



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING OPEN MINUTES

| | |
|-------------|--|
| Meeting No. | 37 |
| Occurred | 20.00 22 February 2005 |
| Place | The Meeting Room, The Plough, Nottingham |
| Version | 1 |

Present: Keri Usherwood (chair), Donna Marshall (minutes) David Hindley, Philip Marshall, Fred Mosselmans , Ken Carter, Nigel King, Martin Naylor, Eric Kerry.

1) Apologies for Absence: Cheryl Thompson, Carole Stapleton, John Armstrong-Holmes, Alan Scott, Steve Thompson

2) Meeting Agenda

No additions

3) Declarations Of Interest

None

4) Minutes of the Previous Meeting

Acceptance of the minutes of Board Meeting 36 held on 18 January 2005. These were signed by KU.

5) Matters Arising

Group to collate Jimmy Logan info and present to PN at meeting

Done

EK to collate info on set up costs for claim back from Supporters Direct

Ongoing

NK to put Radio Nottingham website in touch with DH

Done

All to assist with mailout of newsletter

Done

PM to organise Wrexham bucket collection.

Done

6) Officers Reports

a) Chair – Keri Usherwood



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

KU has answered a number of items of correspondence on matters ranging from problems with student ticketing to Jimmy Logan's grave. In most instances, the replies have met with a positive response. He has also liaised with Jacqui Forster on a couple of issues and has spoken at length with Cheltenham Trust ahead of their open meeting last month.

KU chaired the last Fans' Forum and helped out at the Pavis Night and the Pie Quiz. On the PR side, KU has written an article for Football First and provided a lengthy piece for the Notts County Official Site at the request of Tom Loakes which sets out the background and benefits of the Trust. This is now up on the site. Following the decision at the last Trust Board, KU and NK attended the Mansfield game in the Directors' Box taking Cllr. Graham Chapman as our guest. This was a pretty positive experience and raised the Trust's profile.

Thanks to MN and KC for doing the same at the Rushden game. Any volunteers for the next home game?

Finally, KU was delighted to present the signed Clough shirt to Macmillan Cancer Relief on behalf of the Trust. Thanks to MN for sorting this. Tom Loakes has written a piece on this for the club website.

Currently we have a number of issues on-going.

- 1). The issue of ticket prices for next season.
- 2). Having received advice from Steve and after discussions with Alan, we are now looking to hold a strategy-sub meeting in early March .
- 3). Jacqui Forster is very keen for us to host the EM Trusts training day on 9th July. Steve is checking with the Club to see if that date would be suitable in terms of room availability etc.
- 4). KU did not think we decided on the best way to recognise Trust members who have given outstanding service. Perhaps the board could come to an agreed way forward on this.

Finally, KU has had an e-mail from Charlotte Moore asking if the trust would sponsor the Swansea game for £500. This sparked a debate on whether it was good value for members' money. It was decided that this was too short notice for good use to be made of it and we may look at a match for next season. KC will speak to his contacts about finding a potential sponsor for the Swansea game.

6b) Treasurer – Eric Kerry

The main developments are that the Inland Revenue have confirmed there will be no corporation tax to pay and that there is 58k in the bank with 2k spoken for.

EK asked what board members would like to see in the accounts – the tabular format was approved as it will work well for the website and for board meetings.

FM pointed out we owe 50 to Supporters Direct for membership. EK provided FM with a cheque for this.

EK pointed out that Altrincham raise £500+ per month in standing order donations. This is a good target to aim for.

6c) Secretary – Fred Mosselmans

In the past month, FM has received notification from the FSA that our amendment at the AGM has been accepted, thus our board can now have up to 18 members



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

FM has been to an North-West Trusts meeting at Old Trafford and the Shrews Trust open meeting and reported on both on the message board.

.i) Survey

DM explained about SNAP survey software to the group and offered to assist with producing a questionnaire and perhaps getting it onto the website. NK, FM and KU agreed to lead the development of questions for the survey and then hand over when ready with about 1 week to design and publish. Richard Stanton is to be consulted on any research the club might like to include. A prize draw would be offered for those completing surveys. PM reported that the Scoffham shirts were still available from our player sponsorship package.

KU agreed to go the Worksop trust/supporters direct meeting, following FM's considerable success at Shrewsbury.

7) Supporter-Director Report – Steve Thompson

ST was unable to attend the meeting. He made his last e-mail report on 16 Feb. It was decided to defer discussion until the next meeting.

Some board members have received complaints about the state of the Meadow Club. It was agreed the situation needs improving. The club cannot afford the expenditure so a profit sharing arrangement with a brewery would be ideal. Short term – even just a cleaning of the premises would be an improvement.

KC suggested we make an official complaint in writing. It was agreed to check with ST on his position and for DH and PM to write up the complaints they have received to add to any subsequent letter.

8) Sub-Group Reports

a) PR – David Hindley

PR output since the last meeting: Trust Matters column (x5), E-mail updates(x4), and Press releases (x5).

Trust events (Evenings with DP, SA and the Pie quiz) as well as the Clough shirt auction and the shirt donation to Macmillan ,have all been promoted via press releases, features on Trust, NCFE and East Midlands Trusts websites, along with the messageboards. Thanks to NK, CS and KU for their assistance.

KC, PM, CT, FM and MN have all written articles for the programme column/Truste-mail updates. For the remaining matches, copy is due from Eric (BristolRovers, 26/03), Nigel (Grimsby 16/04) and Keri (Bury 30/04). Deadlines are typically 5-6 days before the match. A Trust article will appear in the next SD Newsletter (due very soon), whilst KU has penned articles for the official website and Football First. Following DH's plea for greater shared responsibility for PR duties there has been positive developments. Thanks mainly to CS for agreeing to take on the responsibility for the weekly Trust e-mail updates, and for the final 3 Trust Matters columns of the season (Lincoln, Grimsby and Bury).



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

The PR team is also endeavouring to maintain an up-to-date portfolio of all PR output, including newspaper and magazine articles, as well as programme notes etc. The next major task will be putting together the final Trust newsletter of the season. DH proposed that we aim for early April, which also needs to be coordinated with a) renewals push and b) fans' survey.

For stuffing, then the most obvious date would be 2nd April (Lincoln at home). Can all board members please make a note of this date and assist.

FM is contacting overseas members to see if they have received their newsletters. Most have gone through as were posted by NK. Some letters are coming back to the club with unpaid postage. It was agreed that if the club is paying these charges then they must be met by the trust.

b) Community – Cheryl Thompson/David Hindley

CS, DH and CT met with Simon Hamilton the community rep from Rams trust to share ideas. They plan on working together in future where appropriate eg fact-finding trips to other clubs.

DH has succeeded in getting Graham Moran to join the Community subgroup. CT wrote an article on community activities for a recent programme, and have talked to Ben Elton from CFU to offer any help we can with their situation.

In response to an idea from one of his students, DH has got PN to donate a signed shirt for the Football for Peace initiative.

MN reported that as requested, he had contacted Cambridge with many fundraising ideas and examples and also put them in contact with a friend who works with Oldham Athletics' trust. There has been no response from Cambridge since this.

d) Membership, Recruitment and Retention – Philip Marshall

PM apologised for not posting a report but has been having internet problems. Renewals went out with the last newsletter and without a full count it is estimated that the response rate is less than 10% which has paid for itself but is not brilliant. Accurate figures will be submitted to the MRR committee. Thanks to all that helped with the mail out.

There was a sub-committee meeting on Saturday at the Globe – thanks to MN for arranging the venue. Jurgen Haligan has agreed to sit on the committee and has expressed an interest in managing the database and looking at terms of reference.

Current membership is at 1402. Its peak was 1500 (membership is thought to be our strongest area). Other strategies for membership will be more aggressive. EK suggested linking membership with event tickets to give an incentive to join.

KC will speak to Richard Stanton about the season ticket mail out in April. The club cannot give us their data. Membership forms should be marked in future to give us a more accurate picture of our marketing success.

DH said that face to face contact with members had proved effective but this takes a lot of time and a lot of volunteers.

i) Recognition of members.



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

This was agreed by all as a good idea. PM is still in favour of life membership and thinks the loss in revenue is balanced by the value of volunteering. DH still likes the idea of a volunteer of the year award – perhaps presented at the Player of the Year awards. This will be discussed further at the next MRR sub-committee.

e) Fundraising – Ken Carter

The Clough shirt went for £220, again thanks to MN and NK who sorted that.

KC thanked DH for the excellent PR work.

i) Pavis evening

Over 100 people in attendance with a lot raised through a raffle, many thanks to MN on that one and Mr Pavis for his prizes. Also £150.00 in an auction to be guests of Mr Pavis at the Rushden game. Not sure of the total raised from the night but it will be around the £500 mark. The Pavis evening was a good night and his auction prizes raised a considerable sum. The event received good feedback.

ii) Pie Quiz (Philip Marshall)

The Pie Quiz by all reports was excellent. Enjoyed by everybody and good PR. Thanks to those who helped – DH, NK, EK, KU, CS, DM, Kristy and Erica along with Steve Westby and Neil McGowan.

Well done to PM for organising this.

iii) Allardyce Evening

For the Allardyce evening, it has been suggested that food is served all the way through rather than having a rush at the end like the Pavis evening. Raffle prizes are still required. Over a 100 tickets sold so far, we need to keep selling them. The Trust will be charged £50 room hire for the evening and £1.50 a head for chip butties.

KC has spoken to Sam's agent who will also be bringing Ian Hendon to assist. KC also mentioned an idea for a buffet before the event which could be held in the boardroom. For a higher ticket price, people could then be invited to spend some time with Sam before the event.

NK asked if Bolton fans are being targeted. KC will be posting to the appropriate messageboards.

There was no interest in entering a team for the golf day. It should be added to the members e-mail however to assist the commercial department.

9) Co-option – Fred Mosselmans

The Trust can have up to 5 more board members including the one space free after the election. These should fill acknowledged gaps in expertise. IT was suggested as an area of weakness. The issue of the representative from the Supporters Club will be debated on the board.

A process for co-option will be discussed and approved at the next board meeting. FM will coordinate this.



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

EK suggested some support in the Treasury area. It was suggested that EK forms a Treasury sub-committee.

10) Trust Activities

a) Matters Arising from PN Meeting – Nigel King

NK posted a report to the list and the meeting was also minuted. He stated that there was little point in having a meeting if nobody followed up the actions however. The Jimmy Logan memorial has now been broadened to 'heroes'

To the issue of trust member discount for conferencing and banqueting, NK has been asked to suggest an acceptable offer. The group suggested either VAT free room hire or a 25% discount. NK to e-mail this idea to Patrick Nelson. This would be promoted on the website, in newsletters and in the e-mail bulletins. It is 3 weeks before the licence is granted to perform weddings at Notts – this should bring in some more business.

Dave Fells has spoken to Charnwood BC about Jimmy Logan and is awaiting a response. A list of other Notts 'heroes' needs to be compiled by the next PN meeting EK suggested that the issue of memorabilia be raised at the next PN meeting. KC suggested that a club historian be appointed, perhaps Tony Brown.

The next meeting should be at the end of February/early March. KU will liaise with PN

b) EM/NWT Meetings – Nigel King/Fred Mosselmans

EM Trusts clashed with the Pie Quiz so no board members attended. The next meeting is at Chesterfield. DH and perhaps CT hope to attend. DH will speak to Jacqui Forster and offer to host a meeting.

The next NWT meeting is on 10 April at Chester.

c) EAST MIDLANDS TRUSTS Training Day

The idea of NCST hosting the day on 9 July was favoured by all board members. ST to speak to PN about the possibility of free room hire. There should be some money available from Supporters Direct to run the event. Suggested items for training include Membership best practice.

d) SD by-election

Conducted by FM – Nominated candidates were Elaine Dean, Ian Blair, David Kreidewolf.

e) Next Forum – Keri Usherwood

The Grimsby game on 16 April was suggested. FM to book the Meadow Club

.

11) Any Other Business

This years Open Day should be held on the Saturday before the first day of the season. KC will speak to Richard Stanton about this.



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING MINUTES

12) Date of Next Meeting

Wednesday 16 March at the VAT and Fiddle – 8pm. This may be altered depending on events at the club and midweek fixtures

The meeting was closed by KU at 10.30pm
