



NOTTS COUNTY SUPPORTERS TRUST



BOARD MEETING OPEN MINUTES

Meeting No.	42
Occurred	20.00 19 July 2005
Place	The Meeting Room, The Plough, Nottingham
Version	1

Present: Keri Usherwood (chair), Donna Marshall (minutes), Philip Marshall, Fred Mosselmans, Jurgen Halligan, David Hindley, Alan Scott, Eric Kerry, Steve Thompson, John Armstrong-Holmes, Cheryl Thompson, Mick Jones, Ken Carter, Martin Naylor

1)Apologies for Absence: Nigel King, Bea Jackson, Carole Stapleton

2)Meeting Agenda

No additions although date of next meeting should read 16th August

3)Declarations Of Interest

None

4)Officers Reports

a)Chair – Keri Usherwood

EM Trusts Conference.

This seemed to go very well and the feedback has been very positive. It was interesting to see how many representatives from other Trusts were asking us for advice and seemed to hold us in high regard. The Conference was also very useful in terms of the workshops and the networking opportunities with other delegates. I also think the Club did well with the arrangements and things mostly went very smoothly. Thanks to everyone who helped out Jacqui Forster on the Friday and on the day of the Conference.

Forum with Gudjon.

Again this was an excellent evening. The turnout was very encouraging and the takings and raffle together raised £874. Colin Slater continues to be very supportive of the Trust and seems pleased to be asked to be involved. Big thanks to KC and MN for organising this.

Open Day

Arrangements are ongoing for this. With luck, we will have good weather and a good turnout. Special praise at this point for CT, DH and BJ who are putting an enormous amount of effort into the organisation of this event. More volunteers are needed so, if any Trust Board member hasn't yet said they will be helping out, can you please do so asap.

£50k loan

The announcement of this also went pretty smoothly although Radio Nottingham went "big" on this and mentioned words like "administration". In the end I think he accepted that we cannot predict how the media handle stories and we were clear to emphasise that there was no need to panic. Thanks to DH for the PR work on this.



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Supporters Club

I contacted Iris and had a conversation with her. I suggested that we should meet up again and she is thinking this over.

Official Site

I did an interview with Tom Loakes about the £50k, the purpose of the Trust etc. Finally, the major issue: We now have the accounts and forward projections from Steve and have held discussions on this list about the implications.

NCM July 07

Postings to the Notts County mad board have been outrageous.

b) Treasurer – Eric Kerry

Not much movement. There will be £8255 in kitty after expenses. Floats for Sunday have also been taken out. EK and PM will continue to work on standing orders and showing these amounts as monthly income.

c) Secretary – Fred Mosselmans

I have transcribed all the survey comments and summarised them

i) Election Rules

FM proposed the rules posted to the list. This was seconded by JAH. All were in favour. The election group will consist of JAH, NK and Trevor Woolley. The AGM will probably be on the last Thursday in October.

5) Sub-Group Reports

a) PR –David Hindley

There has been some good coverage of the Trust in recent weeks, with the announcement of the 50k investment, the 'pound for pound' sponsorship, and the fans' forum all helping to raise our profile. All of these events were promoted by the PR team, with press releases to the local media, coverage on the Trust and the Club's official website, EM Trust website, messageboards and NCST e-newsletter.

DH has uploaded a report on the forum to the Trust website - thanks to those who gave feedback.

The PR team has been busy working on two 'projects' since the last Board meeting:



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1. Display boards - these should be ready for the Open Day. I would like to express my gratitude to Donna Marshall and her work colleague Vee for all their hard work. Donna has contacted a number of local companies looking for sponsorship of the pull-up boards.

2. Open Day programme - a colour 16-page programme is being produced for Sunday, which will be sold for £1.

DH flagged up the possibility of advertising to the fundraising subcommittee. As a member of RamsTrust and BCST, their newsletters both contain advertising, and could bring in some funds. DH thanked all those who contributed towards the programme - in particular Donna Marshall and Vee who have been doing the design work.

In terms of future PR plans, the season is fast approaching so there will be the Trust matters column, e-newsletter updates, and the first Trust newsletter of the new membership year to write. ALL board members are asked to think about possible news items for inclusion in the above.

The group thanked DH for his very hard work.

b) Community – Cheryl Thompson/David Hindley (posted to list)

Open Day.

CT detailed the Open day programme. Volunteers should arrive for 9 am. PM will bring any cardboard lids and spare buckets that may be around but was unsure where they ended up after the Tsunami collection. There is a final meeting on Thursday afternoon which CT and MN will be attending with Richard Stanton. The PR has been excellent for the event with Radio Nottingham providing good coverage in particular. There was some doubt over whether the FA Cup medal would be available but otherwise all is well. KU led the praise for the Community Group and the work they have put into this event.

Big Draw event

Preparations for the Big Draw event are coming together. The provisional date is now Saturday 22nd October (Carlisle at home) and the title for the event is 'monster match of the day'. The concept (to use artistspeak) is to produce a giant cartoon strip, with fans contributing their own box/caption, which the cartoonists will then organise and finish off during the game to reveal a complete comic strip. Why monsters? Well, apparently children love 'em. And in the match the monsters will be pitting their skills against the minnows, and everyone likes to support the underdogs.

The task of producing a giant cartoon strip presents far more challenges than the Win, Lose and Draw mural, particularly in that the artwork will be evolving throughout the afternoon, whereas most of the mural was already produced. But Brick, Pete and Nikki love a challenge, and have decided to do something bigger (and bolder) this time around. There is greater PR



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potential for MMOTD. The regional launch for Big Draw 2005 is to take place at Nottingham Castle so we are proposing to piggyback that, to promote what we are doing (especially after being runners-up in the Drawing Inspiration Awards). There is also potential for tapping into funds as the event will be inclusive, art-based, educational etc. DH will be working up a number of bids.

Nottingham Mela

The Trust is having a stall at the Nottingham Mela this Saturday. The Mela (1-9pm) is being organised by the Asian Arts Council, and provides a brilliant opportunity for the Trust to reach out to new audiences, which are currently underrepresented both within the Trust and at Notts County FC. PM, KU and JH have already said they will

DH apologised for slow progress on the CRB check, due to moving home and other trust business.

c) **Strategy – Alan Scott**

AS will provide an analysis of the figures provided from the club in ST's report. The presentation of the strategy at the forum was very concise and a report is available on Magpie World. Phil Tooley will also be writing a report for Supporters Direct magazine.

d) **Membership, Recruitment and Retention – Philip Marshall**

Membership pack – MN now has the giveaways and DH is taking delivery of the membership this week. I intend to hand out packs at the open day and then mail the rest out in the weeks following. The membership card features a cartoon by Pete Dredge and the graphic design work was done by Keith Barker.

JH, AS, DH and PM attended the MRR presentation at the EM Trust training day. I certainly thought that a lot of very good ideas were discussed and we'll be looking at how we can adopt the most suitable ones. PM is currently working with DH and MN on the next recruitment push. A large mail out will be required.

750 members signed up including those on standing order

e) **Fundraising**

The headlines have been grabbed by the pound for pound offer. This has obviously pushed a bigger focus onto fund raising as we have the season to raise up to £75k.

The Gudjon night went well, I believe we raised just under £1k. Many thanks to those who helped especially Dave Sharman and Colin.

The raffle is still on target – 1st Prize will be a holiday to the value of £4k.



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PM raised the issue of Buffalo recommended by KC in his report and stated his objections. KC felt it should still be examined so it was suggested that KC work up the proposal – to include costs to the company etc for the next meeting. This should be added to the next meeting agenda.

It was agreed that the GT evening had been very successful and the Fundraising Group was thanked for their work on this event.

6) Supporter Director Report – Steve Thompson

7) AOB/Matters Arising

No AOB

- A1** KU to post ideas after discussion with fans – Ongoing
- A2** PM to pass membership figures to EK – Done
- A3** JAH to produce Lifeline report for ST – Working with ST
- A4** FM to remove raffle details from open minutes. - Done

8) Minutes of Previous Meeting

The minutes of Meeting 41 held on 15 June 2005 were approved and signed by KU

9) Date of Next Meeting

Tuesday 16 August at the Plough, Radford 8pm (Apologies from MJ, KC)

The meeting was closed by KU at 10.15pm