
ROBINS TRUST BOARD MEETING | THURSDAY 20 OCTOBER 2022 – 8PM

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Present | David **BEESLEY**, John **COOPER**, Jenny **HANCOCK**, Jaimie **HENDERSON**, Leo **HOENIG**, Sam **LEAR**, Simon **WATTEN**

Apologies | Chris **COLEMAN**, James **YOUNG**

1. Minutes of last meeting and matters arising (BEESLEY)

- Letters to members gone.
- Retro shirt covered below.
- Minor amendments to Visitor Guide to be made subject to MK availability. **ACTION REQUIRED.**
- Letter to Robins Trust charity to be actioned. **ACTION REQUIRED - YOUNG.**
- Raffle covered below.
- Transition from Slack to Discord effectively completed.
- AGM advertised.

2. Finance comments and membership (COOPER and BEESLEY)

- 199 members
- £3562 in current account. Just over £5,000 in savings, meaning approximately £8,500 in total.
- £192 from Stripe for memberships.
- £125 payment made for AGM/Deya.
- £765 payment made in respect of Noonan's Syndrome .
- Lotteries renewal approaching.
- **Prize from Cotswold Motor Museum received for raffle. ACTION REQUIRED - COOPER to pass to HANCOCK.**
- Posters in Cheltenham Post – AGM put in recent issue, but not raffle. **ACTION REQUIRED – HANCOCK to email Mark Cuzner to encourage raffle poster to be included. COOPER retains option of posters.**

3. Arrangements for AGM (HOENIG et al)

- Important for all to keep publicising it.
- Acknowledged that arrangements for speakers regarding World Cup were not finalised. Important to finalise in short order to allow for advertising.
- Acknowledged that Club need to have two fans forums a year
- **ACTION REQUIRED –**
 - BEESLEY to talk to Richard Morris about arrangements for speaker, the CTFC team at the fans forum.
 - BEESLEY to speak with Club about possibility of Zoom connection.
 - BEESLEY to speak with Board about this more generally.
 - BEESLEY to upload article to Trust website regarding election results.
 - ALL to add any official items to add to the agenda to the Board Chat.
 - ALL to release agenda for the AGM one week before the AGM.

4. Retro shirt (HENDERSON)

- Noted that there has been a lot of enthusiasm and credit to the Trust for the initiative.
- Some lessons arising, including the expected demand for the more popular retro shirts, that the sales window communications could have been clearer, etc.
- figures not yet known.
- Agreed that it is important to maintain momentum and should aim for more than one release a year.
- Discussed possibility to incorporating a campaign about the shirts, including playlists of the year of the shirt etc.
- Discussed the difficulties posed by buying habits, with supporters potentially waiting for their favourite to be released.
- Discussed importance of not bulk buying so as to be landed with unused/unsold stock.
- **ACTION REQUIRED – discuss with Club to see whether a small run could be ordered which could be put in the Club shop.**
- **ACTION REQUIRED – important to maintain sense of urgency to keep up momentum of sales.**

5. Raffle (WATTEN and HANCOCK)

- Summary of number sold.
- People seem to buy when posts are released on social media.
- **ACTION REQUIRED – HANCOCK and COOPER to distribute leaflets at the Kemble before/after MK Dons fixture.**
- Discussed targeted campaigns for certain prizes around certain events. For instance, Chinese takeaway posts on Friday nights, FM23 posts to co-incide with launch dates.
- Discussed that advertising retro shirt should wait until after deadline passes on 1 November.
- **ACTION REQUIRED – ALL to retweet, engage with social media posts.**

6. SLO update (HANCOCK)

- The new hut has become a magnet and gets lots of attention of matchdays.
- Exploring possibility of providing ear defenders for children.

- Toilets in the Optimising IT Stand have been redecorated.
- Regarding Noah, the ambassador, SLO is setting up a zoom meeting with teachers and the secretary of the Autism Society. A list is to be circulated containing action points ahead of Autism Awareness Day in April 2023.
- **ACTION REQUIRED – HANCOCK to circulate list to the Club and to try to encourage participation from the Club. BEESLEY to try to encourage David Bloxham to write personal letter.**

7. Rainbow Laces campaign (LEAR)

- Noted that the designated Rainbow Laces Day would be the MK Dons home match.
- Various meetings being had with the Club which will largely repeat last year save for the unveiling of new mural and circulating badges to staff.
- **ACTION REQUIRED – LEAR to work with the Club on delivery.**

8. Bicycle parking at Whaddon Road (HENDERSON)

- Issued raised on online forum as to lack of adequate bicycle facilities. To be explored with the Club, potentially as part of wider project.

9. Date of next meeting (All)

- Agreed that no formal meeting would be held before AGM but potential for ad hoc meeting if required.
- AGM fixed.
- Next Committee meeting to be held at 8pm on Thursday 1 December 2022.

10. AOB (All)

- Noted that BEESLEY and YOUNG received invitation to carry out fans engagement survey and results suggested that Club did not have a single fan engagement meeting. Considered that this was an error.
- **Discussion held about the potential for the Trust to have a formal memorandum of understanding meeting with the Club to be chaired by representatives of the FSA. ACTION REQUIRED – BEESLEY, YOUNG and HANCOCK to push forward given commitment expressed by Club.**
- Suggested that AGM application process was too complicated. **ACTION REQUIRED – HOENIG to draft proposals for changes and circulate to the Board Chat.**
- Discussed and agreed that a well-designed fan questionnaire should be prepared with the aim of releasing in the New Year. **ACTION REQUIRED – WATTEN to prepare some questions with others to input.**
- Discussed Christmas-specific ideas, including merchandise, Christmas cards (CTFC themed), and reviving the Children's Christmas Party. Unanimously agreed that YOUNG would be Santa.