



Minutes of Board Meeting held: Thursday, March 16, 2023: 8pm, via Discord

In Attendance: James Young, Chair (JY), David Beesley (DB), Jaimie Henderson (JHe), Simon Watten (SW), Jenny Hancock (JHa), John Cooper (JC), Leo Hoenig (LH)

1. Apologies

Sam Lear (SL)

2. Minutes of previous meeting

a. Matters arising

One matter arising from the previous minutes

Action: DB to post the AGM Minutes on the Trust website.

3. Finance/Membership (JC)

Membership: 218

JC was unsure if we had contacted the lapsed list

Action: DB to check if/when we did.

Action: DB to research methods of retention – emailing members shortly after they lapse?

Bank Balance: £5,410.91 (Savings c£5,000)

4. FED Update

DB updated that Murry Toms (MT) has been reappointed as a Director of the club

He also made the board aware that he (DB) was now responsible for catering at the ground

JY gave an update on recent conversations between DB, JY and MT – regarding Trust/Club relations

5. Shareholder vote on EFL proposal

JY introduced the shareholder vote on changes to the Club Articles of Association – as a requirement of the EFL. It introduces new procedures in terms of changing ownership of the club

JY proposed a motion that Trust proxy our shareholder votes to Paul Godfrey (Club Secretary and Director) – motion carried.

6. Her Game Too / Double Header

JHan gave an update on the progress of Her Game Too (HGT) – club has adopted the Trust proposals fully, with the help of Luke and Nick at the club and Caz and Grace at HGT.

Kelly Selby (KS) has been appointed as the Clubs HGT Ambassador, by HGT

It was proposed to invite KS to a future Trust meeting.

DB reported that the club have purchased a phone to act as a reporting line for all forms of abuse. This will be in place for the Double header

7. Merchandise, Retro Shirt #2 + Marketing Strategy

Retro Shirt – Gulf Oil, Darker shade of red from the Duraflex shirt. RD at Hope and Glory (H&G) have asked for higher res images. JHe attempting to get hold of a physical shirt

Action: ALL to try and find a physical original shirt

Merchandise – JHe has been in contact with [Commercially Sensitive], a sports merchandising company, have been in touch with Richard Morris at the club. Relationship has disappeared. They are interested in building a relationship with the Trust.

It was discussed about the possibility of the Trust setting up a drop shipping based “Trust Shop”

SW also mentioned a friend who will be making and designing T-Shirts.

JY stated we must have the red lines of not holding stock which could cost us money in the long term

Action: JHe to setup a further meeting with [REDACTED], to discuss options – Involving DB, SW

JHa suggested a survey on the shop, JY suggested we incorporate that into a wider “End of season” survey

Action: ALL to come up with survey questions

8. Open Day

DB updated that the club have challenged the Trust to “come up with a plan” – DB proposed a Trust/Legends working group formulate a plan to deliver to the club. Akin to the ones we did for Her Game Too and the Autism Day.

Action: SW to come up with an interim plan, liaising with Gavin Garthwaite

Action: DB to provide SW with contact details for Picnix

9. Communications with members/Email newsletters

JHe has produced a possible email newsletter to form the first of a periodical update to members.

JHe proposed sending the first email tomorrow (17 Mar) – approved

Action: DB to give JHe access to Mailchimp

JHa gave an update on her board member training course. JHa proposed that we start doing regular governance audits, and use the results to formulate a fan engagement plan.

Action: JHa to hold meeting with JY and DB to implement the first Governance Audit. JHa to work with JHe and the FSA

10. White Paper update

JY updated from the FSA National Council meeting.

FSA are formulating their response to the White Paper, with a focus on improving the legislation on Fan Engagement responsibilities, and adding aspects of Equality, Diversity and Inclusivity.

FSA believe it will be in Septembers Kings Speech. Primary Legislation – October. Shadow Regulator. Law in April/May 2024

DB updated that currently the club feels they are meeting the fan engagement criteria in the white paper as proposed – as they have an FED who represents the fans

11. AOB

Autism Day – JHa reported that plans are continuing at apace. The 25 free tickets for Alderman Knight (AK) are over subscribed – Clive Gowing at the club offered 70 further tickets at £12.50 for adults, £1 for children – JHa suggested offering tickets to National Star College (NSC)

Action: JHa to try and convince Clive to release more free tickets for NSC

Disabled Supporter Association – JHa felt that the Autism Day and other engagements had shown the need for a DHA, JHa proposed we look at setting one up next season.

Action: JY to ensure this is on May Agenda

Female Sanitary Products – JY added that KS works at Tesco, and would look at getting a supply of products to give out at the ground

Trust Rules & Meeting Attendance – JHe reiterated that the Trust Rules state that if you miss three successive meeting without apologies, you are struck off.

[REDACTED – Personal information]

JHa mentioned that during her board member training that some trusts don't publish full minutes for confidentiality reasons – it was suggested we post redacted minutes on the Trust website, with a friendly explainer article.

JY made the Board aware of the EFL event – EFL Match Experience Forum (with David Prutton) on Tuesday 28 March

SW asked when we would be hosting the Quiz Event (Cheltenham Town House of Games)

Action: JY to resume planning with MH

JHe talked about other Trusts efforts to keep exiled fans in touch with the club – one idea was a map of where our members are

Date of Future Meetings: Tue 18 April & Wed 17 May