



## Minutes of HUST Board Meeting held at Edgar Street, Hereford, at 7.00pm on Thursday 26 January 2017.

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

Co-opted Member (non-voting): Tony Taylor

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

Press Officer: Frank Williams, Deputy Press Officer: Keith Hall.

<b>1.00</b>	<b>Apologies for Absence</b>	<b><u>Action</u></b>
1.01	Tristan Edwards tendered his apology.	
<b>2.00</b>	<b>Previous Minutes and Matters Arising</b>	
2.01	The minutes of the board meeting held on 5 January 2017 were reviewed and agreed to be a true record.	
2.02	Matters arising were dealt with in the course of the meeting.	
<b>3.00</b>	<b>Meeting with HFC Board</b>	
3.01	Richard Tomkins gave feedback on matters discussed with his recent meeting with Ken Kinnersey. They included holding a fans' forum at Edgar Street which would include a supper for which a charge would be made to help cover the hire costs of the venue. He reported that the club had no issues with HUST running the Bulls Lotto but had decided not to permit the use of the HFC logo as it wished to protect the club brand. It was confirmed that Keith Hall was to assist the club with its future media co-ordination plans. Commercial matters were also discussed and the preparations to meet the increased costs of Southern League Premiership membership should promotion be gained.	
3.02	Attendance at the meeting with the HFC Board to be held on 13 February was discussed. The chairman stated that the HFC directors, a minute taker and Alistair McArg would be in attendance. Representing HUST would be the four elected directors, the independent secretary David Evans, and Keith Hall.	<b>RT/CG RC/ML DE/KH</b>
3.03	Frank Williams raised the issue of HUST's intent to have a 50% shareholding in HFC stating that he considered the overwhelming vote to support the formation of HFC and the vote to accept the Crawford share issue recommendations indicated the support of fans to purchase 50% of the shares. He stated that share purchases made to date met the target set and agreed to forward a detailed breakdown to Richard Tomkins.	<b>FW</b>
3.04	Tony Taylor observed that it had never been stated that HUST did not intend to purchase 50% of the shares in HFC as permitted under the articles of association.	
3.05	Richard Tomkins stated that it was the intention to prepare a power-point presentation for the meeting and he would circulate matters to be addressed.	<b>RT</b>
<b>4.00</b>	<b>HUST Strategy Document</b>	
4.01	Craig Goodall reported that the document was still in its draft form and was being	

		<u>Action</u>
	fine tuned. He circulated a revised document pointing out the changes from the document issued at the previous meeting.	
4.02	The wording of item 1.3 in the document was discussed. Richard Tomkins proposed that item 1.3 should read: "Purchase 289,000 shares by March 2020." The proposal was seconded by Craig Goodall and passed unanimously.	
4.03	<b>Resolved: That item 1.3 in the draft strategy document should be amended to read: "Purchase 289,000 shares by March 2020."</b>	<b>CG</b>
4.04	Frank Williams observed that HUST was on target to buy 40% of the 289,000 share target by March of this year.	
4.05	Richard Tomkins stressed the need to share information with the HFC board on raising income and Craig Goodall observed that both boards wanted the same thing i.e. a successful football club.	
4.06	Richard Tomkins concluded that the perception of fans was that everything is going well at the moment but that this may not always be the case and the need to plan for the future was of paramount importance.	
4.07	Craig Goodall agreed to circulate an amended version of the strategy document.	<b>CG</b>
4.08	The scope of the financial information that should be made available for HUST to monitor the financial governance of the club was discussed. Craig Goodall is to liaise further with the club and report back to the next meeting.	<b>CG</b>
4.09	The contribution of Colin Williams in the drawing up of the strategy document was acknowledged and it was agreed that the chairman should forward the board's appreciation.	<b>RT</b>
<b>5.00</b>	<b>Fundraising</b>	
5.01	Following the successful launch of the Bulls Lotto Keith Hall stated that, based on initial sales, he predicted that the funds raised per annum would be equivalent to those raised by 8-10 50/50 draws.	
5.02	Should any fans have queries on the draw then Keith Hall stated that he was willing to hold an information session at the club.	
5.03	Keith Hall reported that approximately a third of the tickets for the Tommy Cooper show had been sold to date. It was noted that information is now available in the events section of the website and that flyers and posters were being provided by the production company.	
5.04	Keith Hall confirmed that the Richmond Club had been booked for the first Sports Quiz to be held on Wednesday 15 February. He enquired whether HUST intended entering a team. Richard Tomkins confirmed that he would be entering a team with his wife. After a short discussion the other members of the team were confirmed as Andy Carr and Tony Taylor. <i>(Note: Due to the re-scheduled HFA tie between Pegasus and Hereford FC, the first Sports Quiz has been rearranged for Wednesday 8 March.</i>	<b>RT AC TT</b>
5.05	The preference for teams to submit their entry beforehand rather than on the day was noted.	

		<u>Action</u>
5.06	Russell Cheasley circulated copies of a paper he had prepared on HUST's fundraising strategy listing current and proposed funding streams and how these met the suggestions highlighted by fans in the 2016 survey.	<b>RC</b>
5.07	With regard to HUST beers Russell Cheasley has prepared a brewing schedule for the coming months including the next batch "Wing Wizard" which is currently being conditioned for release in March. The intention is to sell through 5 outlets which will each take 20 bottles as well as selling directly to fans. The production of cask ales is also being considered.	<b>AC</b>
5.08	The production of promotional beer mats is also being considered the design of which has been prepared and circulated by Peter Davies who stated that the cost would be about 8p each if ordered in large quantities (1,000+). Andy Carr informed the meeting that he had previously ordered a lesser quantity for an event and will obtain a quotation.	<b>PD</b>
5.09	Peter Davies reported that he was awaiting further photographs to be used in a spot the ball competition and that technical difficulties regarding payment through the website had been resolved by Andy Carr. Before launching the competition he is to check that the graphics do not infringe any current trademarks.	<b>ALL</b>
5.10	With a number of fundraising ideas being considered the chairman suggested it was time to re-launch the fundraising sub-committee stating that it would be preferable if some members were non-committee members. It was agreed that board members and officers should approach fans that they thought may be interested in helping.	<b>CG</b>
<b>6.00</b>	<b>FED Policy</b>	
6.01	Craig Goodall reported that Phil Eynon had been consulted and has commented on the draft policy. The Governance Working Group is to meet and review the comments and develop the policy after which it will report back to the board.	
<b>7.00</b>	<b>Treasurer's Report</b>	
7.01	Tony Taylor circulated copies of the financial summary for January 2017 which showed that, as of 23 January, there was £2,697.44 in the Paypal account and, as of 13 January, £9,235.55 in the Co-op Bank account. It was noted that since then further deposits of £1,980 had been made and cheques in the sum of about £1,000 issued.	
7.02	After accounting for the monies set aside for the Prize Bull Lottery prizes it was calculated that the available funds totalled £7,489.30.	
7.03	There followed a discussion on how much money should be kept in reserve to fund the Lottery should it be won and it was agreed that the sum should be reduced from £1,000 to £500.	
7.04	With the closure of the local branch of the Co-op Bank the treasurer reported that, after investigating alternatives, he considered that HUST's account should be transferred to the Hereford branch of the NatWest Bank.	
7.05	Craig Goodall proposed and Andy Carr seconded a motion to transfer HUST's account to the Hereford branch of the Nat West Bank. The motion was carried	

		<u>Action</u>
	unanimously.	
7.06	<b>RESOLVED: That the current account for Hereford United Supporters Society Ltd be moved from the Co-op Bank to the Hereford branch of the NatWest Bank.</b>	TT
7.07	It was noted that for practical reasons until such time as the transfer was made that the former treasurer, Mike Langford, would remain in control of the Co-op account.	
7.08	In order to effect the transfer it was agreed that, apart from the treasurer, the chairman Richard Tomkins, Vice-chair Russell Cheasley and 50/50 organiser Mike Langford should also be mandated to act as signatories to the account.	TT
7.09	Signatories are to forward identification documents to the treasurer by Monday 30 January.	RT/RC ML
7.10	There was a lengthy discussion on monetary control and whether cheques needed to have two signatures, it being pointed out that electronic transactions only needed a single signature. Mike Langford stated that most banks will not accept mandates with varying signatory requirements depending on value and that cheques are rarely scrutinised unless they are of high value. David Evans thought that single authorisation was not good practice and that some banks still offer dual authorisation. The treasurer is to check whether NatWest offer this service.	TT
7.11	Notwithstanding the number of signatories, it was agreed that all payments should be authorised by both the chairman and vice-chairman before they are processed.	
7.12	Tony Taylor does not at present have access to emails originating from PayPal. Any Carr is to arrange access.	AC
7.13	Russell Cheasley reminded the board that additional revenue had been raised by members using easy fundraising but he did not know whether the funds had been credited to HUST. He thought that Martin Watkins might know how the system operated. He is to be consulted.	RC TT
7.14	In order to reduce fees for minor payments, particularly the entry fee for the proposed spot the ball competition, Tony Taylor has been trying to contact PayPal about micro payments. He will report back when contact has been made.	TT
<b>8.00</b>	<b>Membership</b>	
8.01	Peter Davies presented his membership report stating that, since the third reminder had been emailed to members who have not yet renewed, membership had increased by 22 to 360. However, of the 190 emails sent only 90 were opened in spite of a press statement being released at the same time.	
8.02	He queried whether written reminders should be posted. It was not thought that a postal reminder, costing about £150, would be any more effective than emailing.	
8.03	The treasurer has identified members who donate to HUST by standing order. The membership secretary is to make contact to enquire whether those members want their membership fee deducted from their regular donations.	PD

9.00	Feedback from HFC	<u>Action</u>
9.01	Mike Langford commented on the sad demise of the club chaplain Shaun Skinner. Members noted that the time of his funeral was 12.15pm and not 12.30pm as previously notified.	
9.02	Mike Langford reported that the club intended holding a sportsman's dinner on 21 April, it being noted that this was one day before one of the planned dates for a "Giant Killers" evening.	
9.03	Should the club gain promotion to the Southern League Premier Division then the number of home games would increase to 23 games. In consequence the club is considering whether to amend season ticket prices.	
9.04	Mike Langford stated that Chris Williams was reviewing all aspects of HFC's business plan and that the board was looking into the possible future structure of the club and how it and be kept as a viable concern with a lot of work going on behind the scenes consulting ex-directors of HUFC and directors of other clubs.	
9.05	Discussions on ground improvements and how to enhance the match-day experience are ongoing.	
9.06	Mike Langford gave an update on the HFC budget.	
<b>10.00</b>	<b>HFC Share Purchase</b>	
10.01	Subject to the home game on 28 January going ahead and 50/50 monies raised at the match being banked, the treasurer confirmed funds would be available to purchase another £10,000 worth of shares.	
10.02	Craig Goodall proposed and Richard Tomkins seconded a motion to purchase a further 10,000 shares in HFC Ltd and present a cheque at the forthcoming meeting with the HFC board on 13 February 2017. The motion was carried unanimously.	TT RT
10.03	<b>RESOLVED: That HUST purchase a further 10,000 shares in HFC Ltd and present a cheque at the forthcoming meeting with the HFC board on 13 February 2017.</b>	ALL
<b>11.00</b>	<b>AOB</b>	
11.01	Members and officers were reminded to forward to Craig Goodall the dates when they are available for meetings	
11.02	Russell Cheasley circulated a paper on Community Partnership that outlined HUST's vision and how it was to be delivered, how partners could help HUST and what HUST could offer Community Partners. During a discussion on the proposals the idea of HUST partnering with a third party to help run Radford's was raised.	TT
11.03	David Evans enquired whether anybody had come forward to act as independent financial inspector. Tony Taylor replied that nobody had come forward. Andy Carr suggested that as one of HUST's corporate sponsors was an accountant that they might be approached.	RT
11.04	Supporters Direct have requested updated details for board members. It was agreed that details be forwarded by David Evans and that board members be	DE

	added to SD's email list.	<b><u>Action</u></b>
11.05	A discussion took place on the cost of the proposed membership CRM system. It was agreed that Andy Carr liaise with David Evans to draw up a specification and identify freelance consultants who could assist Andy Carr and David Evans in the setting up of the system.	<b>AC</b> <b>DE</b>
<b>12.00</b>	<b>Date of Next Meeting</b>	
12.01	The next meeting will be held at Edgar Street on Wednesday 1 March at 7.00pm.  <i>The meeting ended at 10.10pm</i>	