skills audit was deferred with KB absent; action remains on KB to draft text for publication.</p> <p>It was agreed we should put out a general call for volunteer help, via a web site article. JL to draft.</p>	<p>KB</p> <p>JL</p>



		<p>VP proposed that the kiosk is prepared as soon as possible so we are ready to use it once supporters can attend HP again. It will also be visible to pedestrians passing by HP. The spend on signage was agreed at approximately £350. Designs will be finalised over the coming few weeks.</p> <p>VP suggested producing AFT windscreen stickers. These could be included in posted member packs. VP to explore.</p> <p>VP will check with a contact regarding handling Tony Hooper's Argyle memorabilia.</p> <p>While CE was absent, it was agreed that CE should make a firm proposal to the board with costs to proceed; time is short to produce a season calendar before the season kicks off. Other options may be possible, such as a book that could be sold in the lead up to Christmas.</p> <p>CD is considering a book or some form of publication for the AFT's 10<sup>th</sup> anniversary in November.</p> <p>TC reminded the board about the FSA's new Sustain the Game campaign. JL to publish the story on the web site.</p>	<p>VP/ES</p> <p>VP</p> <p>VP</p> <p>CE</p> <p>CD</p> <p>JL</p>
11	<b>Date of next meeting</b>	TC will issue a doodle for the next meeting towards the end of September.	TC
12	<b>Close of Meeting</b>	The meeting closed at 13.00 pm	

TC  
29<sup>th</sup> August 2020