



Minutes of HUST Board Meeting held at Edgar Street at 7.00pm on Thursday 28 July 2016.

Present: Board Members: Richard Tomkins, Mike Langford, Andy Carr, Tristan Edwards, Russell Cheasley, Craig Goodall and Frank Williams.

Non-voting attendees:

Minutes Secretary: Peter Davies. Prospective Independent Secretary: David Evans.

1.00	Apologies for Absence	<u>Action</u>
1.01	Chris Williams and Andy Swift tendered their apologies.	
1.02	The chairman informed the meeting that he had received an email from Andy Swift stating that he would be stepping down from the Board at the AGM but would continue to help with the lottery and 50/50 draw.	
2.00	Minutes	
2.01	The minutes of the June board meeting were reviewed and agreed to be a true record.	
2.01	Andy Carr queried whether a time limit should be put on the approval of minutes after the distribution of the draft copy so that they could be published on the website in a more timely manner. Craig Goodall restated his opinion that the minutes should only be published once they have been agreed at the following board meeting. It was agreed that this was the procedure that should be followed and that a summary of the minutes for website publication, before the final approval of the minutes, be prepared by Frank Williams for approval of the chairman and minutes secretary.	FW RT PD
3.00	Matters Arising	
3.01	The corporate certificate for delivery to Ross-on-Wye was handed to Andy Carr (minute 2.03).	AC
3.02	It was agreed that access to the membership list on One Drive should be limited options for backing up are being investigated (minute 2.04).	AC
3.03	Frank Williams reported that he could not get his HUST email to work and so would continue using his personal email for the time being (minute 2.05).	
3.04	Frank Williams commented that failure to implement the inclusion of HUST membership in the season ticket price was a big opportunity missed (minute 3.01).	ML
3.05	A short discussion took place on the inclusion of an opt out for electronic voting on the online membership application with Andy Carr querying whether this should be a condition of membership (minute 3.01).	AC DE PD
3.06	It was reported that David Pembridge, for various personal reasons, would not be able to share the independent secretary role but he would assist whenever possible (minute 3.05).	

3.07	It was agreed to put the organisation of a fans forum on the back-burner for a short time as there are other more pressing matters for the board to deal with. Prior to organising a forum, or legends evening as suggested by Andy Carr, it was agreed to liaise with the club to ensure that there are no clashes with similar events that they may be considering (minute 4.04).	Action
3.08	Peter Davies reported that UITC are offering a £2 discount for HUST junior members attending the soccer summer schools (minute 6.05).	
3.10	Russell Cheasley stated that the Festival of Football was a successful event that had helped raise the profile of the Trust and UITC (minute 7.01).	
3.11	Mike Langford reported that the major shareholders in HFC do not hold formal meetings but do occasionally get together informally (minute 8.03).	
3.12	The treasurer is still awaiting comment from Supporters Direct about the level of detail required in the accounts (minute 9.02).	ML
3.13	All other action items in the June minutes have been undertaken.	
4.00	Feedback from Joint HFC Board Meeting	
4.01	A discussion took place on the meeting with the HFC board on 18 June. The general opinion of those present was that, bearing in mind the governance and other issues that had to be resolved, some members of the HFC board had been unduly critical of the HUST board's lack of fundraising initiatives and recruitment strategy since it took office.	
4.02	However, it was recognised that having resolved most of the issues, the board could now prioritise fundraising and membership and get involved in appeals for volunteers subject to being informed a reasonable time beforehand.	ALL
4.03	It was agreed that a memorandum of understanding between HUST and HFC should be drawn up with Craig Goodall taking the lead role.	CG
4.04	Mike Langford commented that he thought it would have been better for HUST to have met with the HFC board before their board meeting rather than after, noting that the later time slot had been allocated as it was thought that many of the HUST board would be unable to attend an afternoon meeting.	
4.05	Frank Williams stated that he thought a representative sub-group should attend the next meeting. He issued a paper on his thoughts on the relationship between HUST and HFC.	
5.00	Fundraising Strategy	
5.01	Craig Goodall proposed that a member fundraising sub-group should be formed who would co-ordinate fundraising activities and set targets to be met.	
5.02	It was generally agreed that the Bulls Lottery should be revitalised and other competitions and draws such as spot the ball and golden goal be considered.	
5.03	Frank Williams is to approach Keith Hall to ascertain whether he could help organise a series of quizzes.	FW

5.04	Mike Langford suggested that Joanie Roberts who helps with the 50/50 draw might agree to help with other fundraising activities. He will ask her.	Action ML
5.05	Russell Cheasley informed the meeting that he had an interesting conversation at the Kidderminster friendly game about their lottery which has several prizes. He thought that it could be adapted to suit HUST's needs.	
5.06	Tristan Edwards agreed to chair the fundraising sub-group with the assistance of Russell Cheasley. A press appeal for volunteers to serve on the sub-committee is to be released.	TE FW
5.07	It was noted that 50/50 proceeds were dependent on the gate size and that the proceeds would fall if gates diminish in the future. It is therefore vital that other revenue streams be developed.	
5.08	Peter Davies handed over draft "spot the ball" and "share donation receipt notes" for the consideration of the sub-committee.	TE
6.00	Membership	
6.01	Peter Davies reported that there were now over 600 members with 33 new members joining since the June meeting. The level of membership now equals that at the end of the Conference season. Frank Williams is to issue a press release.	FW
6.02	There was a flurry of on-line renewals and applications after the recent press release which died down and stopped when the website was taken down for revamping. In order to keep the recent momentum another press appeal is to be released.	PD FW
6.03	Peter Davies confirmed that the new membership cards had been printed and were now being issued with expiry dates shown. New membership forms have also been printed and display cases, which were first used at the Festival of Football, purchased.	
6.04	The membership section of the website has been updated and this now lists the reasons for joining HUST with links to the revised and updated membership application forms.	
6.05	It is proposed to distribute HUST armbands and badges to members joining or renewing in person before matches in return for a small donation.	PD RC
6.06	Peter Davies asked for volunteers to help at the membership table before the Merthyr match. Russell Cheasley offered to help.	RC
6.07	Peter Davies tabled a draft of the proposed HUST ad to be placed in "Talking Bull". It was agreed that this be forwarded to Keith Hall.	PD
7.00	Community Aims/UITC	
7.01	Russell Cheasley reported that UITC were in the process of agreeing a memorandum of understanding with HFC. He suggested that UITC be offered advertising space on the HUST website and that Nick Vaughan be invited to a future HUST board meeting. This was agreed.	RC RT

8.00	Supporters' Survey	<u>Action</u>
8.01	Tristan Edwards reported that the survey was ready for release following the trial run. He read out a proposed press release that was cleared for publication.	TE FW
8.02	The survey will be emailed to everyone on the long contact list.	AC
8.03	Following receipt of replies the responses will be analysed using the program using the questionpro software.	TE
8.04	Tristan Edwards confirmed that the 200 hardcopies of the survey would be available for distribution before the Merthyr Town match and first three home matches of the season.	
9.00	Website	
9.01	Andy Carr confirmed that the revamped website was now up and running.	
9.02	In addition to revamping the website Andy Carr stated that he intended setting up a Facebook page to replace the existing Facebook group. He stated that there were 1200 members in the group and that, as they cannot be transferred, it would be necessary to announce that the group is closing. However, he would need help as every member of the group has to be removed individually. When this is done he will link the Facebook page to the website that is already linked to Twitter.	AC
9.03	A brief discussion took place on whether to issue regular online newsletters to members. Frank Williams and Andy Carr are to liaise and consider whether a yearly newsletter should be produced.	AC FW
9.04	Andy Carr queried whether the profiles of the Board members on the website should be expanded to include more information and photos. It was agreed that this should be done.	AC ALL
9.05	Existing corporate members' ads have been included on the website. The chairman is to contact Hereford Brewery about the renewal of their membership and Peter Davies is to contact Talking Bull.	RT PD
10.00	Election	
10.01	The number of members on the board who would be standing down at the election was discussed. Andy Swift has indicated that he will be standing down and Chris Williams, having served 2 years, will also be standing down. Under the constitution 4 or 5 members have to stand down and/or be re-elected. Craig Goodall proposed and Russell Cheasley seconded a motion that 4 members stand down. The motion was passed unanimously.	
10.02	RESOLVED: That the number of vacancies to be elected to the HUST Board at the 2016 AGM shall be four.	
10.03	It was noted that two of the remaining seven would have to stand down and/or stand for re-election. As all remaining members of the Board were elected at the same time a mechanism for deciding who is to stand down, if no one volunteers to stand down, will have to be formulated and agreed.	ALL
10.04	David Evans reported that the following members had agreed to form the Election	

		<u>Action</u>
	Management Group: Himself, Andy Walkden and Tim Brown with Neil le Milliere as independent chairman and with Peter Davies assisting on membership issues.	
10.05	Craig Goodall proposed that David Evans, Andy Walkden, Tim Brown and Neil le Milliere be appointed to form the EMG with Peter Davies assisting with membership matters. This motion was seconded by Frank Williams and passed unanimously.	
10.06	RESOLVED: That the following members be appointed to the Election Management Group: David Evans, Andy Walkden and Tim Brown and that Neil le Milliere be appointed as independent chairman with member Peter Davies assisting with membership matters.	
11.00	Programme Notes	
11.01	It was confirmed that Richard Tomkins would write HUST programme notes. Any information that Board members want included should be forwarded to Richard a week in advance of the game for which the programme is to be published.	RT ALL
11.02	Frank Williams suggested that for the first two home games of the season the notes should concentrate on membership.	
11.03	Russell Cheasley suggested that corporate sponsors be approached to ascertain whether they would want to advertise on the HUST page. He agreed to contact them.	RC
12.00	HFC Update	
12.01	Mike Langford reported that the new VP club, sponsored by Montgomery Waters, has been sold out and would be opened for the Merthyr Town match and that the new ticket booth would also be opened for the first time on the same day.	
12.02	He reported that there was a lot of work still being undertaken around the ground.	
12.03	A sub-committee has been formed to meet with Peter Beadle the team manager.	
12.04	HFC's share of the Wembley Finals Day ticket sales has now been received. Mike Langford will ascertain the exact sum received and report to the next meeting.	ML
12.05	David Evans queried why the board did not have access to HFC financial information that might have had a bearing on the 5 th investor ballot. Mike Langford gave the board some background information on the accounts and is to enquire whether financial information that might be relevant to decisions of the HUST board will be available in the forthcoming season.	ML
13.00	Treasurer's report	
13.01	The treasurer reported that there was a total of £7583-16 in the bank and PayPal accounts with the Bulls Lottery prize jackpot standing at £1,500.	
13.02	The treasurer has yet to receive guidance from Supporter's Direct on the extent of information that has to be included in the audited accounts but he has been advised by Hawkins Priday that they are already doing the minimum to comply with FSA Rules.	

13.03	Richard Tomkins proposed that Hawkins Priday be re-appointed as accountants. The proposal was seconded by Craig Goodall and passed unanimously.	Action ML/CG
13.04	RESOLVED: That Hawkins Priday be re-appointed as accountants for the HUST accounts.	ML
13.05	It was agreed that the signatories for the Co-op Bank account be amended to include the treasurer, chairman , vice-chairman Russell Cheasley and Tristan Edwards. The treasurer will ensure that the appropriate mandates are completed.	
14.00	Volunteers for HUST Table at Merthyr Match	
14.01	Russell Cheasley and Peter Davies will man the HUST table from 11.00am until 12.45pm. Russell is to provide a gazebo. Tables and chairs to be provided by HFC.	
15.00	Any Other Business	
15.01	David Evans enquired whether the complaint from a member who was not sent a voting key for the 5 th benefactor election had been dealt with. Peter Davies stated that he had sent the member the reasons why she had not been sent a voting key but as he had not yet received a reply he will contact the member personally and report back to the chairman.	PD
15.02	Richard Tomkins reported that he is sponsoring the match ball for the Mangotsfield match.	
15.03	Richard Tomkins requested that photographs be taken of 50/50 draw winners for promotional and publicity purposes.	ML FW
15.00	Date of Next Meeting	
15.01	The next meeting will be held at Richmond Club on Thursday 25 August at 7.00pm.	ALL
	<i>The meeting ended at 10.40pm</i>	