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## ***BLUES TRUST BOARD MEETING*** **MEETING MINUTES**

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**Meeting Date:** 06/04/2013

**Meeting Location:** The Royal George Hotel Bar

**Approval:** 11/05/2013

**Recorded By:** Emma Hodgson

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## 1 ATTENDANCE

Name	Title	Organization	Present
Steve McCarthy	Chairman	Blues Trust	Y
Phil Brown	Treasurer	Blues Trust	Y
David Farrell	Board member	Blues Trust	Y
Andy Munro	Board member	Blues Trust	Y
Lee Bradshaw	Co-opted Board member	Blues Trust	Y
Robert Hughes	Co-opted Board member	Blues Trust	Y
Emma Hodgson	Secretary	Blues Trust	Y
John Farmer	Board member	Blues Trust	N

## 2 MEETING LOCATION

The Royal George Hotel Bar,  
Garrison Lane,  
Birmingham,  
B9 4PN

## 3 MEETING START

**Meeting Schedule Start:** 11:00

**Meeting Actual Start:** 11:03

**Meeting Scribe:** Emma Hodgson

## 4 AGENDA

- **Actions arising from previous minutes**

- Some actions issued at the last meeting are to be carried forward to the next Board meeting. There were no other issues arising.

- **John Farmer resignation**

- John Farmer's resignation email was brought to the attention of the other Board members by SMc. John had expressed his desire to stand down from the Trust Board. The matter was discussed at some considerable length and John's resignation accepted by the Board. The Board wished their appreciation and thanks for the effort and work that John Farmer had put into Blues Trust.

- **Secretary's report**

- Report was discussed by Board members and debated the need for a secretary report. The report serves to act as a timeline of the issues and subjects that have taken place between Board meetings and will prove a valuable tool when compiling the Trust's End of Year report.

- **Treasurer's report**

- Bank details have been removed from the Trust website due to the number of already documented account issues escalating. The situation is to be monitored closely by PB and Unity Trust Bank.
- Membership now stands at 490.
- PB to secure access to the Trust's PayPal account and remove Margaret Decker as the main point of contact, as she is no longer a member of the Board.

- **PR & Media report**

- The Trust's social media reach continues to increase thanks to the successful social media campaign. This is expected to increase further in the coming months.
- LB had been invited to a meeting with Forza Blues, taking place on Friday 5<sup>th</sup> April. He was unable to attend due to prior commitments and asked to be kept updated of the meeting's outcome and any actions arising.
- LB suggested the sponsorship of a BCLFC player for the current season in line with the Trust's aims and objectives to improve relations between supporters and the club. It was agreed to poll members before making a final decision based on member feedback. It was agreed that should members support the idea, the Trust Board would personally finance the sponsorship of a second player on the Trust's behalf.

- **Co-op networking lunch**

- RH reported that the event was very worthwhile and discussed a number of ideas that would make the event better in the future. The opportunity for Blues Trust to be an exhibitor at future meetings was also discussed.

- **A.O.B**

- Marketing discussions took place and a decision reached to produce a marketing report to be presented at the next Board meeting.
- All BCLFC related tasks are now to be assigned to LB.
- A discussion on safe standing took place after SMC discussed information he had received regarding a trip to Dortmund in Germany. RH to investigate safe standing in further detail in order for the Trust to establish a policy on this.
- A Championships Trust meeting is to be held in the Midlands on 23 March 2013. The focus of this meeting is on Supporter Liaison Officers (SLO).

- **Next meeting**

- The date of the next meeting was agreed as Tuesday 7<sup>th</sup> May, commencing at 19:00 prompt. The meeting will be held at the Royal George Hotel Bar.

## **5 MEETING END**

**Meeting Schedule End: 13:00**

**Meeting Actual End: 12:55**

## 6 POST MEETING ACTION ITEMS

Action	Assigned To	Deadline
Clarify the current position of the InTouch database	Phil Brown	Next meeting
Discuss and prepare a draft terminology guide	Phil Brown, Andy Munro	Next meeting
Revenue building meeting	Lee Bradshaw, David Farrell	Next meeting
Reports	Lee Bradshaw, David Farrell, Emma Hodgson, Phil Brown	Next meeting
Andy Munro to be added as author on website for match reports	Lee Bradshaw	---
Response to John Farmer reference Board resignation to be drafted	Steve McCarthy	---
Ascertain Board member rules regarding resignations and the appointment of new Directors	Emma Hodgson	Next meeting
Birmingham City Council meeting feedback to be circulated to Board members	Phil Brown	---
Blues Networking event attendees list to be distributed	Phil Brown, Lee Bradshaw	---
PayPal access to be rectified. Letter to be drafted and signed	Phil Brown, Lee Bradshaw, Steve McCarthy	---
Ascertain BCLFC sponsorship costs and canvas members' views	Lee Bradshaw	Next meeting
Check costings of BCLFC season ticket	David Farrell	---
Make the club and Andy Walker aware of BCLFC sponsorship plans	Lee Bradshaw	---
Establish when the next Co-op networking event is	Andy Munro	---
Marketing plan to be established	David Farrell, Robert Hughes	Next meeting
Investigate safe standing and report back at the next meeting	Robert Hughes	Next meeting

Submitted by:



**Emma Hodgson**  
Secretary

Approved by:



**Steve McCarthy**  
Chairman