

Minutes of HUST Board Meeting held at Edgar Street at 7.00pm on Tuesday 26 April 2016.

Present: Board Members: Richard Tomkins, Russell Cheasley, Andy Carr, Tristan Edwards and Craig Goodall via mobile telephone link.

Minutes Secretary: Peter Davies.

1.00	Apologies for Absence	<u>Action</u>
1.01	Apologies were received from Chris Williams, Francis Williams, Mike Langford and Andy Swift.	
2.00	Fundraising	
2.01	It was noted that currently the only fundraising activities are the 50/50 draw and the Bulls Lottery. Russell Cheasley reported that he had met with UITC who have offered a space in a marquee on their open evening.	RC ALL
2.02	Richard Tomkins referred to his programme notes for the Heanor game in which he referred to the desirability of HUST, UITC, and Junior Bulls to work in unison on fundraising activities to the mutual benefit of each organisation.	
2.03	Russell Cheasley suggested that a Festival of Football be held in Hightown on 9 th July, the day before the Euro final. It was agreed that he should approach the Council and prospective stall holders. Proposed activities could include a photo booth in which fans would be photographed with the cups won by Hereford FC this season, face painting, speed cage, and stalls selling Herford FC and other items. The evening could also be the focus of the close-season recruitment drive. The possibility of gaining sponsorship for the event is also to be investigated.	RC
2.04	Other suggestions for further consideration included quizzes, draws, and a pop-up shop selling items donated by supporters. Peter Davies reported that another organisation, of which he is the secretary, regularly makes a profit in excess of £1,200 over six days from a pop-up shop.	ALL
2.04	It was noted that, with two more home games to be played, the profit from the 50/50 draw to date is £22,800. The proposal by Mike Langford to take a table, at a maximum cost of £500, for the volunteer sellers and their partners at the celebratory dinner that is being planned was seconded by Andy Carr. Craig Goodall commented that the outlay was a decent return on the money raised. It was agreed that other ways of recognising the efforts of volunteer fundraisers be considered in the future. The proposal was	

	unanimously passed.	Action
2.05	RESOLVED: That the hard work of the volunteer 50/50 sellers be recognised by HUST who will meet the cost of inviting them and their partners to a celebratory dinner to be held in the summer of 2016 and that other ways of recognition be considered for the future.	ML
2.06	Richard Tomkins is to contact Andy Swift for an update on how much is being raised by the Bulls Lottery, the current state of the prize fund and when it is proposed to launch the system that was being planned based on that used by Merthyr Town FC.	RT AS
2.07	It was agreed that the Bulls Lottery be given a higher profile and the prize fund publicised more widely.	AS FW
3.00	Proposed Fifth Benefactor	
3.01	The paper prepared by Craig Goodall and Russell Cheasley was discussed.	
3.02	It was decided that only two options, whether to accept or reject the proposal, brokered by the previous HUST Board, be presented to members to vote on and that the current HUST Board should make no recommendation on which option it favoured.	
3.03	It was agreed that a cut-off date be given for joining or rejoining HUST for new or renewing members who wish to vote on the proposal.	
3.04	Tristan Edwards suggested that the Board supplement the information given to members with a statement of what actions would be taken following an affirmative vote for either of the proposals and that the vote would give the Board a mandate to act on the ballot result in accordance with the stated actions.	
3.05	A discussion took place on how to run the ballot. It was agreed that Andy Carr set up a specific email address to which members' votes are to be sent. Members will be required to submit their membership details with their vote.	AC
3.06	It was agreed that the ballot be overseen by the governance officer and that the sealed voting records be kept by the secretary for future scrutiny should this be required.	CG
3.07	In order to ascertain whether email addresses in the membership records are current Andy Carr is to send out a verification email. If any emails bounce back then those members will be contacted by phone and the records updated with their current email address. If the member cannot be contacted then they will be given a postal	AC

	vote, as will any members who do not have email access.	Action
3.08	It was agreed that Frank Williams issues a press release on the above and place an article on Bulls News to alert members to check their emails.	FW
3.09	The view was put that as the club climbs the leagues and if an extended lease is secured for the ground that further capital investment may be sought. It was agreed that the Board formulate a policy to cover such an eventuality.	
3.10	It was agreed that the ballot should, if possible, be held before the planned SGM.	CG
3.11	Russell Cheesely proposed that the wording of the proposal should be framed in such a way to give the HUST Board a mandate to enter into an open dialogue with Hereford FC Ltd. to address issues raised by members including certain clauses in the Articles of Association and future representation on the HFC Board. This was seconded by Craig Goodall and passed unanimously.	
3.12	RESOLVED: That the wording of the proposal be framed in such a way to give the HUST Board a mandate to enter into an open dialogue with Hereford FC Ltd on issues raised by members regarding the Articles of Association and future representation and voting rights on the Board of Hereford FC Ltd.	
3.13	Richard Tomkins proposed that the two options be placed before the members of whether to accept or reject the proposal for HFC to increase the issued share capital from £478,000 to £578,000 with the extra £100,000 being split equally to allow the sale of 50,000 shares to a fifth benefactor and to give HUST the opportunity to acquire the remaining 50,000 shares. In agreeing to this the period for HUST to purchase a 50% holding in Hereford FC Ltd is to be extended from 3 to 5 years, increasing its total holding to 289,000 £1 shares. Whether accepting or rejecting the proposal members are mandating the HUST Board to enter into an open dialogue with HFC Ltd. on issues raised by members regarding the Articles of Association and future representation and voting rights on the Hereford FC Ltd Board. The proposal was seconded by Craig Goodall and passed unanimously.	
3.14	RESOLVED: That two options be placed before the members of whether to accept or reject the proposal for HFC to increase the issued share capital from £478,000 to £578,000 with the extra £100,000 being split equally to allow the sale of 50,000 shares to a fifth benefactor and to give HUST the opportunity to acquire the remaining 50,000 shares. In agreeing to this the period for HUST to purchase a 50% holding in Hereford FC Ltd	

	<p>is to be extended from 3 to 5 years, increasing its total holding to 289,000 £1 shares. Whether accepting or rejecting the proposal members are mandating the HUST Board to enter into an open dialogue with HFC Ltd. on issues raised by members regarding the Articles of Association and future representation and voting rights on the Hereford FC Ltd Board.</p>	Action
3.15	<p>Craig Goodall reported that he had not yet received the background information promised by Alistair McHarg at the meeting with John Hale. He expects to receive it by the end of the week.</p>	
4.00	<p>Constitution and Election Policy</p>	
4.01	<p>The paper prepared by Craig Goodall was considered and it was agreed to hold a Special General Meeting on 9th June to gain members' approval to the use of the Supporters Direct model election policy by HUST.</p>	
4.02	<p>It was further agreed to gain approval for amending the constitution to replace references and definitions from "Hereford United Football Club Limited" to "Hereford FC Limited".</p>	
4.03	<p>Craig Goodall proposed and Richard Tomkins seconded a motion that members' approval be sought at an SGM to be held on 9th June to adopt the Supporters Direct model election policy and to amend the name of the football club in the HUST Constitution to that of Hereford FC Ltd. The motion was carried unanimously.</p>	
4.04	<p>RESOLVED: That a Special General Meeting be held on 9 June 2016 to seek members' approval to the adoption of the Supporters Direct election policy by HUST and to the removal of references to "Hereford United Football Club Limited" in the constitution and replace them with "Hereford FC Ltd".</p>	CG ALL
5.00	<p>Independent Secretary Update</p>	
5.01	<p>Craig Goodall reported that 2 members had expressed interest in taking on the role of Independent Secretary. Both are resident outside the county.</p>	
5.02	<p>After discussion it was agreed to invite both members to job share the role of secretary and request that they attend the next Board meeting and participate in the Governance Working Group.</p>	
5.03	<p>In the interim period the vice-chair (governance) will continue to act as the secretary.</p>	CG
5.04	<p>On completion of the discussion Russell Cheasley proposed and Tristan Edwards proposed a motion that both members be invite to consider job sharing the role of independent secretary and that they</p>	

	be invited to attend the next Board meeting and participate in the Governance Working Group.	<u>Action</u>
5.05	RESOLVED: That both members be invite to consider job sharing the role of independent secretary and that they be invited to attend the next Board meeting and participate in the Governance Working Group.	
6.00	Membership	
6.01	Prior to the start of the meeting the chairman signed letters inviting corporate members to renew their membership. Peter Davies is to post.	PD
6.02	Peter Davies reported that there are currently 439 adult members and 119 junior members. 15% of adult members and 30% of junior members are female. 50% of members live outside the HR postcode area.	
6.03	Pending the setting up of a new location the current membership list is saved in a OneDrive location to which Andy Carr has access.	
6.04	With the help of Russell Cheasley the membership data is being split into a number of fields to enable sorting, mail merging, and statistical information to be extracted.	PD RC
6.05	Peter Davies tabled drafts of revised membership application forms. Separate forms have prepared for adult and junior members and have been simplified with information on renewal dates inserted. It is proposed that the new forms be introduced in the close-season.	PD
6.06	The possibility of obtaining a sponsor to cover printing costs of the forms is to be investigated.	RC PD
6.07	It was agreed that the Board consider offering membership applications for 2016-17 from July onwards to extend from the beginning of July 2016 until the date of the 2017 AGM (provisionally planned for October 2017). This would coincide with the proposed festival of football and would be a good launch pad for a recruitment drive.	ALL
6.08	Tristan Edwards mentioned that some members had suggested a recruitment drive at the Vase final. The chairman stated that he did not think this a feasible option as it would need FA approval and he considered that Board members and volunteers should attend the match to enjoy the occasion.	
6.09	Peter Davies suggested that the Board consider including a certificate and badge in the Junior HUST membership package.	ALL

6.10	The reduction in admission price for Junior HUST members and the possibility of including HUST membership in the price of an HFC season ticket is to be discussed with the HFC Board.	RT
7.00	Trust Website Revamp	
7.01	The chairman thanked Andy Carr for organising the seamless change to the new website host.	
7.02	Andy Carr stated that he thought that the new website should be launched during the summer. He queried whether the Board should consider rebranding the Trust by adopting a new logo. The consensus was that the existing logo, which was chosen after a competition, should be retained.	
7.03	Andy Carr stated that he would welcome input from all Board members to the layout and content of the revamped website.	ALL
8.00	Nomination of Lead Volunteer Organiser at HFC	
8.01	It was noted that Ken Kinnersley was stepping down from his role as volunteer organiser and that Rob Bullock had been suggested by Ken as a suitable replacement.	
8.02	Russell Cheasley proposed and Andy Carr seconded a motion that HUST member Rob Bullock be nominated as the lead volunteer organiser. The motion was carried unanimously.	
8.03	RESOLVED: That HUST member Rob Bullock be the lead volunteer organiser for HFC.	
8.04	The chairman is to write to the chairman of HFC confirming the appointment.	RT
9.00	Any Other Business	
9.01	The chairman reported that he had a meeting with UITC and had been in contact with London Bulls regarding the Pre-Vase Final get-together.	
9.02	The chairman reported that he had attended, at his own cost, a Supporters Direct training day that he considered very useful.	
9.03	Russell Cheasley reported that he had also had a meeting with UITC. Amongst things discussed were the leases on Victoria Park, funding, purchase of kit for the under 18 side and need for some office space within the ground.	
9.04	The possibility of producing a partnering document with UITC was discussed. This will be the subject of further consideration at future	

	meetings.	
9.05	It was agreed that Frank Williams should prepare a press release congratulating the players, staff, and board of HFC on winning the Midland Premier League and thus securing promotion during the club's first season.	FW
9.06	The chairman, Richard Tomkins, asked the views of the meeting as to whether HUST should have a player of the season award. It was decided that this should be introduced next season.	
9.10	Richard Tomkins reported that he had had sight of a Cardiff City questionnaire that canvassed fans' opinions and sought their reasons for joining or not joining the Trust. It was agreed that HUST could draft such a questionnaire and consider issuing it during the close-season.	ALL
9.11	The chairman informed the meeting that he had sent an informal report to MP Jesse Norman.	
9.12	Andy Carr noted that information on the forthcoming poll on the 5 th benefactor should be pinned on the website.	AC
9.13	It was agreed that the Trust renew their subscription to Supporters Direct.	ML
9.14	The chairman reported that, following the meeting between the Hereford FC and HUST Boards, Jon Hales suggested that future meetings be arranged at quarterly intervals.	
10.00	Date of Next Meeting	
10.01	The next Board meeting will be held at Edgar Street on Thursday 26 May at 7.00pm	ALL
	<i>The meeting closed at 9.30pm</i>	