



MINUTES

GENERAL MEETING OF THE TRUST BOARD

Thursday, June 29, 2023: 8pm, via Discord

In attendance: James Young (JY), Jenny Hancock (JHa), John Cooper (JC), Jaimie Henderson (JHe), Leo Hoenig (LH), Sam Lear (SL).

1. Apologies

Dave Beesley (DB), Si Watten (SW).

JY confirmed that he had spoken with CC who wishes the Trust well, but hasn't the time to give to meetings, and has formally stood down from the board.

2. Minutes of previous meeting **A. Matters arising**

No May meeting and with lots to pick up later in the agenda, it was agreed to move on with the business.

3. Finance update / Membership

Finance: JC temporarily unable to access bank for some reason. As at June 1,

£6065.10

£5000.00

£11,065.10

The automatic renewals process at the start of June worked well and while there were drop-offs 6 new orders. System worked.

215 members, need to press ahead with campaign to find new members.

4. Retro Shirt #2

JHe reported on sales of the second shirt, which marked good progress on the previous shirt sales.

JHe and JY have worked out the revenues received from shirt one –
Meaning a profit of £298.70. JHe to invoice Hope and Glory for payment.
It was agreed after discussions to do one more sales window on shirt two.
JHe to start the process for shirt #3, with the aim of releasing for Christmas 2023.

5. FSA AGM report and matters arising (JY)

JY reported back on the FSA AGM he had attended on Saturday, June 24.

The one major development of note is the FSA's indicative vote to establish a formal disabled supporters network, with appropriate funding.

JHa has been doing some formative work about the establishment of a DSA for a while, and it was agreed to gauge opinions during the first weeks of the season from people who would like to be involved in a DSA.

Aim would be to facilitate a meeting of all hands – including interested volunteers, Level Playing Field and the FSA.

JY to speak with the club re this, Jenny to gauge interest in first games of season with the aim of reporting back at August meeting, and then setting a meeting at CTFC in September.

6. Survey results – presentation to club

JY ran through the results of the recent supporters survey (catering section was left, as the board believe there has been progress from the FC since).

The results show that there is a clear failing of the shop to satisfy the needs of the fans, and also significant revenue opportunities were being missed by the club.

JY explained his belief that a coordinated 'engagement report' alongside the SLO report compiled by JHa and a piece of work that JY and DB had arranged with Kevin Rye from the Fan Engagement Company would be a good idea. This was agreed.

7. Trust plans for 2023/4

The second part of the Survey on the Trust, showed that efforts need to be improve to ensure the Trust is seen and known by more of the fanbase.

There is a need for the Trust to expand its membership and be more front foot with marketing.

JY suggested the idea of splitting the board into sub-committees working below

the full board. One half dealing with Governance, Legalities, Engagement work, the other to market the Trust and increase membership.

JY and DB are working well together on the engagement and governance side and would be happy to concentrate on that.

SL, JHa and JHe agreed to look at the latter marketing side, with the idea of reporting back at the next board meeting.

The Trust would then advertise these two sides to the roles when looking at the board elections later in the year.

It was agreed that good progress has been made in terms of communications, JHe's newsletter, which is subsequently produced on the website has been well received and plans will be made to be more active with the sharing of that information.

The survey showed the appetite for events, it was agreed to look into the possibility of larger scale events – like the evening with the players at the start of the 2015/6 season and meal at Bar&Wok in previous seasons.

Plans to be considered once the engagement report had been agreed and sent.

8. SLO Plans for 2023/4

JHa has produced an excellent summary of the SLO activities for 2022/23 and hopes for the season ahead too. It was agreed that the report be included in the 'engagement report' but sent to the club board ASAP for review and feedback.

It was agreed that the SLO review would be published in full as part of the August newsletter. NOTE: this action was subsequently postponed due to the departure of Jha as SLO.

NEXT MEETING: 1/8/2023 - Tuesday

AUGUST MEETING: 4/9/2023 – Monday TBC.