



Minutes of HUST Board Meeting held at Edgar Street, Hereford, at 7.00pm on Thursday 24 November 2016.

Present: Elected Board Members: Richard Tomkins, Mike Langford, Russell Cheasley, Andy Carr.

Co-opted Member: Tony Taylor

Non-voting attendees: Minutes Secretary: Peter Davies. Independent Secretary: David Evans.

Deputy Press Officer: Keith Hall.

The chairman welcomed newly co-opted board member Tony Taylor who was introduced to those present.

1.00	Apologies for Absence	<u>Action</u>
1.01	Craig Goodall, Frank Williams and Tristan Edwards tendered their apologies.	
2.00	Previous Minutes and Matters Arising	
2.01	The minutes of the October board meeting were reviewed and agreed to be a true record.	
2.02	The minutes of the AGM were approved.	
2.03	Andy Carr was thanked for taking the AGM and October meeting minutes in the absence of Peter Davies on holiday.	
2.04	The chairman reported that he had had a reply to HUST's FA Cup good luck message from Taunton Town but nothing had been received from Westfields.	
2.05	Russell Cheasley reported that UITC had agreed for HUST to use their offices as its registered address.	
3.00	Treasurer's Report	
3.01	Mike Langford informed the meeting that the Paypal account was £1,020.48 in credit and that there was £18,291.94 in the Co-op bank account.	
3.02	£3,000 has been set aside to cover professional fees associated with the audit and £1,000 for prize money for the Lottery. Available funds are £14,960.42.	
3.03	To date £17,352 had been collected from the 50/50 draw and £8,558 distributed as prizes. The treasurer reported that the profit of £8,794 included unclaimed prize of £350.	
3.04	In reply to a query by Tony Taylor about unclaimed prize money, Mike Langford stated that he used the fact, when it occurred, to publicise the draw. As there is no time limit to claim any unclaimed prizes could in theory be paid out in the future in unlikely event of claimant coming forward with the winning ticket.	
3.05	The treasurer reported that the number of participants in the Prize Bull Lottery continued to fall and is now 168 as compared to 188 in June.	

4.00	Audit and SGM	<u>Action</u>
4.01	Peter Davies confirmed that Kevin Tonge had emailed him requesting him to contact him regarding membership details. Peter is awaiting a return phone call from Kevin before dispatching details.	PD
4.02	Russell Cheasley is to take his identification details to the auditors Thorne Widgery.	RC
4.03	Mike Langford confirmed that the audited accounts would be presented to the FCA before the end of December. It was agreed that the SGM to approve the accounts could be held after their submission to the FCA. A date is to be fixed in January.	RT TT CG
4.04	Mike Langford tabled the company tax return for the chairman, Richard Tomkins, to sign.	
4.05	Mike Langford confirmed that he had the banking signatories' forms for completion. A discussion took place on who should be the signatories at which point Tony Taylor offered to take on the treasurer's role. It was unanimously agreed that Tony be confirmed as the new HUST treasurer.	
4.06	As the Hereford branch of the Co-op bank is pending closure Tony Taylor is to investigate alternative banking services providers.	TT
5.00	Membership Report	
5.01	Peter Davies presented his membership report a copy of which is appended to these minutes.	
5.02	Mike Langford is to collect and hand over postal renewals and applications to the membership secretary before the Totton match.	ML
5.03	It was agreed that a note clarifying renewal dates be included on the website.	AC
5.04	Mike Langford agreed to enquire whether a 10% discount on merchandise purchased in the club shop could be offered to HUST members.	ML
5.05	It was noted that the discount of 20% offered to HUST Junior members should be publicised on the website.	AC
5.06	Mike Langford is to open discussion with the HFC board on including HUST membership on season ticket applications.	ML
5.07	Further opportunities for offering members benefits and discounts are to be investigated.	ALL
6.00	Fundraising	
6.01	Russell Cheasley gave a progress report on the production of a HUST beer. He confirmed that a batch of IPA named "Street Fighter" would be ready for sale before Christmas at a cost of £2.50 for a 330mm bottle with a 10% discount for HUST members. If the concept proves to be a success then the product range could be extended and gift packs produced in readiness for Christmas 2017.	RC
6.02	Russell Cheasley reported that Junior Bulls were not interested in joining forces	

		<u>Action</u>
	with HUST to promote the lottery but UITC would promote the lottery as a joint venture.	
6.03	Keith Hall outlined the potential of holding 'Just Like That! The Tommy Cooper Show' as an event in 2017. It was noted the ex West-End show is on a national tour with the nearest venue in Monmouth, so was likely to draw a good audience in Hereford. It was agreed it would be better not to split the event proceeds on a 70/30 basis with the production company. Keith reported that all props, backdrops and sound equipment, plus posters and marketing material were included in the price. The preferred venue was the Hereford Suite. The number of tickets to be offered for sale will depend on the room layout (144 on round tables, more if seated in rows). Further funds to be raised by a raffle plus a 50/50 draw on the night. It was agreed to go ahead with a suggested date of Friday 31 March 2017, with HFC Hospitality Manager, James Smith, confirming that date. A potential 10% discount on the ticket price for HUST members was discussed. Keith Hall is to liaise with HFC and the Production Company.	KH
6.04	It was agreed to hold a fans' forum in February 2017 with topics to be discussed including football team matters, the club, the ground and leases, and HUST matters. Richard Tomkins is to organise the Fans Forum. Keith Hall offered to chair if available on the night.	RT
6.05	It was noted that HFC had secured a 10-year extension to its lease on Edgar Street from Herefordshire Council, and that grants would now be available for further improvements to the stadium/facilities.	
6.06	The future of HUST's 'Prize Bull Lottery' was discussed and Keith Hall made a presentation of Lotto FC which has a twice weekly draw. It was agreed that HUST should look to progress with a Lotto FC set up as soon as possible, and that a presentation be made at the next HFC board meeting.	
6.07	Peter Davies tabled a "HUST spot the ball" draft entry form that had previously been circulated by email. After a discussion it was agreed to trial a spot the ball competition which would be open to HUST members and run initially on a monthly basis. Mike Langford agreed to check whether the competition should be run as a lottery or a prize competition. Andy Carr will liaise on the online format and payment arrangements.	PD ML AC
6.08	Peter Davies also proposed that consideration be given to holding a limited fundraising draw for a weekend football break in Barcelona. He will bring details to the next meeting.	PD
6.09	The idea of having a "Sportstalk" evening in the executive lounge with a £7-£9 entry fee was also discussed and it was agreed that Keith Hall should discuss the proposal with James Smith.	KH
7.00	HUST Future Strategy, Aims and Objectives	
7.01	The chairman referred to the paper prepared and circulated by Craig Goodall. It was noted that a member, Colin Williams, has offered to help define the future long and short term strategies making the aims and objectives of the trust clearer to the HFC fan base.	
7.02	Tony Taylor commented that the HUST recruitment ad in Talking Bull summarised the aims and objectives concisely.	

		<u>Action</u>
7.03	It was agreed that the setting of targets to be met within specific timescales should be a priority. As there is a surplus in the accounts Russell Cheasley proposed that £10,000 worth of shares be purchased in December. The proposal was seconded by Mike Langford and unanimously passed.	TT/ML RT
7.04	RESOLVED: That HUST release funds to purchase a further £10,000 worth of shares in Hereford FC during the month of December 2016.	
7.05	It was proposed that the cheque for the share purchase be presented to the club at the forthcoming AGM. A press statement on the share purchase is to be released.	FW/KH
7.06	The chairman stated that he would prepare and forward a draft of the aims and objectives for comment within the next week.	RT
8.00	Feedback from HFC	
8.01	Mike Langford reported that at the recent HFC board meeting the response to the unruly behaviour of a minority of fans at the Bridgwater match, where beer and water were thrown and the stand damaged, was discussed. He reported that the offer by HFC to provide stewards on a shared cost basis was turned down by Bridgwater. Consequently the stewarding of the match was compromised. Excessive consumption of alcohol, which was being served by the host club for a long period before the match, undoubtedly played a part in what happened. He stated that the reputation of the club was suffering as a result of such unacceptable behaviour and it might be necessary to provide at least 4 stewards for future away games.	
8.02	With regard to works to be undertaken at the ground it was reported that exterior lighting in the vicinity of the entrance was to be improved.	
8.03	Much of the HFC board meeting was taken up with discussing the end of year accounts.	
8.04	In reply to a query about the share of the takings from the catering and bar franchise, it was stated that the current contract ended at the close of the current season and the club now has a much better idea of the likely demand and therefore would be in a better position to decide how to proceed in the future.	
8.05	Other issues discussed at the board meeting were the replacement of Jon Hale on the Hereford FC board, the playing budget and wage structure and leases and the Council's discussions on partnering for the development associated with the ring road.	
9.00	HUST representation at the HFC AGM	
9.01	In the absence of Richard Tomkins on holiday another board member is required to represent the trust and hand over the cheque for share purchase at the forthcoming HFC AGM on 14 December.	
9.02	Russell Cheasley offered to represent HUST at the AGM and ask questions on issues raised by members (<i>note: RC subsequently withdrew due to a prior engagement and was replaced by Craig Goodall</i>).	
9.03	David Evans observed that at least 7 days notice should be given to the HFC	

	board of any questions to be raised and so an early press release is required so that members have time to consider what they want raised.	Action FW/KH
9.04	It was agreed that all queries should be in writing and be accompanied by the author's membership number. Questions should be submitted by 2 December after which time Russell will sort them out and advise HFC of what questions will be raised at the AGM	RC
10.00	HUST Board meeting schedule for 2017	
10.01	Craig Goodall is to contact all meeting attendees to ascertain when they are not available to attend meetings and is to draw up a schedule that ensures that, as far as possible, the majority of board members and independent attendees are available for each meeting.	CG ALL
11.00	AOB	
11.01	David Evans requested that any press releases on constitutional issues are submitted to him for comment prior to release. This was unanimously agreed.	FW/KH ALL
11.02	Peter Davies noted that at the October meeting, in his absence, his position as independent membership secretary was discussed and comment made about him being co-opted onto the board. He asked for clarification. It was decided to raise this matter at the next board meeting.	
11.03	The matter of who should write the match programme notes when the chairman was absent was raised and it was agreed that the publicity officer should deputise.	RT FW
12.00	Date of Next Meeting	
	The next meeting will be held at Edgar Street on Thursday 5 January at 7.00pm.	ALL
	<i>The meeting ended at 9.50pm</i>	

Appendix

HUST membership report November 2016

Membership Renewals

195 adult members have renewed (102 from Herefordshire)

41 expire later in the year (members who joined after 16 June 2016)

258 yet to renew

22 juniors renewed

19 expire later in the year (joined after 16 June)

99 yet to renew

At present 277 paid up members total

The above figures do not include any postal applications made in the past 10 days which have yet to be collected.

The online membership application/renewal system was down for most of October and early November and this may have a bearing on the lateness and slow rate of renewals.

In the week following its reinstatement, a press release to that effect, and email reminders there was a spate of online renewals (37) and two new membership applications. This soon reduced to a trickle (3 in the past week).

I manned a HUST table in Radford's at the last 2 home league matches and this was announced on Bulls News. Application forms and flyers were placed on all tables in Radford's and Addison's. There was only one renewal and one new member joined.

The possible reasons for the poor response need to be discussed by the board and measures put in place in an attempt to address this issue.

With the introduction of new memberships running for a year from the application date then the membership rules need clarifying. Otherwise existing members may believe that their renewal will run from the date when they send their renewal and not from the date when their renewal was due. I suggest that a statement be published in the website along the lines of:

Your membership expiry date is on your membership card

Members are responsible for renewing on or before the expiry date

If you do not renew by the due date then a reminder will be sent which may be followed by further reminders and a demand for payment

If you do not renew by the due date then you will lose all membership benefits including the right to vote in ballots and elections until payment is received

If you renew within a (set a period 1year or 6 months?) of the expiry date then your membership will run until the date that it would have expired had you renewed on time

If you apply to be a member after that date then you will be treated as a new member and your membership will expire one calendar year after the application date

Membership Benefits

With the club doing so well some supporters may not see any reason for becoming a Trust member. Consideration ought to be given to introducing and publicising a range of member benefits.

At present the only benefits available are for HUST Juniors who get reduced admission for league games and a 20% discount for Edgar Soccer Schools. This needs to be included on the website.

I have approached a couple of companies to ask for a discount for adult members with no success. Board members may know of local outlets and businesses which might be more accommodating especially as it is recognised that the increase in footfall in the town on match days has a beneficial effect on trading.

The obvious candidate for a member discount is the club shop who already offer a 10% discount for season ticket holders. Could this be extend to HUST members and be announced in the run up to Christmas?

Perhaps organise some competitions or events open to members only (e.g. spot the ball, football weekend abroad draw?).

Inclusion of HUST membership with season ticket sales

This has been talked about at meetings but has not been taken forward. Need to discuss with the club in the next couple of months so that a system can be agreed and hopefully put in place for next season.

Peter Davies

24 November 2016