



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING OPEN MINUTES

Meeting No.	36
Occurred	20.00 18 January 2005
Place	The Meeting Room, The Plough, Nottingham
Version	3

Present: Keri Usherwood (chair), Donna Marshall (minutes), David Hindley, Philip Marshall, Fred Mosselmans, Ken Carter, Cheryl Thompson, Nigel King, Martin Naylor, Carole Stapleton, John Armstrong-Holmes, Alan Scott, Eric Kerry, Cheryl Thomson, Steve Thompson

1) **Apologies for Absence:** None

2) **Meeting Agenda**

No additions

3) **Declarations Of Interest**

None

4) **Minutes of the Previous Meeting**

Acceptance of the minutes of the previous two meetings:34 and 35. These were accepted by KU but the signing was left until after the meeting.

5) **Matters Arising**

EK to consider season tickets savings scheme/3 quote rule and business plan

Ongoing

PM to send EK label query for refunds for those members who have made overpayments on membership **Progressing, still ongoing (ACTION 3)**

NK to remind ST to contact Nelsons for company documents **Done**

All with contacts to attempt to sort PA for Saturday. Failing that NK to arrange PA hire **Done**

KU to chase SD prize money cheque **Done**

KU to contact Jacqui Forster saying our officers are willing to be contacted by CT for advice when required and we would attend a meeting of theirs on an occasional basis **Done**

All sub-groups to produce for next BM terms of reference, performance targets, budget (with both costs and expected revenue) and a report **Noted.**

DH to sort out a strategy for finalising Trust strategy document with NK, AS, FM in liaison with ST **Done**

KU to post report of Patrick Nelson meeting to Trust list **Done**

JAH to deliver Newsletter to MC on Friday **Done**

NK to arrange sufficient envelopes are present **Done**

All available to attend MC at 12 pm or shortly afterwards to help stuff newsletter



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Done

All officers to write a short piece on their section for programme notes before end of season - DH to co-ordinate. **DH has set the dates and is in progress**

All to suggest ideas to DH that would work at thank-you match **Done**

FM to contact Ian Jenkinson for meeting about juniors **Done, PM has had discussions with IJ.**

JAH to begin to collect Trust mail on regular basis from club on return from holiday. **JAH did this before Xmas, MN, ST and CS will do in future**

6) Officers Reports

a) Chair – Keri Usherwood

i). **PR Activity** There has continued to be a fair amount of positive publicity for the Trust and credit for this is mainly due to the sterling efforts of DH and the PR sub-committee. Articles have appeared about the Wrexham collection, Tsunami appeal, the Trust Raffle, Drawing inspiration award etc. KU has also done an interview with a French TV company about Notts County which was screened in France a couple of weeks ago as well as being interviewed by Colin Slater on Radio Nottingham.

ii). **Patrick Nelson** A regular programme of meetings with Patrick has now been formalised and I have written up the minutes of the previous meeting in November. The next meeting is on 26th January. Those attending will be CS, EK, AS, NK and MN

iii) **Meetings attended** KU has attended meetings of the Trust Strategy Sub-Committee and the Trust Community Sub-Committee. In addition, KU has met with Patrick Nelson and Graham Moran to try to develop an idea to encourage schools to engage with the Club. KU is producing a strategy document for the idea and will be meeting again with Patrick and Graham to try to take this idea forward.

iv). **Fan's Forum** KU chaired the previous fans' forum and has liaised with the Club over the arrangements for the next forum on 22nd Jan. At the Forum the panellists will be Patrick Nelson, ST, KU and Ian Richardson. Posters will go up before the game around the ground and in the Meadow Club. ST suggested we should screen questions to prevent getting stuck on one issue. This was felt to be difficult and it was decided if questions were unsuitable or already answered then we would move on to the next person. CS asked if the other directors might attend. They will probably come to watch but not be on the panel. The other directors have been on the panel at a few previous events.

v) **Drawing Inspiration Award** It was fantastic to get the runner-up prize for this. Congratulation to DH for the brilliant work. The Award ceremony is in April and should provide further PR for the Trust. It would be good to participate in the Big draw event next year.

vi) Shareholders Agreement

vii) **Directors Box** KU has provisionally discussed this with NK and ST. KU and ST believed that we should begin to have more of a presence as the Trust in the Directors' Box on matchdays. ST also has to take on a lot on his own at the moment and would welcome



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some help and support re: Directors' Box duties. He suggested we draw up a rota and share this duty out over the rest of the season.

viii) **Jimmy Logan's Grave** A Trust member is very keen for us to do something about the fact JL is buried in an unmarked grave. KU has spoken to Patrick Nelson about this. Nigel and Carole have both made suggestions on the list and it was decided that these opinions should be collated and a decision was made to raise the issue with the club and proceed from there. KC suggested that we should split the price of a memorial 50/50 with the club

ix) **Newsletter and Trust Matters** I have provided a chair's report for the next newsletter and various copy for the programme. Dave ends up doing most of the work for this. Please can people help out as much as possible in providing copy, especially for future editions of the programme notes. It's an onerous task putting this together for each home game. If we can all contribute, it will help ease the burden.

x) **Action Plans** Please can everyone who has responsibility for an action plan, bring it up to date asap. This is becoming increasingly important as our strategy develops and the time where we may need to make key decisions about our shareholding etc. comes closer.

6b) Treasurer – Eric Kerry

EK circulated a written report. There has been no comeback to date on the annual accounts and any problems now seem unlikely. The cost of the raffle prizes was negotiated down considerably. The accounts are now totally up to date and split into areas of income.

There are some amounts due in and some cheques still to cash.

FM asked EK to collate information from invoices for newsletters etc so we can look to claim back start up costs from Supporters Direct.

6c) Secretary – Fred Mosselmans

Thus far FM has received no correspondence from the FSA on our number of board members amendment that was passed at the AGM.

i) Supporter Director Nominations

There has been 1 nomination for Supporter Director – Steve Thompson who will now serve for another 2 years. This must now be announced officially. ST was thanked by the whole group for his efforts to date and his willingness to continue this commitment.

ii) Board Policy Rule Changes

The proposed amendments as included on the agenda were discussed. EK suggested some minor changes. These were accepted by FM and the following text for C5 was agreed.

C5) Treasurer

i) *All money collected by Board members on behalf of the Society must be either forwarded to the Treasurer for entry into the Society's Bank Account or deposited in Society's Bank Account with the consent of the Treasurer and a receipt provided to him as soon as reasonably practicable. There will be no exception to this rule.*

ii) *The Treasurer has the authority to pay any reasonable expenses to the Board members for phone calls, stationery etc without the consent of a full Committee, but he/she must inform the Board of the amounts paid out. The Treasurer has the authority to authorise*



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spending of up to £500 on any single item in preparation for a fund-raising event agreed by the fund-raising sub-committee and up to £250 for other matters but he/she must inform the Board of the amounts paid out.

iii) An item "Declaration of Expenses" will form part of the Treasurer's report for each board meeting. The Treasurer may only authorise the payment of expenses that have been declared in a Board Meeting.

iv) All cash donations and payments taken must be recorded on a form approved by the Treasurer and as advised by the Society Auditor. At least two board members must sign the completed form. A failure to complete the form to the requirements of the Treasurer may be a disciplinary offence.

In addition NK suggested an amendment to rule C6) such that it becomes:

All information is strictly confidential. Any Board member collecting details of new members must ensure that they forward all the correct information and monies to the secretary or a nominated person.

These amendments were proposed by FM and seconded by NK – unanimously carried.

Finally, FM reminded the group about the Wrexham Fans United day on 29th January. Clubs/fans are asked to send scarves if not attending. This is to be added to mail-outs and to the website again.

7) Supporter-Director Report – Steve Thompson

8) Sub-Group Reports

8a) Presentation of Short/Medium –Term Strategy – Alan Scott

KU congratulated AS on bringing this piece of work together. AS introduced the strategy as something to move away from the previous focus on internal management and balancing the books. He urged the group to think about the kind of club we want to create and use this to decide on a next stage of development.

The strategy (circulated) is the result of revisions made through meetings of the strategy sub-committee. It concerns the structure and activities within the club and the Trust. AS will lead the strategy sub-committee and it was felt that a committee for supporter/club liaison should also be appointed to share some responsibility and encourage some input from outside the club.

KU said the document is very impressive but wondered what would happen if investors wish to put money in Notts. AS replied this is covered or the issue should be referred to the members.

AS summed up by saying that items from this discussion would be added to the strategy to be discussed at the next sub-committee meeting. ST must be involved in the next meeting which it is hoped will be in the middle of February. This meeting will be the trigger to revise the strategy.

8b) PR – David Hindley



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PR output since the last meeting (23/11/04): Trust Matters column (x6), E-mail updates (x6), and Press releases (x8) and Trust newsletter (number 15). Also he has produced a report on the last fans' forum. Thanks to NK and KU for their continued assistance. Trust articles have also appeared in the SD Newsletter (thanks CT), The Pie fanzine, and New Start magazine. It is also expected that there will be a feature in Social Economy Express Newsletter.

The latest edition of the Trust newsletter is now underway. Copy has been received from PM and KU. Awaiting copy from ST. The aim is to complete and be mailed out asap so as to promote future Trust events (An audience with DP, Pie Quiz) and start the membership renewals process. Volunteers are needed to: coordinate printing process, and mailing process (envelopes, enclosing, and delivery). CS to oversee and coordinate.

The PR subcommittee's action plan and terms of reference have now been updated and uploaded to the yahoo files section. If there are any glaring omissions, please inform him. Expenditure is difficult to predict but it was thought that £595 for a newsletter run and £620 for postage was around the average. 5k was thought to be a realistic budget for PR.

One of the areas DH is particularly keen on developing is a sharing of the workload amongst all board members and making board members responsible/accountable. DH has posted to the list dates for Trust Officers to produce copy for the match day programme. He spoke of work on the Thank You Match ticket giveaway, the bucket collection for Tsunami victims and the Win Lose and Draw award for which he received unanimous congratulations from the group.

DH mentioned that there is a huge volume of articles to write and that it would be better if this responsibility was shared out.

NK mentioned that BBC Radio Nottingham's Website had asked to put some Trust event details on their page. He will put them in touch with DH

8c) Community – Cheryl Thompson

There has been a far amount of activity on the community-front since the last board meeting, which includes: Big thank you - over 2000 tickets distributed to community groups; Tsunami collection with the Supporters Club; national recognition for Win, Lose and Draw; and setting up a meeting with the Rams Trust Community representative.

DH, KU and CT met to discuss a community strategy. The action plan is on the board for all to view. The group felt that the key issue was that 'community' is an integral part of the Trust and what the Trust stands subcommittee met for, and hopefully the action plan and terms of reference will help form a solid foundation for this. In the past it has often lacked a clear aim/role and subsequently there is a danger of it becoming marginalised. The meeting also helped to reaffirm just how much scope there is for community activities, and that being realistic we will be most effective by only targetting a few key aspects. For this year, these are: looking at securing free tickets from NCFC for distribution to under-represented groups; explore ways of making the Meadow Club more family friendly/accessible; organise a community open day at NCFC (have organised a meeting with Howard Borrell from Chesterfield Trust to learn more about their event); organise Big Draw II; and hold County in the Community II

It was thought a budget of £1k was reasonable but this would be judged against the bids from the other committees.



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They will be meeting the community representative from Rams Trust. The plan to visit Charlton is ongoing as CT is struggling to take time off from work at present.. More detail to follow in the action plan. Another idea was to have a form of community membership for local voluntary groups, youth groups etc.

Finally, CT and DH wish to open out the membership of the Community committee to outside groups such as Football in the Community. This was approved by the Board.

8d) Membership, Recruitment and Retention – Philip Marshall

Sub-committee met early January to discuss renewals and the minutes posted to this list – response underwhelming. Progressing slowly.

PM continues to deal with new memberships, renewals and membership queries as and when required – membership now at 1399

i) Revised membership prices

The group approved these after EK however, had expressed concern at PM's Projections. PM stated that reduced rates would equal less income per member but potentially more members. FM pointed out that one of the main reasons behind the changes is to make renewal easier and to reduce renewal costs. DH, FM and PM put forward several examples from other Trusts with figures that supported the changes and EK stated that he is obliged to question such decisions in his role as Treasurer. KC suggested a match in the directors box for members signing up for 5 years but it is was felt this would be better of being incorporated into a prize draw in future.

8e) Fundraising – Ken Carter

One of the Clough shirts has been set a side for the Cancer charity. MN will sort this out this week. The other shirt is with Nigel and we are waiting for this to go onto ebay.

The Derek Pavis forum is now arranged with thanks to ST and his liaison with the club. The evening will consist of DP and John Mounney speaking as well as a raffle. Publicity should now be underway – Matchtalk and Evening Post along with the usual avenues. £3 for members and £4 for non members, including a chip butty. We will be charged £1.50 a head for this. The room is free. KC needs to know who is going from the board. Colin Slater will be MC. We will look to run a raffle and maybe an auction.

An evening with Sam Allardyce has been confirmed for Tuesday the 8th of March. We are also looking to get Ian Richardson there and Sam's agent Mark Curtis. The Pavis evening will be a test to see how we go and then we can look to improve stuff for the Sam night. Again KC was thinking of keeping it £3 for members and £5 for non-members. Colin Slater has said he will MC if we want him to. Again we should look to a raffle and maybe an auction.

i) Raffle report

Fantastic effort, well done to all concerned..

On the question of budgets it was decided that perhaps a fundraising target should be set rather than one for expenditure. An early suggestion was £20k to be firmed up in the sub-committee along with the action plan.



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KC felt that a 5 year membership should perhaps include free entry to Trust events but other members encouraged caution over what could be construed as preferential memberships. 1 event per year may be an option. EK suggested an option of attend 3 events and get 1 free.

9) Co-option

This was postponed until the FSA approves the amendment. PM subsequent to the meeting revealed he had opened the approval letter.

10) Blenheim Group AGM

ST confirmed that the board will be informed when a decision is made about the date and time of this event.

11) Trust Activities

EM/NWT Trust Meetings – Northampton/Manchester – Nigel King

DH will be attending the Northampton meeting along with NK (work commitments permitting). FM will be at the NWT meeting will be on 10th February at Old Trafford.

12) Any Other Business

The Wrexham bucket collection for Saturday will be coordinated by PM. Volunteers are CT and Rebekah Thompson, MN, NK, PM and KU. An appeal for volunteers has gone out and there will be follow ups.

13) Date of Next Meeting

Tuesday 22 February at the Plough Inn – Radford – 8pm

The meeting was closed by KU at 11pm