



MINUTES

GENERAL MEETING OF THE TRUST BOARD

Wednesday, September 13: 8pm, via Discord

1. **Apologies** – John Cooper (**JC**)
Attendees – James Young (**JY**), Dave Beesley (**DB**), Leo Hoenig (**LH**), Jenny Hancock (**JHan**); Jaimie Henderson (**JHend**); Sam Lear (**SL**); Simon Watten (**SW**)

2. **Minutes from meeting on August 7**
 - a. **Matters arising**
 - Annual Service Charge - £190 recorded from Strip. **DB confirmed this covered a £200 refund and a credit of £10. DB to regularise the issue with JC.** DB confirmed that the Trust pays \$25 per month to use the membership platform.
 - Need to compile share register and transfer of responsibility from JC to JHen. **JHen and JC to liaise re transfer of role and ensure we have an up to date share register and all members have a number.**
 - SL have had initial communications with Club re Proud Robins initiatives. **SL to continue this.**
 - Current membership at 221.
 - Bike rack – 40+ responses from survey. Results suggest a requirement for Sheffield racks. A large number saying that they would cycle had there been a

bike rack. Some concerns over security. Need to decide what to do next on bike racks. **Put together a proposal and costing, in exchange for shares.**

Going through Murry Toms. JHan and JHen to action. Aim to do before AGM.

- No ground update at board level.
- Hope & Glory – paid for first sets of shirts. **JHend to circulate figures for second set.** Need to develop strategy to reach people we didn't reach last time.
- SLO job advert is out.
- Outstanding performance from JHen on the Robins Report podcast.
- Discussed possibility of preparing report to the Board re disgruntled volunteers. Agreed that best approach would be to arrange a potential coffee with Kaylene before a game.

3. AGM planning.

a. November 23 means September 28 notification

b. Appointment of election management – JY can do.

c. Resignation of candidates to stand

- LH reviewed the rules.
- 23 November – notification on 28 September required. **This to be included within the next newsletter.**
- Sort out who is and who isn't standing for elections. **LH to advise.**
- **JY to discuss with Robbie at Blackpool to oversee the election.**
- Set up separate channel on Discord for AGM. **SW actioned immediately.**
- Need to book Deya and to split cost 50:50 with Club.

4. Future plans / mission moving forward

- JY provided mission statements from other football club sources.
- Long term aim – community ownership.

- Agreed for a need for a three word tagline and elevator pitch.
- JHan – Trust should be “*efficient, excellent, innovative, dependable, current, visible, transparent, approachable, challenging, visionary, communicative, sustainable*”. Last one important and goes to the heart about the membership – the Trust needs to be “*the best we can be*”.
- JY – Aim should be that membership reflects 10% membership of the Club’s support within 12 months. 220 to 440. Too many people don’t know what the Trust stands for.
- SW – common theme is people not knowing “*what they get*” for their money. Discussion turned to discounts – what members can get. Solutions include an online membership card to incentivise trust membership, access to high profile cup tickets. Might need to retain physical cards for those who prefer them but this might need to carry an admin fee.
- Podcast through memberful – deep dive into interesting matters around club – how the board works, how shirt is decided, how transfers work, etc. Q&A with FED.
- JY – another aim to drive better governance, campaigning for a CEO etc.
- SW – mission statement – “*fans together, welcoming community, supporting success on and off the field*”.
- JH – need to progress EDI initiatives in line with the incoming regulatory changes.

5. AOB

- Finances – ringfence £5k for the ground proposals. £8k for the bike racks. £210 coming in every month from investors.

- £5k proposal for ground proposal discussed – cited AFC Wimbledon, Bath City – crowdfunding, buy shares into club, long-term aim to become a majority shareholder.
- Estimated £8-12 million for the whole corner of main stand/PRE. Subject to sewage issues. Technology advanced.
- Pick moment with Murry Toms – additional board member, etc.
- Agreed that there would be a more visible positive presence on social media and be more reactive to critical comments on X.
- SL queried whether the Trust could become more of a campaigning group.